



Erie Area Business Workshops & Webinars

Helping businesses to connect the dots...

April, 2015

Friday, April 3, 2015 9:00 a.m. to 11:30 a.m. **Quick Books Step 1 – Getting Started**

QuickBooks Class: Step 1 is for those who have never used QuickBooks but are thinking of purchasing the program for their business. This is NOT a Power Point presentation but a real hands on experience using the actual Quick Books program. Each participant will have access to Quick Books and be able to create their own accounts or use a sample program in Quick Books. The participants will learn how to set up their program so they can start using it immediately. There will be two hours of classroom instruction and one hour where the students will be able to practice and get one-on-one assistance with the program from the facilitators. By the end of this class you will be familiar with:

- Entering Company Data
- Setting up and managing user accounts
- Setting up accounts, items, customers and vendors
- Adding, changing and deleting list items
- Sorting Lists
- Preparing invoices and sales receipts
- Making payments
- Making deposits
- Backing up data

After Step 1 you are ready to take Quick Books - Step 2. Location: North Metro Denver SBDC – Brighton Satellite. Fee: \$45.00, At the door \$75.00 Register [here](#).

Friday, April 03, 2015 9:30 a.m. to 11:30 a.m. **Email Marketing for Success**

Email is the most cost-effective, targeted, and efficient way to build and maintain relationships in all types of business and organizations. Learn how to master email marketing communications with a comprehensive look at best practices and winning strategies that lead to increased profits, revenue, and engagement in this presentation. In this two-hour session you will learn how to:

- Grow your email marketing list to build strong relationships with your customers
- Generate repeat business and referrals without spending a ton of time or money
- Integrate email marketing with social media to gain exposure
- Measure, analyze, and continually improve your email marketing with analytics.

Location: North Metro Denver SBDC - Broomfield Satellite. Fee: \$ 20.00 Register [here](#).

April 6, 2015 6:00 p.m. to 7:30 p.m. **The Affordable Care Act: Impacts on Small Businesses & Sole Proprietors**

It is important that business owners and their employees understand the Affordable Care Act and the benefits of the Health Insurance Exchange program. Our experts will share with you how the new healthcare reforms are impacting your business. Topics being discussed will include:

- Small business tax credits (available to businesses and tax-exempt non-profits): who's eligible for them and how to claim them
- State health insurance exchanges
- High-risk pools
- Shared responsibility
- Cost containment
- Tools and resources available for small businesses

interested in learning more about the law A question and answer period will follow. Location: East Colorado SBDC – Mead Satellite. Fee: \$10.00. Register [here](#).

Tuesday, April 07, 2015 6:00 p.m. to 9:00 p.m. **Business Plan Essentials**

Complete or refine your business plan, with an emphasis on understanding your market and developing financials. Each business plan component will be explained, along with information about additional resources

that will be helpful in completing each section. A must for any entrepreneur, especially for those seeking funding or in the early stages of their business growth. Location: Boulder SBDC - Longmont Satellite. Fee: \$45.00. Register [here](#).

Wednesday, April 08, 2015 6:00 p.m. to 8:00 p.m. **Crowdfunding Your New Business Solution**

This presentation will cover the basics of the different types of crowdfunding websites, tips on how to make a project successful, how to communicate and spread your message through the page and your own network, and more. Covering everything for crafting your message to designing attractive rewards, please join Mario in exploring the world of crowdfunding: one resource to fund, market, and create your next business or expand your current one. Mario Lurig is the author of "Unlocking Kickstarter Secrets: Crowdfunding Tips and Tricks", a 'full pie' Kickstarter backer, and successful project creator. Location: North Metro Denver SBDC. Fee: \$ 20.00. Register [here](#).

April 9, 2015 6:00 p.m. to 7:30 p.m. **Business Research 101**

Learn how to use library resources, in print and online, to put together a solid business plan. Business librarian will demonstrate library and other resources and answer the most common questions about research. This class is a prerequisite to making a one-on-one appointment with a librarian to discuss your unique needs. No reservation required. For more information, contact the Reference department. Questions? Contact Eladia Rivera riverae@boulderlibrary.org, 303-441-3194. Location: Boulder SBDC. Fee: FREE. Register [here](#).

Friday, April 10, 2015 9:30 a.m. to 11:30 a.m. **Market Research - Does the Government Buy What I Sell?**

Find out if the Government buys the product or service your business offers. Learn ways to research what they are buying, when they are buying and who buys the most so you can establish which agencies you will target when marketing. You will also learn how to determine if your price will be competitive with other vendors already offering the government products and services similar to yours. Location: North Metro Denver SBDC - Broomfield Satellite. Fee: \$ 20.00 Register [here](#).

