

Spring Workshops

April thru June 2010

1410 Ethan Way · Sacramento · California · 95825 · (Phone) (916) 563-3210 · (Fax) (916) 563-3266 · www.sbdc.net

REGISTER ONLINE: www.sbdc.net

INDIVIDUAL WORKSHOPS

Business Basics

Fee: \$40.00

This three-hour workshop discusses the fundamentals of starting and building a successful business. Discover whether entrepreneurship is right for you. Learn the realities of starting a business, licenses and permits you may need, developing start-up costs, breakeven analysis, cash flow projections, legal structure options, insurance requirements, importance of researching your market, why you need a business plan, typical loan requirements and much more.

Tu 04/06 1pm-4pm
Th 04/22 6pm-9pm

Tu 05/04 6pm-9pm
Tu 05/18 6pm-9pm

Th 06/17 6pm-9pm

Business Plan Guidelines

Fee: \$80.00*

A solid business plan is essential for the success of your small business! A business plan is required by most lenders, and serves as a guide to help you reach your goals of success. This workshop covers the components and layout of a successful business plan including the financial statements, which are important to lenders. You'll leave this class with an outline and suggestions so you can get started. *Includes a flash drive loaded with business plan outline and financial worksheets.

Th 04/29 9am-4pm

Th 05/20 9am-4pm

Th 06/24 9am-4pm

Bookkeeping for Small Businesses

Fee: \$40.00

This workshop is designed to assist small businesses with managing and maintaining accurate financial and accounting terms, information on how you organize your financial information, how to deal with income and expense records and prepare for taxes. It will also help you learn how to evaluate your business cash flow cycles to help plan for growth and income.

Th 04/08 9am-12pm

Tu 05/11 9am-12pm

Th 06/10 9am-12pm

Beginning QuickBooks® Accounting

Fee: \$40.00

QuickBooks® is the number one bookkeeping program in use in small businesses. Learn how to put the power of the computer to work so that you can spend less time on financial tasks and have more accurate data for the tax preparer and to help you plan for the future. This class is designed for beginning users. You will learn how to create and customize your chart of accounts, enter and pay bills, use the check register, apply payments and make deposits, and reconcile bank statements. Discount pricing details on Quickbooks software will also be provided. Highly Recommended Prerequisite: Bookkeeping for Small Businesses

Th 04/22 1pm-4pm

Th 05/20 1pm-4pm

Th 06/17 1pm-4pm

Intermediate QuickBooks® Accounting

Fee: \$40.00

In this intermediate course, you will learn how to analyze financial data, set up inventory, track sales tax, and credit card transactions. Discount pricing details on Quickbooks software will also be provided. Highly Recommended Prerequisite: Beginning QuickBooks® Accounting

Tu 04/29 1pm-4pm

Th 05/27 1pm-4pm

Th 06/24 1pm-4pm

Branding and Marketing for Small Business

Fee: \$40.00

Want to grow your business? Learn the importance of branding and how it can positively affect your business revenues. This workshop will also cover market analysis and market strategies. Included in the discussion will be the importance of research, defining you market, timing, product mix, advertising, promotion, distribution, customer types and understanding the four P's of marketing. Resource materials provided.

Tu 04/13 6pm-9pm

Th 05/13 1pm-4pm

How to Buy a Business: Start from Scratch, Buy an Existing Business or Start a Franchise

Fee: \$30.00

This educational workshop discusses the value of self employment and some of the common reasons people, who want to own their own business, don't! With more and more people getting laid off, many are considering business ownership as a career option. The workshop will cover the differences between buying an existing business, starting one from scratch or starting a franchise. You will learn how to reduce the risk of going into business, strategies for finding the right one, costs, and financing requirements. Most important you will learn proven and successful investigative techniques. If you have ever considered business ownership this course will teach you what you need to know to make a safe and well informed decision. Resource materials will be provided. Course sponsored by Murphy Business & Financial.

Th 04/08 6pm-8pm

Th 05/06 6pm-8pm

Th 06/10 6pm-8pm

More workshops continued...

ALL CLASSES HELD AT 1410 ETHAN WAY, SACRAMENTO, CA 95825

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Marketing to Government

This introductory class describes how to: Decide if the government marketplace is the right customer for your company, understand the government customer, evaluate the government market and evaluate your capabilities. Apply four key marketing principles to government sales and make key contacts. Sponsored by the Federal Technology Center. Please register for this course at www.theftc.org

Tu 04/06 9am-12pm

SBA Financing Options

Fee: No Charge

This workshop discusses the various SBA loan programs, the fundamentals of borrowing, credit, financing options, owner's injection, collateral, loan restriction and limitations, loan application process, and standards lenders utilize to evaluate the application. Sponsored by the Small Business Administration Sacramento District Office.

W 04/21 1:30pm-3:00pm W 05/19 1:30pm-3:00pm W 06/16 1:30pm-3:00pm

Federal/State Basic Payroll Tax Seminar

Fee: No Charge

This course will cover California payroll reporting requirements: forms, employer obligations, reporting, and payment requirements. Independent contractor reporting requirements, electronic filing and payment requirements and options will also be covered. Federal payroll reporting requirements: Forms 940, 941, 1099, W-2, W-4, W-9, and alternative filing. Sponsored by EDD and the IRS. Please register for this course at www.edd.ca.gov/taxsem.

W 06/09 9:00am -1:30pm

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All classes are held at the SBDC unless otherwise noted. It is required to pre-register ONLINE at www.sbdc.net as classes with low enrollment will be cancelled. No refunds, workshop credit only. Return check fees in the amount of \$25 dollars will be assessed on any returned checks. The Greater Sacramento SBDC is an affiliate of the Northeastern California SBDC Program sponsored by: CSU Chico Research Foundation / Center for Economic Development, the California Community College's Economic and Workforce Development Programs / Los Rios Community College District, U.S. Small Business Administration (SBA), and California Community Colleges Chancellor's Office (CCCCO). This is a partnership program under the current Cooperative Agreement with the SBA and the CSU Chico Research Foundation / Center for Economic Development, and California Community Colleges Chancellor's Office (CCCCO). This Cooperative Agreement is partially funded by the SBA and the California Community College Chancellor's Office (CCCCO). Any opinions, findings, conclusions or recommendations expressed are those of the presenter(s) / author(s) and do not necessarily reflect the view of the sponsoring entities. All SBA programs are extended to the public on a non-discriminatory basis. Reasonable accommodations for the disabled will be made, if requested in advance. Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.