



Erie Area Business Workshops & Webinars

Helping businesses to connect the dots...

January, 2016

Start-Up Orientation-Evening Workshop Register

Tuesday, January 05, 2016 6:00 PM to 8:00 PM

Starting Your New Business and Operating It Correctly During this course you will learn about legal structures, registration, licenses, market research, business planning, obtaining financing, insurance, taxes, and sources of assistance.

Speaker: Jesse Esparza

Location: North Metro Denver SBDC

Fee: \$ 10.00

Mobile Website Development for Beginners Register

Friday, January 08, 2016 9:00 AM to 11:30 AM

4 in 5 consumers use the internet to shop and find information about local businesses, but less than half of US small businesses have a website (45%) and only 37% have updated their business information on a search engine. If you're not online your business is missing out! If you can do a Google search; if you can type a Word.doc; then you can create a website on this platform. This class is for you! Before class date all attendees must have: • Registered domain name During this interactive workshop attendees will learn: • How to use key words to be found on Search engines • How to build a mobile friendly website on a user friendly platform • How to use their website for building more business

Speaker: Kendra Fernandez; FBD Strategies, LLC

Location: North Metro Denver SBDC - Brighton Satellite

Fee: \$ 25.00

Carbon Valley: Ready to Start a Business Register

Tuesday, January 12, 2016 6:00 PM to 7:45 PM

Location: East Central Colorado SBDC - Firestone Satellite

Fee: \$ 25.00

Start-Up Essentials Register

Wednesday, January 13, 2016 1:00 PM to 4:30 PM

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 digital 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 Public Library Main Branch, 1001 Arapahoe Avenue in the Canyon Room

Speaker: Theresa A. Pickner, Attorney at Law

Location: Boulder SBDC

Fee: \$ 45.00

Be Chip Ready or Be Liable! Protect your customers/Protect your business Register

Friday, January 15, 2016 9:30 AM to 11:30 AM

New credit card processing laws require all businesses that accept in person payments must be able to take cards embedded with chips to avoid liability for fraud. The Chips are more secure than magnetic stripes. The new chip cards will change the way your business accepts payments. In the coming months your customers will increasingly want to use their new chip cards and take advantage of the security they offer. Are you ready for this change? This workshop will also cover: EMV NFC Apple Pay PCI Compliance, Equipment and more! Demonstrations on using the chip card. If you take credit card payments you will NOT want to miss this workshop...register today.

Speaker: Kimberly Smith, CPay

Location: North Metro Denver SBDC - Brighton Satellite

Fee: \$ 15.00

Start-Up Orientation- Evening Workshop Register

Tuesday, January 19, 2016 6:00 PM to 8:00 PM

Starting Your New Business and Operating It Correctly During this course you will learn about legal structures, registration, licenses, market research, business planning, obtaining financing, insurance, taxes, and sources of assistance.

Speaker: Jesse Esparza

Location: North Metro Denver SBDC

Fee: \$ 10.00

Let's Get Erie on the Map Workshop Register

Thursday, January 21, 2016 6:30 PM to 8:00 PM

Is your Erie area business on Google's map? If not, let us help you get your business exposed. If so, is everything updated to ensure customers can reach you? After this workshop business owners will: Learn why it is so important to have the most current information about their company on Google; Receive assistance getting their information listed; Learn how to upload their logo to Google. Laptops will be available but attendees are

encouraged to bring their own if they like. Also, attendees should bring jpegs of their logos for uploading. More information is available at <https://www.gybo.com/faq/for-business-owners/being-found-on-google>

Speaker: Steph Myers, Paula Mehle, Amy Tallent

Location: East Colorado SBDC - Training Site - Erie High Plains Library, Erie

Fee: FREE

Identifying and Sizing Market Opportunities Roundtable-Get a Taste of the 2016 TechVenture Series Register

