



Erie Area Business Workshops & Webinars

Helping businesses to connect the dots...

October, 2016

Startup Roadmap Register

Wednesday, October 05, 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

Fee: \$ 45.00

Systematic Selling Series (4-Parts) Register

Thursday, October 06, 2016 2:00 PM to 4:00 PM, 4 sessions ending Thursday, October 27

Topic: Not Set

This is a 4-part series taking place on October 6, 13, 20 and 27 that will walk participants through the sales process by covering the following topics (one per week): Building Your Prospecting Plan, Booking Your First Appointment, Succeeding at a Sales Meeting, and Closing the Deal.

Speaker: Steve Parry, Sales Productivity Consultants

Location: Boulder SBDC

Fee: \$ 79.00

Adams County Small Business Conference Register

Friday, October 07, 2016 8:30 AM to 5:00 PM

Topic: Not Set

The North Metro Denver SBDC is hosting the First Annual Adams County Small Business Conference at Front Range Community College. It will be a day full of breakout training sessions and networking. Keynote Lunch Speaker Eric Spellman- How to Rank Well on Google Breakout Sessions Including: Avoiding Wage and Hour Issues: Business and the New Overtime Rule Small Manufactures Advantage 5 Steps to Earning the Most Profit from Your Email List Reduce your Risk in Business Online Marketing Strategies that Work

for Every Business Capital Formation and the New Adams County Microloan Fund Economic Development Panel- Learn about the resources your economic development organization can provide for your business. Networking & Ice Cream at the end of the event.

Speaker: Keynote Speaker Eric Spellmann; Spellmann & Associates, Courtney Berg; SPHR, SHRM-SCP, Jesse Esparza; SBDC Consultant/Facilitator, Colorado Enterprise Fund, ACED, Manufactures AdvantEDGE, Adams County Workforce, and more.....

Location: North Metro Denver SBDC

Fee: \$ 30.00

Employee Turnover, Retention, Satisfaction Register

Tuesday, October 11, 2016 1:00 PM to 3:00 PM

Topic: Managing Employees

One of the largest expenses for any business is personnel. We're all familiar with the direct costs - pay, benefits, etc. But what about the costs involved in hiring and turnover? In this session you'll learn about the true costs of employee turnover: not just recruiting, but the other costs involved; direct costs, indirect costs, and opportunity costs. You'll also learn about the high price of unhappy employees, such as poor customer service, the "one bad apple" effect, and damage to your brand. We'll look at the causes of employee turnover, such as dissatisfaction and lack of engagement. It's not all bad news, though - you'll also get tips on how to address turnover: motivation, engagement, and improving employee satisfaction.

Speaker: Kevin Kays

Location: North Metro Denver SBDC

Fee: \$ 25.00

Erie: Ready to Start a Business Register

Tuesday, October 11, 2016 6:00 PM to 7:45 PM

Topic: Not Set

Location: Erie Library 400 Powers Street Erie, CO 80516

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

Fee: \$ 25.00

How to Create Value in Your Business Register

Wednesday, October 12, 2016 6:00 PM to 8:30 PM

Topic: Managing a Business

Business owners disciplined in value creation are more financially successful during their ownership and receive greater returns when they sell their businesses. This course focuses on why business owners need to understand where the economic value in their businesses lies, how to measure it and what they need to do to create more of it. The course is taught from the perspective of someone with direct experience in the sale and purchase of small privately held businesses in many different industries. Quantitative and qualitative methods for assessing value are illustrated using real-world examples of a company's financial and operational information.

Speaker: Jerry Crandall

Location: North Metro Denver SBDC

Fee: \$ 25.00

Business Resource Panel

Thursday, October 13, 2016 3:30 PM to 5:00 PM

Topic: Not Set

Interested in starting your own business or growing the one you've got? The City of Boulder, the Boulder Public Library, and the Boulder Small Business Development Center are hosting an event to provide information about small business resources on the second Thursday of each quarter in the Boulder Creek Room in the Main Library from 3:30-5pm. The session is free and open to the public. Speakers from the city and business community will touch on topics including financial incentives, licensing, sales and use taxes, library resources, and small business support services provided locally.

