



Erie Area Business Workshops & Webinars

Helping businesses to connect the dots...

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

Bilingual Business Planning Boot Camp (in English) - Boulder Register

Wednesday, February 03, 2016 5:30 PM to 7:30 PM, 5 sessions ending Wednesday, March 02

Topic: Not Set

Are you looking to jump start your business concept? This boot camp will help you quickly develop your business plan and determine the feasibility of launching your business. This workshop consists of 10 hours of training and covers business essentials, marketing, organizational issues and a financial overview. In addition, each participant will be able to do 5 hours of free counseling, one-on-one with the series presenter. This series is presented in English. The goal of this boot camp is to allow participants to create a plan or feasibility study. Participants will meet every week with the counselor to receive more help, to complete the tasks and finish the business plan. We are here to help you. Multicultural businesses are encouraged to attend. Attendees with little or business experience are welcome! Requirements to attend the series: Must be in the process of applying for Boulder County CAP's Personal Investment Program (PIE) or City of Longmont's Startup and Business Improvement Grants OR must meet qualifications as a low to moderate-income family in Boulder County. Meetings 5:30-7:30pm: February 3rd (in Flagstaff Room at Boulder Public Library) February 10th (in Canyon Room at Boulder Public Library) February 17th (in Flagstaff Room) February 24th (in Canyon Room) March 2nd (in Flagstaff Room) **Completion of this series and an approved business plan may be used to qualify for a grant from Boulder County CAP's Personal Investment Program (PIE) and City of Longmont Startup and Business Improvement Grants.

Speaker: Jesse Esparza, Morning Sun Enterprises, LLC

Location: Boulder SBDC

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

Tax Considerations for Small Businesses Register

Tuesday, February 09, 2016 9:30 AM to 12:00 PM

Topic: Not Set

This session covers tax basics for businesses that are LLCs, S-Corps or Sole Proprietorships – or plan to be (not appropriate for C-Corps). Topics include: choice of entity filing requirements business expenses health insurance and more! Location: Boulder SBDC main office- 1001 Arapahoe Ave. (inside the North Building of the Boulder Public Library in the Canyon Room)

Speaker: William F. Jones, CPA, Partner, Anton, Collins, Mitchell LLP Mark E. Lumsden, CPA, Tax Director, Anton Collins Mitchell LLP

Location: Boulder SBDC

Approximately 19 miles away from zip code 80516

Fee: \$ 45.00

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 – Not charged if attend.

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

10 Reasons Why Your Capability Statement May Hurt You More Than Help You Register

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

Topic: Not Set

This program is designed to help company owners understand the usefulness of the federal capability statement and why in many cases your capability statement may do more harm than good. We will examine the difference between a Capability Statement Marketing Document, Technical Resume, Line Card and Performance History and a Technical Capability Statement for a Sources Sought or Request for Information (RFI) response. This workshop will instruct on proper capability statement construction including images, industry codes, and understanding when you need a capability statement and when you do not. You will also learn to avoid the pitfalls of many small businesses when marketing their company and what contracting officers look for when reviewing your Capability Statement. Location: Boulder Public Library in the Canyon Room (North Entrance)

Speaker: Andra L. Hargrave, Director of Federal Contracting, Global Sales Advisors

Location: Boulder SBDC

Approximately 19 miles away from zip code 80516

Fee: \$ 40.00

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

CO Civil Rights Anti-Discrimination in Employment Workshop

RSVP to shess@weldgov.com

CO Civil Rights Anti-Discrimination in Employment Workshop

Wednesday, February 17, 2016 12:00 PM to 1:30 PM

Please join ESWC and Frances McDonald, the Outreach & Education Coordinator for the CO Civil Rights Division, in a discussion on the basics of Colorado employment discrimination.

Location: 315 North 11th Avenue, Building B, Greeley

Fee: FREE

***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

Small Business Accounting - Accounting made simple with Xero Register

Friday, February 19, 2016 9:00 AM to 11:00 AM

Topic: Business Accounting and Budget

Are you tired of fussing with your accounting software or excel spread sheets? Do you wish it was mobile and online and that you could get support 24/7? If you answered yes to either question you will love Xero Accounting Software for Small Business owners. During this session you will learn how this software simplifies accounting for you the small business owner. Now you can use Xero's mobile apps to manage your business while you're on the move. Reconcile, send invoices and create expense claims – from anywhere. Seating is limited, register today.