Friday, January 22, 2016 8:00 AM to 9:30 AM

After working with emerging companies for the past 10 years to help them overcome market and business growth hurdles, Colorado Emerging Ventures (a program of Boulder SBDC) developed the TechVenture Series, which consists of a cohort program that will help accelerate the growth and development of businesses in key Colorado industry growth sectors: bioscience, IT, aerospace, clean tech and advanced manufacturing. Unless a prospective market is well-defined and sizable, putting a number on it can be challenging. An emerging market can also be very dynamic with numerous players, revenue models and conflicting information. This roundtable features a cohort style of learning, meaning no lectures, but rather, a facilitated discussion with other executives who share similar business challenges. We will have a subject matter expert on hand to lend expertise in the area of identifying and sizing market opportunities. This roundtable is a free sample of the 2016 TechVenture Series, which begins in February 2016 and meets monthly. This particular program is not for start-ups. It is for qualified businesses in the following industry sectors: bioscience, IT, aerospace, clean tech and advanced manufacturing. Email Sharon King at sharon.king@bouldersbdc.com for details.

Speaker: Mo (Maureen) Kanwischer, Sharon King, Ruth Janjic

Location: Boulder SBDC

Biz Start Academy Register

Friday, January 22, 2016 9:00 AM to 1:00 PM

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 half day workshop will get you in motion. Our facilitators will walk you through the start up steps: 1. What's in a Name 2. Determine a Legal Structure 3. Where to register your business name. Check the Secretary of State Business data base to see if it is available. 4. How to get an FEIN (Federal Employee Identification Number). 5. What business licenses you need. 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. Why you need business insurance. 10. Business finance and taxes. 11. Meet with counselors to get questions answered and set up a follow up appointment. This 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. Light continental breakfast provided.

Speaker: Kendra Fernandez, FBD Strategies Chuong M. Le, The 3iLaw Jean Starr, City of Brighton Sales Tax Division Jennifer Holmes, City of Brighton One Stop Center Lynn Weintraub, Colorado Business Accounting and Consultants Corp. Valerie Escatel, Valley Bank & Trust Gabe Lopez, Nationwide Insurance Teri Sanchez, SBDC

Location: North Metro Denver SBDC - Brighton Satellite

Fee: \$ 25.00

Leading Edge Info Session Register

Tuesday, January 26, 2016 6:00 PM to 7:30 PM

At this info session, you'll hear from the instructors, preview course materials, learn about scholarship opportunities talk with graduates and get your questions answered. Ready to start your new business idea, but in need of some structure? Or, if you already run a small business, are you ready to finally strategize your business growth? Formerly known as NxLevel, LEADING EDGE is an 10-week course designed to help you develop a business strategy and/or business plan through a discovery process that starts with a business concept, moves to designing a viable business structure and results in an executable plan of action. Through a blended-learning format that combines an online learning platform with classroom sessions, you will participate in interactive learning exercises, hear from experts and receive online resources to help you start or run a business. Depending on individual needs, you will complete either a formal written business plan or a written working strategy that outlines actionable steps with measurable outcomes and time-bound deadlines. By the end of the course, you will discover and test their business concept, understand the aspects of running a business, have a written business plan or strategy and test your model for financial viability.

Speaker: Glenn Plagens

Location: North Metro Denver SBDC

Basics of Sales: Selling in the 21st Century Register

Wednesday, January 27, 2016 9:00 AM to 11:00 AM

Traditional selling techniques don't work like they used to. Today's buyers have seen it and heard it all. That puts them in control of the sales process – from avoiding the salesperson, to stringing her along while not making a decision. The casualty...lost opportunity and revenue – and possibly even more costly; the salesperson's self-esteem. This workshop focuses on how to arm the salesperson with a selling system that puts them in control of the selling process to bring in more new customers and beat company sales goals. The workshop format is an insightful interactive discussion about what works, what doesn't and how to evolve your approach to fit the new selling economy. This workshop is for small business owners, entrepreneurs and professional salespeople who are:

- Concerned that their marketing and prospecting activities are not getting them in front of enough qualified prospects.
- Experiencing longer and longer sales cycles.
- Frustrated by their spending a lot of time providing unpaid consulting with quotes, presentations and ideas, and then not getting the business.
- Fighting to keep margins from eroding due to increased price competition and/or salespeople's inability to negotiate successfully.
- Uncomfortable not having a selling system that keeps them in control and helps them identify what they're doing well and where they can improve.

The goal of this training session is to arm you and your salespeople with the truths and direction to explore new ways to generate new customers, handle increasing "low price" pressures and increase revenue and profits.

