



Erie Area Business Workshops & Webinars

Helping businesses to connect the dots...

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

BizModel Workshop - Strategic Planning for Business Development and Growth Register

Friday, November 04, 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

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

Unleashing the Lead-Generating Power of LinkedIn Register

Tuesday, November 15, 2016 9:00 AM to 12:00 PM

Find out how to leverage the power of LinkedIn with multi-faceted marketing professional, Debra Jason. In this interactive and thought-provoking presentation, you'll explore how to: * Open the doors to receiving more opportunities through LinkedIn. * Create a robust profile that portrays you in your best light and encourages engagement. * Receive 14-21 times more profile views with one simple step. * Avoid the biggest mistake people make on LinkedIn. * Maximize the search function to connect with prospective business affiliates, referral resources and potential clients.

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

Fee: \$ 25.00

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

December, 2016

Start-Up Orientation- Evening Workshop Register

Tuesday, December 06, 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

Fee: \$ 25.00

Startup Roadmap Register

Thursday, December 08, 2016 9:00 AM to 12:00 PM

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

Fee: \$ 45.00

Erie: Ready to Start a Business Register

Tuesday, December 13, 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

Start-Up Essentials Register

Wednesday, December 14, 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

Start-Up Orientation- Evening Workshop Register

Tuesday, December 20, 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

Fee: \$ 25.00

Upcoming Events

MI CASA RESOURCE CENTER EVENTS

SOCIAL MEDIA ACADEMY

4-Week Class

Register at: MiCasaResourceCenter.org/Events



WOMEN'S BUSINESS CENTER @Central Denver

Social Media Academy

4-week class

November 5th, 12th, 19th and December 3rd
Saturdays 9:00 AM - 12:00 PM

Create and implement a social media marketing plan
thru a series of 4 hands on workshops



You will:

- Identify and duplicate what your industry leaders do
- Create accounts in each social media channel
- Design a 15 month Marketing Campaign
- Develop a pipeline of content
- Learn to schedule messages for an entire week in one hour

Space is limited to 20 people,
apply now!

Cost: \$75.00

Learn More & Register:
MiCasaResourceCenter.org/Events

Questions?
Contact us at 303.539.5606 or at
businessdenver@MiCasaResourceCenter.org



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All SBA programs and services are provided to the public on a nondiscriminatory basis.

Mi Casa @Central Denver
360 Acoma St. | MiCasaResourceCenter.org | 303.573.1302



11/15: Register for No-Cost ChallengeHER

Colorado Springs Event for Women Business Owners

Women business owners in Colorado will have an opportunity to attend a no-cost [ChallengeHER](#) Colorado Springs event, which will discuss growth opportunities for your business in government contracting, as well as how to participate in the SBA's [Women-Owned Small Business \(WOSB\) Federal Contract program](#). Additionally, women business owners can sign up to participate in **Contract Connections** – one-on-one meetings with procurement officials, government buyers and large prime contractors.

ChallengeHER is a national initiative designed to promote the WOSB Federal Contract Program, bring more women-owned firms into the federal government's supply chain and provide an avenue for government agencies to meet qualified women-owned small business contractors.

WHO: ChallengeHER is a joint initiative from the [U. S. Small Business Administration](#) (SBA), [Women Impacting Public Policy](#) (WIPP) and [American Express OPEN](#), the small business division of the financial services company. In Colorado, this event is organized in collaboration with [the Colorado SBDC Network](#), [the Colorado Springs SCORE chapter](#) and [the Women's Business Center at MiCasa Resource Center](#).

A sample of confirmed participating organizations at the event include:

- Ball Aerospace & Tech. Corp.
- Colorado Procurement Technical Assistance Centers (PTAC)
- U.S. Department of the Air Force
- U.S. Department of Veterans Affairs
- MICC-Fort Carson Contracting Office
- National Renewable Energy Laboratory

WHEN: Tuesday, November 15, 2016 | 9:00 AM – 3:00 PM

*Registration begins at 9:00 AM

WHERE: Library 21C, 1175 Chapel Hills Drive, Colorado Springs, CO 80920

TO REGISTER: For more information on how to register to attend the event, and to sign-up to participate with one-on-one meetings with procurement officials, government buyers and large prime contractors, please visit: <https://www.eventbrite.com/e/challengeher-colorado-springs-tickets-28000838261>.

ADDITIONAL INFORMATION: In March, the U.S. Small Business Administration (SBA) [announced](#) that the federal government met its goal of awarding 5% of federal contracts to women-owned businesses (WOSBs) for the first time in history. This is a huge milestone for women entrepreneurs – and for those that are newer to government contracting, now is a great time to get started.

Updated 11.01.2016

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.