Speaker: City of Boulder, Boulder Public Library, Boulder Small Business Development Center

Location: Boulder SBDC

Team-Driven Accountability: Creating Culture from the Inside Out [Register](#)

Thursday, October 13, 2016 6:30 PM to 8:30 PM

Topic: Managing Employees

Missed deadlines, unhappy customers, apathy and conflict can be the kiss of death for your company's success. You love your business and you hired people who were excited about getting on-board with you. If those employees have started to pull in and temper their initial enthusiasm, however, it's time to take action. Better yet, why not sidestep the downward slide and create a collaborative team that holds itself accountable for top performance from the get-go? In this interactive workshop you'll learn how to:

- Inspire optimal performance and increase employee retention and engagement
- Empower team members with tools that expedite project completion, turn complaints into solutions and free you up to handle the bigger picture

Speaker: Elizabeth Gold

Location: North Metro Denver SBDC

Fee: \$ 25.00

Start-Up Orientation- Evening Workshop [Register](#)

Tuesday, October 18, 2016 6:00 PM to 8:00 PM

Topic: Start-up Assistance

Ready to start a business in Colorado? This comprehensive Business Startup Orientation has been designed as a starting place for anyone who is considering jumping into business for the first or seventh time. This seminar will provide you with a Colorado Startup Guide, free library resources to support your business, web resources, as well as a general overview of things to consider when starting a business. Join us in person for this workshop! During this workshop, you'll learn about:

- Business licensing requirements
- Business required taxes
- Legal forms or organization
- Components of a business plan
- Essentials for marketing
- Management requirements
- Financial planning
- Means to fund a business

Speaker: Jesse Esparza

Location: North Metro Denver SBDC

Fee: \$ 25.00

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

Wednesday, October 19, 2016 8:30 AM to 12:30 PM, 3 sessions ending Monday, October 24

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: \$ 60.00

Setting Up Your Accounting Systems Register

Wednesday, October 19, 2016 8:30 AM to 12:30 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: \$ 25.00

Start-Up Essentials Register

Wednesday, October 19, 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 Boulder Creek Room

Speaker: Theresa A. Pickner, Attorney at Law

Location: Boulder SBDC

Fee: \$ 45.00

Cash In and Cash Out Register

Friday, October 21, 2016 8:30 AM to 12:30 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: \$ 25.00

Your Financial Statements are a Powerful Management Tool Register

Monday, October 24, 2016 8:30 AM to 12:30 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: \$ 25.00

Ten Amazing Ways to Motivate your Retail Sales Team to Have the Best Holiday

Ever! Register

Tuesday, October 25, 2016 7:30 AM to 9:30 AM

It's true... 30- 40% of most retailer's sales are done during the Holiday season. Are you ready? Have you set the goals for your team? Thought of contest ideas? How do you engage your sales team to sell more? What will set your store apart from your competition? We will talk about these questions and more when we explore 10 amazing ways to motivate your retail sales team to have the best holiday ever! Be ready to engage with your fellow retailers in this interactive, fun session about how to make the holidays a very special, rewarding season for you, your team and your customers.

Speaker: Annette Pedersen, Summit View Retail Solutions

Location: Boulder SBDC - Longmont Satellite

Fee: \$ 40.00

50 Ways to Market Your Small Business Register

Wednesday, October 26, 2016 9:00 AM to 12:00 PM

Topic: Not Set

Most companies only need 3 or 4 really good marketing tactics to propel their businesses. The hard part is figuring out which ones will be most effective for your business, your style, your brand and within your budget! This workshop is designed for new and seasoned small business owners, home-based businesses, professional service businesses, consumer product companies and anyone who wants to refresh the way you market. You will experience a fast-paced and interactive review of 50 ways to market your business with descriptions of what each tactic is and what each is meant to achieve. You will leave with some good ideas of what you can implement the next day. 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

Business Research - How to Get Started Register

Wednesday, October 26, 2016 5:30 PM to 6:30 PM

This workshop is designed to support would-be entrepreneurs gather the information needed to develop a quality business plan. Learn how to quickly access free web and subscription database content for your plan. Find sample business plans, discover trends in your chosen industry, navigate the SBA and SBDC websites and use your local library's online and print resources effectively. Bring your laptop or tablet.