Speaker: Bob Bolak, Sandler Training

Location: Boulder SBDC

Fee: \$ 40.00

February, 2016

Start-Up Orientation- Evening Workshop Register

Tuesday, February 02, 2016 6:00 PM to 8:00 PM

Starting Your New Business and Operating It Correctly During this course you will learn about legal structures, registration, licenses, market research, business planning, obtaining financing, insurance, taxes, and sources of assistance.

Speaker: Jesse Esparza

Location: North Metro Denver SBDC

Fee: \$ 10.00

Online: Digital Marketing Trends for Small Business Register

Thursday, February 04, 2016 11:30 AM to 1:00 PM

When it comes to the critical element of Digital Marketing for Small Businesses, it doesn't matter so much where you are today or what has been done previously. Rather, the essential elements are within the actions you take right now. It is time to put your best foot forward to insure your marketing message is getting heard by the right audience. Bottom line - if you are not marketing online you aren't being fully heard. If you feel that you have been starting and stopping without many results get ready to make a change! At the helm of this webinar will be a clear explanation of the critical and powerful role that content marketing plays in getting your message out into the world - consistently. We will discuss tools needed to create a planning process. Learn how to best utilize your time, resources, and knowledge. We will even get clear on who your target audience is and where they are really hanging out.

Speaker: Cheri Ruskus, Victory Circles and Business Coach and Master Certified Expert for Constant Contact

Location: ONLINE

Fee: FREE

Marketing Essentials Register

Thursday, February 04, 2016 9:00 AM to 11:30 AM

Break your marketing plan down into its core elements: Identify your market niche Develop a marketing strategy Determine a marketing budget Each component of the marketing plan will be discussed in detail, and attendees will receive several worksheets to help crystallize key portions of the plan. Location: Boulder Public Library Main Branch, 1001 Arapahoe Avenue in the Canyon Room

Speaker: Maureen (Mo) Kanwischer, Momentum Business Consulting

Location: Boulder SBDC

Fee: \$ 45.00

Marketing 101 Register

Thursday, February 04, 2016 12:00 PM to 2:00 PM

What is marketing? As business owners, entrepreneurs, and managers we often hear the term "marketing" used. More frequently than not, there is confusion between marketing, sales, advertising, and public relations.

This Marketing 101 course will provide you with a better understanding of marketing and crucial aspects to consider before engaging in marketing efforts.

Speaker: Kendra Fernandez

Location: North Metro Denver SBDC

Fee: \$ 20.00

***NEW* Word of Mouth Marketing Secrets: Attract More Clients, More Easily Register**

Friday, February 05, 2016 10:00 AM to 2:00 PM

****Class time includes a 30 minute lunch break**** Do you have a great service, and now you're looking for more clients. Some people seem to get lots of referrals, while others struggle to attract new business. Don't let the lack of marketing dollars, a packed schedule and a dislike of marketing stop you from getting the clients you need. Learn how to consistently get referrals to grow your business. This class will give service providers new tools to authentically and ethically generate the right kind of buzz without awkward networking, social media overload, or sleazy promotional schemes. Start by pinpointing what you are currently doing that might be reducing your referrals then learn five simple things that you can do to generate more high quality referrals right away. Mari Geasair is a coach, consultant and trainer who specializes in helping small business owners discover their own path to success. She has maintained a full practice by referrals only for over 14 years.

Speaker: Mari Geasair

Location: North Metro Denver SBDC

Fee: \$ 20.00

Erie: Ready to Start a Business Register

Tuesday, February 09, 2016 6:00 PM to 7:45 PM

Location: Erie Library 400 Powers Street Erie, CO 80516

Location: East Colorado SBDC - Training Site - Erie High Plains Library, Erie

Fee: \$ 25.00

Leading Edge Info Session Register

Tuesday, February 09, 2016 6:00 PM to 7:30 PM

At this info session, you'll hear from the instructors, preview course materials, learn about scholarship opportunities talk with graduates and get your questions answered. Ready to start your new business idea, but in need of some structure? Or, if you already run a small business, are you ready to finally strategize your business growth? Formerly known as NxLevel, LEADING EDGE is an 10-week course designed to help you develop a business strategy and/or business plan through a discovery process that starts with a business concept, moves to designing a viable business structure and results in an executable plan of action. Through a blended-learning format that combines an online learning platform with classroom sessions, you will participate in interactive learning exercises, hear from experts and receive online resources to help you start or run a business. Depending on individual needs, you will complete either a formal written business plan or a written working strategy that outlines actionable steps with measurable outcomes and time-bound deadlines. By the end of the course, you will discover and test their business concept, understand the aspects of running a business, have a written business plan or strategy and test your model for financial viability.