April 14, 2015 6:30 p.m. to 8:30 p.m. **Start-Up Orientation**

Starting your New Business and Operating It Correctly. There are many regulations for businesses. There are many questions that must be answered as a new business owner when opening a new business. Who do I market to? Who is my competition? Do I have what it takes to be in business? Do I have the right amount of capital to start this business? These and many more questions can be answered by taking this seminar. Location: North Metro Denver SBDC. Fee: \$10.00. Register [here](#).

Wednesday, April 15, 2015 10:00 a.m. to 12:00 p.m. **I Don't Have Time for Time Management**

We all know that time goes fast. With so many things pulling you in different directions, how do you prioritize and get the most from the time that you have? This workshop provides you with simple steps that anyone can implement to be successful in time management. Come and learn tips and new ways to create and evaluate your tasks at hand. Ready to maximize your minutes? This workshop is worth your time. Location: Boulder SBDC. Fee: FREE. Register [here](#).

April 16, 2015 8:00 a.m. to 10:00 a.m. **Cash Flow and Inventory Control Boot Camp**

Retail is a blend of art and science. As the store owner you understand your customers and what they want: you provide a point of view and a taste level, the ART. The SCIENCE involves understanding how to maximize the merchandise you bring in to support your vision. Inventory control is the best investment you can make for your store: Poor inventory management is the #1 reason retailers fail. And 1/3 of stores that fail are actually profitable but don't have enough cash flow to run the business. We will talk about too much inventory, not enough inventory, gross sales, what percentage most retailers spend on merchandise, and inventory in relation

to total assets. This class will walk through the basics of running a retail business and you will come away understanding: The difference between net profit and cash flow The 4 Pillars of Retail How to more accurately forecast your sales What an Open-to-Buy is and how to create one for your business How to create a cash flow projection. Location: Boulder SBDC. Fee: FREE. Register [here](#).

Thursday, April 16, 2015 4:30 p.m. to 6:00 p.m. **Take Charge: Questions to Ask a Merchant Before Swiping a Card**

Are you frustrated with your current method to accept credit and debit cards? Are you in an industry that accepts Wex, Voyager or other Fleet Cards? Is accepting American Express the right decision? Does your business operate in the corporate market and are you in need of accepting P-Cards? Would your business benefit from multi merchant capability? Business Sales Consultant and local merchant services expert Ryan Coffey presents on Bank Card Processing. Ryan is an experienced merchant services provider for Wells Fargo, a leader in the electronic payment services industry. Ryan's role is to offer businesses a variety of services including; processing for credit and debit cards, PIN-based debit, check verification, Ecommerce, and gift cards for any sized business. During this workshop you'll discover....

- Learn of the various services offered and how you can apply them to your growing business.
- Dive into the credit card industry and understand the changes that are occurring as to find the correct solution for your business long term needs.
- Peel back the layers of security, as well as explore the consequences of allowing your customers information to fall into the wrong hands.

Topics that we will be going into include:

- Data Encryption
- Tokenization
- EMV Chip Card Processing
- Apple pay/ Google wallet.

Location: East Colorado SBDC – Fort Lupton Satellite. Fee: \$10.00 Register [here](#).

Friday, April 17, 2015 9:30 a.m. to 11:30 a.m. **Presenting Yourself With Impact**

The ability to deliver your message clearly and effectively is critical for your business regardless of whether you are communicating to one individual or to thousands. The Presenting Yourself With Impact session is designed to help professionals better:

- Analyze and connect with the audience
- Harness the power of “Non-Verbal Communication”
- Increase your personal presence
- Speak “thinking on their feet.”
- Master the finishing touches and more

Presenting Yourself With Impact prepares business executives to speak and present with ease in front of an audience and in one-on-one settings. At the end of this program, participants will be able to:

- Give compelling presentations
- Make dynamic first impressions
- Gain the trust of those who hear them
- Use language that wins listeners over
- Harness the power of their body language
- Control their “podium anxiety”
- Speak confidently in “off the cuff” situations
- Manage the audience effectively
- Close decisively.

Location: North Metro Denver SBDC. Fee: \$ 20.00 Register [here](#).