Speaker: Wendy J. Renslow, ABC Auditing Bookkeeping & Consulting, LLC

Location: North Metro Denver SBDC - Brighton Satellite

Approximately 8 miles away from zip code 80516

Fee: \$ 35.00

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

Startup Roadmap Register

Tuesday, February 23, 2016 6:00 PM to 9:00 PM

Topic: Not Set

Plan the successful launch or growth of your business with the Startup Roadmap workshop. Instructors will use the Business Model Canvas to identify key challenges you'll need to address as your business grows. Attendees can expect to: • Begin a draft of their Business Model Canvas • Understand how it serves as a foundation for a business plan • Draft basic financial projections and understand cash-flow vs. income • Be provided a list of resources to dig deeper Startup Roadmap is a three-hour, hands-on workshop with a focus on making key business concepts clear, accessible and actionable.

Speaker: Bing Chou, DealerHQ and Ian Netherton, CPA/ABV, CGMA

Location: Boulder SBDC - Longmont Satellite

Approximately 12 miles away from zip code 80516

Fee: \$ 45.00

***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

Business Research 1.0

Thursday, February 25, 2016 6:00 PM to 7:00 PM

Topic: Not Set

Learn how to use library resources, in print and online, to put together a solid business plan. Staff librarian will demonstrate library and other resources and answer the most common questions about research. No reservation required. For more information, contact the library at 303-441-3100. Location: Boulder Creek Room at the Boulder Public Library

Speaker: Eladia Rivera, Boulder Public Library

Location: Boulder SBDC

Fee: FREE

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

March, 2016

Start-Up Orientation- Evening Workshop Register

Tuesday, March 01, 2016 6:00 PM to 8:00 PM

Topic: Start-up Assistance

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

Social Media for Your Small Business – Just the Basics Register

Wednesday, March 02, 2016 6:00 PM to 8:00 PM

Topic: Not Set

If you're new to using social media, come to this workshop! We'll cover the basic use of social media tools Twitter and Facebook, and give you the skills you need to message and manage these accounts for your small business. Through this workshop, you will learn how to set up a business account on these channels, how to prepare messages and updates, how to use your accounts effectively, how to make channel use enjoyable, as well as best practices for managing the accounts. You will come away from this workshop with the confidence to handle Twitter and Facebook easily.

Speaker: Deb Kolaras, Founder/Owner of Marketing Java

Location: Boulder SBDC - Longmont Satellite

Fee: \$ 45.00

Buying or Selling a Business Register

Thursday, March 03, 2016 9:00 AM to 12:00 PM

Topic: Not Set

This seminar covers the fundamentals of the business acquisition process and is geared to both buyers and sellers. The elements of a business sale, including business valuation, financing and due diligence will all be covered in this fast-paced event. Concepts that attendees will learn: • Elements of a business sale • Business valuation • Financial recasting • Business financing • Value drivers • Reasons to buy or sell a business

Speaker: Front Range Business, Inc.: Suzanne De Lucia, President and Paul Chambliss, Vice-President

Location: Boulder SBDC

Fee: \$ 45.00

***NEW* Collecting Your Fees and Avoiding Contract Loopholes Register**

Thursday, March 03, 2016 12:00 PM to 2:00 PM

Topic: Business Basics

To run a successful business, every dollar counts. As a business owner, it is important that your company understands basic contract terms and how to collect the fees earned after service has been performed or a product has been delivered. This course gives a brief overview of the necessary terms that should be included in every contract and how to navigate the collection process in small claims court.

Speaker: Attorneys Chuong M.Le and Nicoal Sperrazza, 3i Law

Location: North Metro Denver SBDC

Fee: \$ 20.00

Spreadsheet Set-up for Small Business Register

Friday, March 04, 2016 9:00 AM to 11:00 AM

Topic: Business Basics

Laptop computers are provided for this hands on course. You will learn the details of the Excel environment and how to build a spreadsheet with a strong foundation for tracking business activities. Entry and editing techniques will save time and ensure accuracy in building an Excel spreadsheet from the ground up. Mouse, navigation, selection and formatting techniques will be included. Learn basic Arithmetic in Excel, Order of Operations, and built-in functions, such as Summation, Average, Minimum, Maximum, and Count. Manage multiple worksheets, name cells, and use copy, paste, move and delete commands effectively. Master page setup, how to make Excel print what you want in the way you want. Build basic charts. Automate the work you do in Excel using automatic Tables and automatic Subtotals. Best practices will be discussed throughout.

Speaker: Mitzi Katz

Location: North Metro Denver SBDC

Fee: \$ 20.00

Carbon Valley: Ready to Start a Business Register

Tuesday, March 08, 2016 6:00 PM to 7:45 PM

Topic: Not Set

Location Carbon Valley Library 7 Park Avenue Firestone, CO 80504

Location: East Central Colorado SBDC - Firestone Satellite

Fee: \$ 25.00 – Not charged if attend.

The Employee Life Cycle Register

Thursday, March 10, 2016 9:00 AM to 11:00 AM

Topic: Managing Employees

So, you want to hire an employee: What paperwork do you have to complete? How much should you pay them? What if you have to fire them? This course will not only help you answer those questions, but will also provide a solid framework to help you hire the right person and better manage them. As a class participant, you will learn the steps in the employee life cycle: what to do before you hire someone, how to orient them to your company, and how to effectively set expectations and manage their behavior.