Speaker: Glenn Plagens

Location: North Metro Denver SBDC

Best Practices in Marketing with Video Register

Wednesday, February 10, 2016 9:00 AM to 11:00 AM

Everyone wants a viral video - but is that really the best solution for your company? How do you convert a 'Like' into an actual sale? In this 2-hour long session you will learn easy strategies to help you make a video that will get your customers to find you and buy from you. We'll have interactive exercises to help you apply the learning in your own business. Location: Boulder Public Library Main Branch, 1001 Arapahoe Avenue in the Canyon Room

Speaker: Don Poe, People Productions

Location: Boulder SBDC

Fee: \$ 40.00

HR, When You Don't Have an HR Department Register

Thursday, February 11, 2016 9:00 AM to 11:00 AM

Did you know that even if you have just one employee, you have 17 federal laws you have to follow? As a Small Business Owner without a Human Resources Department, you are probably the person dealing with various HR issues. Having some background and ground rules on how to handle employee issues will give you the basic information you need to find solutions. Learn the 7 things you need to know to make navigating HR issues easier and understand the essential HR rules that small business must live by to handle common HR issues. Courtney takes boring HR concepts, adds humor and practical experience to bring you information you will use the minute you leave the workshop.

Speaker: Courtney Berg, SPHR, SHRM-SCP

Location: North Metro Denver SBDC

Fee: \$ 20.00

Let's Get Erie on the Map Workshop Register

Thursday, February 11, 2016 11:30 AM to 1:00 PM

Is your Erie area business on Google's map? If not, let us help you get your business exposed. If so, is everything updated to ensure customers can reach you? After this workshop business owners will: Learn why it is so important to have the most current information about their company on Google; Receive assistance getting their information listed; Learn how to upload their logo to Google. Laptops will be available but attendees are encouraged to bring their own if they like. Also, attendees should bring jpegs of their logos for uploading. More information is available at <https://www.gybo.com/faq/for-business-owners/being-found-on-google>

Speaker: Steph Myers, Paula Mehle, Amy Tallent

Location: East Colorado SBDC - Training Site - Erie High Plains Library, Erie

Fee: FREE

Business Serious. Franchise Serious. Register

Saturday, February 13, 2016 10:00 AM to 3:00 PM

The day is split between those interested in being a franchisee and those interested in being a franchisor. You are welcome to come to whichever most pertains to your situation or stay for both! Are you an entrepreneur who is serious about looking for a new business? Or are you a business owner interested in franchising? Join us for a 3-hour seminar to learn if franchising is right for you! FOR THE FRANCHISEE 10:00am–12:00pm: Franchisee Seminar | 12:00pm–1:00pm: Lunch and Bonus Presentation from Hadley Harmon Consulting To be successful in franchising, you need to find the opportunity that's right for YOU! Learn principles, case studies and relevant skills designed to improve your knowledge and confidence in the franchise industry. We bring together a complete team of franchise specialists from financing, management and law, to teach you the franchise model, typical investment requirements, opportunities available in the local area and the personal qualities required to run a successful company. Starting a business is always a daunting process, but with an established brand, a clear business model to follow, and mentors on hand to give advice it may be that franchising is an ideal solution for you. • Introduce the concept of self-employment, business startup and franchising • Evaluate your suitability • Discuss the risks and rewards • Understand how to finance your new business • Discover how to identify the best business option for you • Q&A with existing franchise owners Featured lunch presentation by results experts, Hadley Harmon Consulting Mindset Management: You are embarking on a new chapter in your business! This impactful presentation will help you to understand mindset, clarify your goal with absolute precision, recognize the knowing/doing gap, realize the power of decision, and aligning your beliefs with your behavior to ensure that your new endeavor leads you to long-term prosperity. FOR THE FRANCHISOR 12:00pm–1:00pm: Lunch and Bonus Presentation from Hadley Harmon Consulting | 1:00pm–3:00pm: Franchisor Seminar Taking your business to the next level. Do you have a successful business or a concept that you believe is a winning idea? Join us for a 3-hour session to find out how you can turn it into an opportunity to provide you with the profits you desire and the time to enjoy them! We explain what practices drive productive franchises. What to consider when deciding to franchise your business: • Pros and Cons of franchising • Suitability of your business • The right time to franchise • Best practices when starting a franchise • Attracting the right franchisees • Legal requirements • Q&A with existing franchise owners
Speaker: Stephen Hogan, FranNet; FranFund; Hadley Harmon Consulting
Location: Boulder SBDC
Fee: \$ 49.00