Tuesday, April 21, 2015 6:00 p.m. to 8:00 p.m. **4 Essentials Steps to Successful Government Procurement**

There are many opportunities to grow your business through federal, state, and local government procurement but most business owners don't understand the steps necessary to be successful. Colorado Procurement Technical Assistance Center (PTAC) is a free resource to any business wanting to do business with governments. This workshop is an in-depth review of the government procurement process and how this can impact your business. The PTAC will explain many of the government acronyms, describe how your business needs to be registered to do government contracting, look at the different preference programs and determine which agency uses your product or service. Location: North Metro Denver SBDC. Fee: \$ 20.00 Register [here](#).

Wednesday, April 22, 2015 6:30 p.m. to 8:30 p.m. **Decision Making: A Structure for the Decision Making Process**

This course is designed to help you with the process of decision making. Everyone is required to make many decisions every day in their business and personal lives. Most decisions, by most people, are handled quickly and without much thought. But many of us procrastinate or over-analyze some of the most important decisions we must make. This course breaks down the process of making decision into a structure that can relieve the delay

and stress of choosing the right option when we face important opportunities or problems. Location: North Metro Denver SBDC. Fee: \$ 20.00 Register [here](#).

Wednesday, April 22, 2015 1:00 p.m to 4:30 p.m. **Start-Up Essentials**

Attorney Theresa Pickner walks you through the nuts and bolts of starting your own business, including legal entity selection, taxes (sales, use, and payroll), liability protection, registering your trade name, and more. This workshop will help save time and stress by helping you determine which agencies to contact along with the forms you will need, and by providing the information necessary to make key decisions before completing your paperwork. You will receive a packet containing reference materials and forms you will need to get your business started right away. Attendees may also arrange for a private consultation for up to an hour with Theresa Pickner at no extra charge. Location: Boulder SBDC. Fee: \$45.00 Register [here](#).

Thursday, April 23, 2015 6:00 p.m. to 7:30 p.m. **Business Start-Up Orientation**

How to Start a Business in Colorado This free comprehensive Business Start-up orientation has been designed to be a starting place for anyone who is considering jumping into business for the first time (or the second time with a better outcome). This seminar will provide you with a Colorado Start-Up Guide, free library resources to support your business and websites, as well as a general overview of the things to consider when starting a business. During this workshop, you'll learn about... • Business Licensing Requirements • Business Taxes You Are Required To Pay • Legal Forms of Organization • Components of a Business Plan • Marketing essentials • Management requirements • Financial Planning • Funding Your Business • Putting a Business Plan Together • Launching Your Business. Location: East Colorado SBDC – Erie Satellite. Fee: FREE Register [here](#).

Thursday, April 23, 2015 6:30 p.m. to 8:00 p.m. **The Power of Email Marketing**

Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships in all types of business and organizations. Learn how to master email marketing communications with a comprehensive look at best practices and winning strategies that lead to increased profits, revenue and engagement. You will learn to: - Grow your email marketing list to build strong relationships with your customers - Generate repeat business + referrals without spending a ton of time or money - Integrate email marketing with social media to gain tons of exposure - Not bother people by following spam compliance best practices - Measure, analyze, and continually improve your email marketing with analytics. Location: North Metro Denver SBDC. Fee: \$ 20.00 Register [here](#).

Friday, April 24, 2015 9:00 a.m. to 4:00 p.m. **BizModel Workshop – Strategic Planning For Business Development and Growth**

Forget Business Plans! The business planning method for the 21st Century is more practical and effective in not only starting a business but in growing a business through the different stages of business growth. A business model describes the value an organization offers to its customers. It illustrates the capabilities and resources required to create, market and deliver this value, and to generate profitable, sustainable revenue streams. The BIZMODEL Workshop offers systematic methodologies of business development strategies to deliver value and innovation to business planning offering a new perspective on business strategy using a business model template which will help you: 1. Identify your true business model and niche; 2. Identify your real customer segments; 3. Focus on the big picture (lowering the planning risk); 4. Reach beyond existing demand to show the scalability of the business; 5. Develop the strategic sequence for the business; 6. Identify key organizational hurdles; and 7. Build execution into the strategy. How to structure the business to insure future growth using a reproducible manner, leading to opportunity while minimizing risk. To help ensure the business model can be implemented in a way that it supports a viable business each participant will be given a follow up appointment to complete a business model that can be implemented/or presented to a lending institution. A light continental

breakfast and light lunch will be served. Location: North Metro Denver SBDC – Brighton Satellite. Fee: \$30 Pre-paid, \$45 at the door. Register [here](#).