Speaker: Eladia Rivera, former business librarian and current SBDC business research consultant

Location: Boulder SBDC

Financial Know-How: The Importance of Identifying and Understanding Your Numbers Register

Thursday, October 27, 2016 9:00 AM to 12:00 PM

This workshop teaches you the financial statement basics for your small business. You will learn why financial statements are important and walk away understanding the following: - The definition and role of the key financial account types: assets, liabilities, equity, revenues and expenses - Key things to know about the core financial statements: the balance sheet, income statement, and statement of cash flows - Basic metrics you can obtain from financial statements to help assess the state of the business Through this workshop, you will receive information that will help you make sound financial decisions for your business.

Speaker: Julio Blanco

Location: Boulder SBDC

Fee: \$ 45.00

Xero Accounting for Small Business Register

Thursday, October 27, 2016 6:00 PM to 9:00 PM

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. Xero is a unique software that affords you luxury accounting and invoicing options that don't hurt the wallet. They are very mindful of small businesses and their needs. Xero allows you to send recurring invoices, perform payroll services, and prepare W2's and I-9's. It is also compatible with PayPal, Square, and other well-known payment services. There are hundreds of add-on applications to supplement any additional business needs. During this session, you will learn how this software simplifies accounting for 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. As a feature of the course you will set up a 30-day trial account in which you can explore the features of Xero for free. In order to do this, be prepared to be able to access your email to retrieve the link to your new Xero Company. You can extend the trial to a paid version to continue the benefits or cancel at any time.

Speaker: Wendy Renslow

Location: North Metro Denver SBDC

Fee: \$ 25.00

BizModel Workshop - Strategic Planning for Business Development and Growth Register

Friday, October 28, 2016 9:00 AM to 4:00 PM

Topic: Business Basics

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

November, 2016

Social Media for the Season- Holiday Highlights to Drive Sales Register

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

As the holiday season approaches, how will you rise above all the hustle and bustle? This workshop will provide you with campaign ideas and the best ways to leverage social marketing tactics to make your season sizzle. Learn how to create promotions and messaging that are relevant and pop! You'll take away ideas for offers that gain attention, understanding of the right channels for the right initiatives, and ways to track your success. We'll even share examples of how to geo-target your market and promote your business locally. Finally, we'll discuss how to leverage review sites and social boosts to get your word heard.

Speaker: SuzAnn Brown, Turn Left Digital Marketing Solutions

Location: Boulder SBDC - Longmont Satellite

Fee: \$ 45.00

Tax Considerations for Small Businesses Register

Thursday, November 03, 2016 9:30 AM to 12:00 PM

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. in the Boulder Creek Room

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

Location: Boulder SBDC

Fee: \$ 45.00

Carbon Valley: Ready to Start a Business Register

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

Location: Carbon Valley Library 7 Park Avenue Firestone, CO 80504

Location: East Central Colorado SBDC - Firestone Satellite

Fee: \$ 25.00

CEV Breakfast: Valuation Issues for Businesses Register

Wednesday, November 16, 2016 8:00 AM to 10:00 AM

Location: Boulder SBDC - Longmont Satellite

Start-Up Essentials Register

Wednesday, November 16, 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 Boulder Creek Room

Speaker: Theresa A. Pickner, Attorney at Law

Location: Boulder SBDC

Fee: \$ 45.00

Start-Up Orientation- Evening Workshop Register

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

Ready to start a business in Colorado? This comprehensive Business Startup Orientation has been designed as a starting place for anyone who is considering jumping into business for the first or seventh time. This seminar will provide you with a Colorado Startup Guide, free library resources to support your business, web resources, as well as a general overview of things to consider when starting a business. Join us in person for this workshop! During this workshop, you'll learn about: -Business licensing requirements -Business required taxes -Legal forms or organization -Components of a business plan -Essentials for marketing -Management requirements -Financial planning -Means to fund a business

Speaker: Jesse Esparza

Location: North Metro Denver SBDC

Approximately 13 miles away from zip code 80516

Fee: \$ 25.00

Upcoming Events

Inaugural Northern Colorado SBDC Women's Small Business Conference
November 3, 2016
7:30 am - 6:00 pm
Embassy Suites, Loveland

Join the Colorado Small Business Development Center Network for educational seminars, one-on-one consulting, valuable networking opportunities and exciting keynote speakers! This marks the first year Northern Colorado will host the Women's Small Business Conference, so don't miss out on this exciting opportunity!

[Register Today!](#)

Updated 10.05.2016

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.