Start-Up Orientation- Evening Workshop Register

Tuesday, February 16, 2016 6:00 PM to 8:00 PM

Starting Your New Business and Operating It Correctly During this course you will learn about legal structures, registration, licenses, market research, business planning, obtaining financing, insurance, taxes, and sources of assistance.

Speaker: Jesse Esparza

Location: North Metro Denver SBDC

Fee: \$ 10.00

Start-Up Essentials Register

Wednesday, February 17, 2016 1:00 PM to 4:30 PM

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 digital 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 Public Library Main Branch, 1001 Arapahoe Avenue in the Flatirons Room

Speaker: Theresa A. Pickner, Attorney at Law

Location: Boulder SBDC

Fee: \$ 45.00

***NEW* More Traffic to Your Website: DIY SEO (Search Engine Optimization) Register**

Thursday, February 18, 2016 9:00 AM to 11:30 AM

Everyone wants more traffic to their website, but how can you generate the traffic you want? What you have to start with is setting up your site correctly so that search engines know who they should be sending to you. In this training you will learn how to score your site to see what needs to be fixed. We will show you the best tools available for diagnosis, keyword and competitive research that will help you come out on top. You will learn the exact page and site structure that Google is looking for on your site and how to set it up. You will leave with a clear blueprint of what you need to do to get and keep your site on top of search results. This is a working workshop. That means you need to bring your laptop so you can actually do some work on your site in the class. We will have laptops available for your use free of charge if you do not have your own laptop for class. Score your site, learn the key tools for you and your competition and all about keywords. Create the ideal buyer profile, and the perfect structure for an easy-to-find page and website.

Speaker: Peter Brisette

Location: North Metro Denver SBDC

Fee: \$ 20.00

Setting Up Your Accounting Systems Register

Thursday, February 18, 2016 4:00 PM to 7:00 PM

Improve your bottom line with a sound financial reporting foundation. Good organization saves time and money. • Define what you need to track in order to pick the right tools. • Design or redesign your account list to ensure meaningful reporting. • Utilize a month-end checklist to help you get it done right.

Speaker: Suzy Schutz of Apis Business Solutions and eL3

Location: City of Thornton Economic Development Center - North Metro SBDC Satellite Location, City of Thornton Economic Development Center

Fee: \$ 20.00

Let's Get Erie on the Map Workshop Register

Thursday, February 19, 2016 7:30 AM to 9:00 AM

Is your Erie area business on Google's map? If not, let us help you get your business exposed. If so, is everything updated to ensure customers can reach you? After this workshop business owners will: Learn why it is so important to have the most current information about their company on Google; Receive assistance getting their information listed; Learn how to upload their logo to Google. Laptops will be available but attendees are encouraged to bring their own if they like. Also, attendees should bring jpegs of their logos for uploading. More information is available at <https://www.gybo.com/faq/for-business-owners/being-found-on-google>

Speaker: Steph Myers, Paula Mehle, Amy Tallent

Location: East Colorado SBDC - Training Site - Erie High Plains Library, Erie

Fee: FREE

How to Use Location Intelligence for Your Business Success Register

Tuesday, February 23, 2016 10:00 AM to 12:00 PM

Location intelligence is valuable to almost any company, no matter the industry. If, as is frequently estimated, 80% of all business data contains a location component, it is critical to understand how location affects your business. Properly analyzing your location can provide insights that support and improve decision making in everything from marketing to supply chain logistics and operations. During this workshop, you will learn how to use the following location intelligence tools to help your business be successful: Market Analysis, Site Prospecting, Competitive Intelligence, and Customer Prospecting.