Friday, April 24, 2015 9:30 a.m. to 11:30 a.m. **CPR for Your Management Team**

CPR for Your Management Team Are your employees not meeting your expectations? Are there behaviors you want them to change, but they continue to do what they always have done? Maybe you need to resuscitate them. Management CPR teaches the simple steps you need to follow to improve employees' performance. In this seminar you will learn how to discuss your expectations, hold your employees accountable for getting the job done and leave with easy-to-use, proven strategies to bring your employees to their peak performance. PRE-REGISTRATION IS REQUIRED. Location: North Metro Denver SBDC - Broomfield Satellite. Fee: \$ 20.00 Register [here](#).

April 28, 2015 9:00 a.m. to 11:00 a.m. **Start-Up Orientation**

Starting your New Business and Operating It Correctly. There are many regulations for businesses. There are many questions that must be answered as a new business owner when opening a new business. Who do I market to? Who is my competition? Do I have what it takes to be in business? Do I have the right amount of capital to start this business? These and many more questions can be answered by taking this seminar. Location: North Metro Denver SBDC. Fee: \$10.00. Register [here](#).

Wednesday, April 29, 2015 9:00 a.m. to 12:00 p.m. **Understanding the Government Bid Process**

By attending this event participants will have the opportunity to attend 2 Break Out Sessions 1. Bonding – Joe Serna 2. Doing business with the Government – Completing the RFP David Musgrave State of Colorado They will be able to meet with 5 vendors of their choice to gain a better understanding of the RFP process from searching Procurement websites, invitation to bid - to managing the contract and leave with a sample bid. Participants will be emailed the list of vendors, to choose 5 to visit with during the event. Each vendor will bring sample bids to demonstrate what their organization requires of the subcontractor. Location: North Metro Denver SBDC - Brighton Satellite. Fee: \$ 25.00 Register [here](#).

May, 2015

Friday, May 1, 2015 9:00 a.m. to 11:30 a.m. **Quick Books Step 2 – Setting Preferences**

This class is for those who have had some experience with Quick Books but feel they can be doing so much more with the program to make their accounting systems more effective. In this class participants will learn how to set the preferences they wish to use in their accounting system and be familiar with: • Preparing and manipulating reports • Setting preferences for sales, customers, finances, purchases, and vendors • Sending forms via e-mail • Making purchases • Setting up memorized transactions • Scheduling recurring transactions • Setting reminders This is a must have class for anyone who wants to become proficient in Quick Books and are planning on taking the Quick Books Step 3- On My Own! class. Location: North Metro Denver SBDC – Brighton Satellite. Fee: \$50.00 Register [here](#).

Tuesday, May 5, 2015 6:00 p.m. to 9:00 p.m. **QuickBooks Essentials**

This training class is an introduction to the basic functions of QuickBooks. It will cover topics starting with the initial setup and end with creating the financial reports that summarizes the health of the business. QuickBooks can save the company money by delivering a completed financial statement to their tax accountant as opposed to a series of loose transactions that would have to be summarized by the accountant. Gain the knowledge of the record keeping processes in order to track company sales, expenses, and bank activity, and summarize those transactions to determine your company's financial position. Attendees will learn and take away: • Initial set-up

• Recording sales transactions from clients • Reconciling bank accounts • Running reports • Knowledge of the record keeping processes that allow a company to track company sales, expenses, and bank activity, then summarize those transactions to determine the company's financial position. Location: Boulder SBDC – Longmont Satellite. Fee: \$45.00 Register [here](#).

Thursday, May 14, 2015 6:00 p.m. to 7:00 p.m. **Business Research 101**

Learn how to use library resources, in print and online, to put together a solid business plan. Business librarian will demonstrate library and other resources and answer the most common questions about research. This class is a prerequisite to making a one-on-one appointment with a librarian to discuss your unique needs. No reservation required. For more information, contact the Reference department. Questions? Contact Eladia Rivera riverae@boulderlibrary.org, 303-441-3194 Location: Boulder SBDC. Fee: FREE. Register – Not required.

Tuesday, May 19, 2015 6:00 p.m. to 8:30 p.m. **Tax 101**

This workshop will focus on learning the basics of business taxes, including forms of different business entities, business use of home and car, record keeping, Schedules C, SE, and ES, Form 1040 and more. Location: North Metro Denver SBDC. Fee: \$15.00 Register [here](#).

