

# Winter Workshops

January thru March 2010

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

**REGISTER ONLINE: [www.sbdc.net](http://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.

<b>Tu 01/12</b>	<b>1pm-4pm</b>	<b>Tu 02/02</b>	<b>1pm-4pm</b>	<b>Tu 03/02</b>	<b>1pm-4pm</b>
<b>Th 01/21</b>	<b>6pm-9pm</b>	<b>Th 02/18</b>	<b>6pm-9pm</b>	<b>Th 03/18</b>	<b>6pm-9pm</b>

### **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.

<b>Th 01/28</b>	<b>9am-4pm</b>	<b>Th 02/25</b>	<b>9am-4pm</b>	<b>Th 03/25</b>	<b>9am-4pm</b>
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### **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.

<b>Th 01/07</b>	<b>9am-12pm</b>	<b>Tu 02/09</b>	<b>9am-12pm</b>	<b>Tu 03/09</b>	<b>9am-12pm</b>
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### **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

<b>Th 01/14</b>	<b>9am-12pm</b>	<b>Th 02/18</b>	<b>9am-12pm</b>	<b>Th 03/11</b>	<b>9am-12pm</b>
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### **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

<b>Th 01/21</b>	<b>9am-12pm</b>	<b>Th 02/25</b>	<b>9am-12pm</b>	<b>Th 03/18</b>	<b>9am-12pm</b>
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### **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 your market, timing, product mix, advertising, promotion, distribution, customer types and understanding the four P's of marketing. Resource materials provided.

<b>Th 01/19</b>	<b>6pm-9pm</b>	<b>Tu 02/23</b>	<b>6pm-9pm</b>	<b>Tu 03/16</b>	<b>6pm-9pm</b>
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### **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.

<b>Th 01/14</b>	<b>6pm-8pm</b>	<b>Th 02/11</b>	<b>6pm-8pm</b>	<b>Th 03/11</b>	<b>6pm-8pm</b>
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More workshops continued...

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

**INDIVIDUAL WORKSHOPS**

Jan. thru March 2010

**Doing Business with the City of Sacramento**

**Fee: No Charge**

Learn about selling to the City of Sacramento. This class addresses the following questions: What does the City buy and what are their purchasing procedures and governing regulations? What certifications are recognized and offered by the City? What are the benefits of certification? What are the best ways to market products and services to the City? Sponsored by the Federal Technology Center. Please register for this course at [www.theftc.org](http://www.theftc.org)

Tu 01/05 9am-12pm

**Government Subcontracting**

This workshop is concerned with the basics for prime contractors who are managing subcontracts; basics for subcontractors who are working with primes or managing other subcontractors. Discussion includes obtaining consent to subcontract, project management and controls, subcontract administration, marketing to prime contractors, common errors, and payment issues from the perspective of both primes and subs. Sponsored by the Federal Technology Center. Please register for this course at [www.theftc.org](http://www.theftc.org)

Th 02/04 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 01/20 1:30pm-3:00pm W 02/17 1:30pm-3:00pm W 03/17 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](http://www.edd.ca.gov/taxsem).

W 01/06 9:00am -1:30pm

**State Payroll Tax Seminar**

Recommended for those who have previously attended a Federal/State Basic Payroll Tax Seminar or for those familiar with state payroll tax reporting but who would like additional practice. How to calculate taxes and complete payroll tax forms (hands-on). Sponsored by EDD and the IRS. Please register for this course at [www.edd.ca.gov/taxsem](http://www.edd.ca.gov/taxsem)

Th 01/14 9:00am-1:30pm

**Employee vs. Independent Contractor Seminar**

In this workshop you will learn how to differentiate between employees and independent contractors and the benefits and cons of each strategy. Sponsored by EDD and the IRS. Please register for this course at [www.edd.ca.gov/taxsem](http://www.edd.ca.gov/taxsem)

Tu 03/30 9:00am-12:30pm

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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](http://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.