Speaker: Wayne Kocina, GeoWize LLC

Location: Boulder SBDC

Fee: \$ 40.00

Leading Edge Business Planning: Business Plan & Model Building Workshop Register

Tuesday, February 23, 2016 6:00 PM to 9:00 PM, 10 sessions ending Tuesday, April 26

Starting a business is not for the faint-hearted. Most of us were never taught to be business owners: we were taught to be employees. This 10 week course is designed to help entrepreneurs develop a business model and business plan through a discovery process that starts with a business concept, moves to designing and testing a viable (profitable) business model that results in an executable plan of action (business plan). The class is taught using a blended learning format that combines an online learning platform with classroom time. The online learning platform will be filled not only with the information needed to write a business plan, but to actually start and run a business. Class time will be dedicated to interactive learning exercises and guest experts to act as guides for your business success. You will complete a formal written business plan and internal working business model that will build the foundation of your business. The course registration fee includes one participant and access to the online training materials and business resource library. For multiple registration or more information, please call 303.460.1032 after your initial registration. Unregistered guests will not be admitted to the course. Seating is limited.

Speaker: Glenn Plagens

Location: North Metro Denver SBDC

Fee: \$ 395.00

***NEW* It's a Treasure Hunt (Does the Government Buy What You Sell?) Register**

Thursday, February 25, 2016 9:00 AM to 11:00 AM

This class provides step by step guidance for navigating Federal web sites such as the Federal Business Opportunities (FBO), Dynamic SB Search (SDBS) and the Federal Procurement Data Systems Next Generation (FPDS-NG) to locate teaming partners, subcontract opportunities and new markets with Federal agencies. Understanding how to use these resource tools for searching award history is essential for building and implementing your business strategy. The CO PTAC counselor will show you how to use these web sites strategically in your pursuit to win Federal Govt Contracts. This will also identify CO State Term Agreements and contract award sites for subcontracting opportunities. The session is 2 hours and will get you off to the right start plus offer you networking and marketing opportunities.

Speaker: Tom Thompson, Colorado PTAC

Location: North Metro Denver SBDC

Fee: \$ 20.00

BizModel Workshop - Strategic Planning for Business Development and Growth Register

Friday, February 26, 2016 9:00 AM to 4:00 PM

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 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.

Speaker: SBDC Consultants

Location: North Metro Denver SBDC - Brighton Satellite

Fee: \$ 25.00

Perfecting Your Elevator Pitch – Serving Is Selling Register

Friday, February 26, 2016 9:30 AM to 11:30 AM

You will learn to craft a thoughtful and authentic answer to the question “What do you do?” – In a way that genuinely serves your customers. Your personal and unique presence is an important part of your business. Today, more than ever, you need to create an attitude of serving and bringing value. Express that with clarity, communicating the “why”, “how”, and “what” of your business offering your public an insight into what makes

your company unique and brings value to them. Creating a two way connection with your customers is key to having them choose your company for their needs. There are two approaches to creating greater interest for your services or product: Wow, Now, How, or Hook, Look, Book. We will explore both for your business. Join this interactive and experiential workshop and find out how to make instant positive impressions and sell more by serving.

Speaker: Jacquelyn Jones

Location: North Metro Denver SBDC

Fee: \$ 20.00

Updated 12/23/15

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> Topics include: Sales: A Guide for the Small Business Owner; Marketing 101: A Guide to Winning Customers; Legal Requirements for Small Businesses; Introduction to Pricing; Small Business Employee Recruitment and Retention; Savings Plans for Small Businesses; Financing Options for Small Businesses; Cybersecurity for Small Businesses; Introduction to Accounting; How to Prepare a Loan Package; and much more.
- The [IRS Video portal](#) contains video and audio presentations on topics of interest to small businesses, individuals and tax professionals. You will find video clips of tax topics, archived versions of live panel discussions and webinars.

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 Community 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	Classes at Carbon Valley Library, 7 Park Avenue, Firestone, CO 80504 Consulting at 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	East Colorado Bank, 141 Main Street, Mead, CO 80524

Satellite	
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.