Wednesday, May 20, 2015 1:00 p.m. to 4:30 p.m. **Start-Up Essentials**

Attorney Theresa Pickner walks you through the nuts and bolts of starting your own business, including legal entity selection, taxes (sales, use, and payroll), liability protection, registering your trade name, and more. This workshop will help save time and stress by helping you determine which agencies to contact along with the forms you will need, and by providing the information necessary to make key decisions before completing your paperwork. You will receive a packet containing reference materials and forms you will need to get your business started right away. Attendees may also arrange for a private consultation for up to an hour with Theresa Pickner at no extra charge. Location: Boulder SBDC. Fee: \$45.00 Register [here](#).

Thursday, May 21, 2015 6:30 p.m. to 8:00 p.m. **Access Yourself: Use a Franchise Industry Assessment Tool**

Join FranNet to learn more about yourself for a great start to 2015. Benefit from in-depth insights into your personal and professional life – your values, interests, business motives, work style and core competencies. Once you better understand your own thinking process and communication style, you can interact more effectively with managers, peers and employees. You'll also gain a competitive advantage by knowing how to successfully sell to these different personality types. In advance of the one-hour workshop, you will receive a link to the PFA online assessment. Results will be sent to you immediately upon completion and you will need to bring the report to the workshop. Location: North Metro SBDC. Fee: \$15.00 Register [here](#).

Friday, May 22, 2015 9:00 a.m. to 4:00 p.m. **Biz Start-Up Academy**

Today more people are starting their own business for many reasons; downsizing where they worked for many years; following a lifelong dream; freedom, etc. This all day workshop will get you in motion. Our facilitators will walk you through the steps in one day: 1. What's in a Name 2. Determine a Legal Structure 3. Register your business name. Check the Secretary of State Business data base to see if it is available. 4. Get an FEIN (Federal Employee Identification Number). 5. Get a business license. 6. Doing Business with your municipality 7. Understanding Federal State, county and city tax requirements. 8. Understand how to obtain a business bank account. 9. Set up a simple accounting spreadsheet. 10. Identify your customer segments and revenue streams 11. Meet with counselors to get questions answered and set up a follow up appointment. This one day training will take a few hours but in the end you will have a better understanding of how to start and run your business and all the confusion surrounding licensing and legal requirements will be behind you. What is more you will be an entrepreneur with a network of advisers and documents to get you off on the right foot. Location: North Metro Denver SBDC-Brighton Satellite. Fee: \$35.00 Register [here](#).

ONLINE WEBINARS AND RESOURCES MATERIALS:

East Colorado SBDC Free E-Learning Videos <http://www.eastcoloradosbdc.com/training/free-elearning-videos>

Highplains Library <http://highplains.libguides.com/business>

SBA Learning Center Online Training & Videos <https://www.sba.gov/tools/sba-learning-center/search/training>

CLASS LOCATIONS:

Boulder SBDC	Bolder Library, Main Branch, 1001 Arapahoe Avenue, North Wing-Canyon Entrance, Boulder, CO 80302
Boulder SBDC - Longmont Satellite	Longmont Area Chamber of Commerce, 528 Main St. Ste. A, Longmont, CO 80501
East Colorado SBDC – Erie Satellite	Classes at Erie Highplains Library, 400 Powers Street, Erie, CO 80516 Consulting at Erie Chamber of Commerce 235 Wells Street, Erie, CO 80516
East Central Colorado SBDC – Firestone Satellite	Carbon Valley Chamber, 8308 Colorado Blvd. Firestone, CO 80504
East Central Colorado SBDC – Fort Lupton Satellite	Fort Lupton Chamber of Commerce, 321 Denver Ave., Fort Lupton, CO 80621
East Colorado SBDC – Mead Satellite	East Colorado Bank, 141 Main Street, Mead, CO 80524
East Colorado SBDC – Windsor Chamber of Commerce Satellite	Windsor Chamber of Commerce, 421 Main Street, Windsor, CO 80550
North Metro Denver SBDC	Front Range Community College, 3645 W. 112 th Ave. Room C1220, Westminster, CO 80030 (Inside Entrance 3 on Southeast side of campus)
North Metro Denver SBDC - Brighton Satellite	Historic Brighton City Hall, 22 S. 4 th Ave. #305, Brighton, CO 80601
North Metro Denver SBDC - Broomfield Satellite	Broomfield Business Resource Center, 2095 W. Sixth Ave., Ste. 109, Broomfield, CO 80020

Note: Some classes may be held at other locations, review registration for exact location/room.