Speaker: Courtney Berg, SPHR, SHRM-SCP

Location: North Metro Denver SBDC

Fee: \$ 20.00

***NEW* 3 Part Bookkeeping Know How and Accounting Basics-PACKAGE DEAL Register**

Friday, March 11, 2016 9:00 AM to 12:00 PM

Topic: Business Accounting and Budget

A common challenge for business owners is: Do I do my own bookkeeping or do I hire someone to maintain my books for me? Whether performing the work yourself or outsourcing some or all of the bookkeeping duties this

series of workshops is designed to give you the bookkeeping know-how and accounting basics you need to keep your financial house in order. Part 1 – Setting Up Your Accounting Systems Part 2 – Cash In and Cash Out Part 3 – Your Financial Statements are a Powerful Management Tool

Speaker: Suzy Schutz of Apis Business Solutions and eL3

Location: North Metro Denver SBDC

Fee: \$ 45.00

***NEW* Setting Up Your Accounting Systems Register**

Friday, March 11, 2016 9:00 AM to 12:00 PM

Topic: Business Accounting and Budget

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: North Metro Denver SBDC

Fee: \$ 20.00

Start-Up Orientation- Evening Workshop Register

Tuesday, March 15, 2016 6:00 PM to 8:00 PM

Topic: Start-up Assistance

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

Workers Compensation Employer Workshop

RSVP to egonzalez@weldgov.com

Wednesday, March 16, 2016 12:00 PM to 1:30 PM

Please join ESWC and Kimberly Joyce, Claims Manager for the CO Division of Workers Compensation.

Location: 315 North 11th Avenue, Building B, Greeley

Fee: FREE

Introduction to PTAC Register

Thursday, March 17, 2016 9:00 AM to 11:00 AM

Topic: Government Contracting

PTAC Counselor, Tom Thompson will inform you about PTAC's free services including Bid Match. This is a powerful search engine that will scrape publicized government bids matching your keywords and codes and will send that bid match directly to your email inbox. If you want to use PTAC services, this session is a must to attend in order to help us determine if you have what it takes to sell to the government. We will describe what

services we can offer you in this process, and help you make the best value decision before proceeding further into the A-Maze-ing process of selling to the government. The session 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

***NEW* Cash In and Cash Out Register**

Friday, March 18, 2016 9:00 AM to 12:00 PM

Topic: Business Accounting and Budget

No matter what accounting system you use, you need to know how to properly record your expense and income transactions. Record sales transactions, checks, debit card activity, credit card charges and deposits with confidence. • Customer invoicing and managing accounts receivable • Paying bills and managing accounts payable • Reconcile your bank and credit card accounts to ensure accuracy

Speaker: Suzy Schutz of Apis Business Solutions and eL3

Location: North Metro Denver SBDC

Fee: \$ 20.00

Start-Up Essentials Register

Wednesday, March 23, 2016 1:00 PM to 4:30 PM

Topic: Not Set

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

Business Research 1.0

Thursday, March 24, 2016 6:00 PM to 7:00 PM

Topic: Not Set

Learn how to use library resources, in print and online, to put together a solid business plan. Staff librarian will demonstrate library and other resources and answer the most common questions about research. No reservation required. For more information, contact the library at 303-441-3100. Location: Boulder Creek Room at the Boulder Public Library

Speaker: Eladia Rivera, Boulder Public Library

Location: Boulder SBDC

Leadership and Goal Setting Register

Thursday, March 24, 2016 6:00 PM to 8:00 PM

Topic: Managing a Business

Are you seeking the best methods to lead and to focus on your organization's goals? Emphasis is on effective leadership skills and the power of goal setting. The organizational leader will gain knowledge on techniques that motivate employees, create accountability, and get results. Performance tracking and feedback, SMART goals, and goal setting impact on achieving objectives will be discussed.

Speaker: Jon Jagers

Location: North Metro Denver SBDC

Fee: \$ 20.00

Biz Start Academy Register

Friday, March 25, 2016 9:00 AM to 1:00 PM

Topic: Start-up Assistance

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

***NEW* Your Financial Statements are a Powerful Management Tool Register**

Friday, March 25, 2016 9:00 AM to 12:00 PM

Topic: Business Accounting and Budget

Sound business decisions begin with real-time reports that tell you the true financial story of your business. • Use your Profit and Loss Statement to help you determine what is making you money and where you can trim expenses. • See how the Balance Sheet – the business owner's report card – is a snapshot of the overall health of the business.

Speaker: Suzy Schutz of Apis Business Solutions and eL3

Location: North Metro Denver SBDC
Fee: \$ 20.00

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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 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.