

Summer Workshops

July thru September 2009

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 7/14 1pm-4pm

Tu 8/4 1pm-4pm

Tu 9/1 1pm-4pm

Th 7/23 6pm-9pm

Th 8/20 6pm-9pm

Th 9/10 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.

Tu 7/28 9am-4pm

Th 8/27 9am-4pm

Tu 9/15 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.

Tu 7/21 9am-12pm

Tu 9/22 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. Enrollment limited to 7 students. Highly Recommended Prerequisite: Bookkeeping for Small Businesses

Th 8/6 9am-12pm

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. Enrollment limited to 7 students. Highly Recommended Prerequisite: Beginning QuickBooks® Accounting

Th 9/17 9am-12pm

Marketing for Profit

Fee: \$40.00

Want to grow your business? Learn some low cost tips for starting and growing a profitable business. This 3-hour workshop will cover market analysis and market strategies. Included in the discussion will be the importance of research, defining you market, timing, product mix, branding, advertising, promotion, distribution and understanding the four P's of marketing. Resource materials will be provided.

Th 7/30 6pm-9pm

Buying an Existing Business or Franchise: What you Need to Know!

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 7/9 6pm-8pm

Th 9/17 6pm-8pm

More workshops continued...

INDIVIDUAL WORKSHOPS

July thru Sept 2009

Introduction to Federal Contracting

Fee: No Charge

This course covers where your company fits into the Federal government market, the Federal government purchasing process, how to research government contract opportunities, certification programs for small businesses and where to go for assistance. Sponsored by The Federal Technology Center.

Th 09/03 9am-12pm

California Construction Contracting Program Training

Module 6: Combined Safety and Bonding

Fee: No Charge

Providing key information on Construction Safety including Cal/OSHA regulations, Module 6 reviews effective Construction Safety Program development and implementation. Additionally, Module 6 touches on the importance of bonding and the types of bonding required for the job, providing a wealth of resources that will enable the attendee to find the resources and information to allow them to bid on Caltrans and other Public Works Projects. Who should attend: Small business construction contractors. See www.sbdc.net for dates/time, and registration instructions.

Module 7: Business Connections, Marketing & Networking

Fee: No Charge

This Module provides attendees the invaluable opportunity to gain insight and tips from Prime contractors who have successfully bid and performed on Caltrans and other Public Works Projects, as well as talk to various Resource Partners in you area. Offering instruction on strategic marketing & networking, Module 7 provides attendees with the perfect opportunity to connect and market their firms to Primes. Who should attend: Small Business Construction Contractors Interested in Learning the Caltrans Bidding Process and Tips on Strategic Marketing & Networking. See www.sbdc.net for dates/time, and registration instructions.

Module 3: Professional Services Including Architectural & Engineering

Fee: No Charge

A comprehensive look at the complete Request for Qualifications (RFQ)/Request for Proposals (RFP) process and evaluation criteria, Module 3 breaks down proposal development as well as other important factors in the RFQ/RFP process. This Module includes networking strategy as well as the importance, benefits, and value of post award debriefings. Who Should Attend: Professional Service Firms, Including Consulting Firms and Architects & Engineers (A & E Firms). See www.sbdc.net for dates/time, and registration instructions.

Module 1: Project Management for Contractors from A to Z

Fee: No Charge

Known as the "Construction Module" and geared towards Construction Contractors, Module 1 provides Small Businesses with key insight into the contracting process, including information on Pre-bid conferences, How to find Bid Opportunities and Plan holders, understanding the subcontractor agreement, General Contractor relations preparing scope letters, project management tools, as well as "real life" examples and spreadsheets regarding construction methods, including a pre-construction checklist and review of Construction Change Orders, Claims & Disputes and Project Closeout requirements. Who should attend: Small Business Construction Contractors Interested in Learning the Caltrans Bidding Process and Locating Opportunities. See www.sbdc.net for dates/time, and registration instructions.

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 07/15 1:30pm-3:00pm W 08/19 1:30pm-3:00pm W 09/16 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 08/05 9:00am -1:30pm



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.