



Erie Area Business Workshops & Webinars

Helping businesses to connect the dots...

December, 2016

Digital Marketing Trends for 2017

Thursday, December 01, 2016 9:00 AM to 12:00 PM

Location: Boulder SBDC

Approximately 19 miles away from zip code 80516

Fee: \$ 20.00

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

January, 2017

Business Research - How to Get Started Register

Wednesday, January 11, 2017 6:00 PM to 7:30 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

Web Analytics for Small Businesses Register

Thursday, January 12, 2017 1:00 PM to 3:30 PM

Small businesses need to find ways to figure out what's working and what isn't working for them on their website and with their online marketing. That requires using analytics to know what opportunities are available to get traffic, to show up higher in Google, and to get customers without losing lots of money in the process. The great thing is that in today's world even the smallest businesses have a wealth of information readily available to them but many businesses don't realize this data exists or how to tap into it. In this workshop, you will learn what analytics tools to use, what reports to check and when, and how to use this information to grow your business. Location:

Boulder Public Library Canyon Room (North Entrance)

Speaker: Matthew Edgar, Elementive

Location: Boulder SBDC

NEW! The Lean Startup - Building and Managing a Sustainable Enterprise Register

Friday, January 13, 2017 9:00 AM to 1:00 PM, 4 sessions ending Friday, February 03

THE LEAN LAUNCH PROGRAM is created to improve the successful launch of small sustainable enterprises. This program includes a series of training workshops/seminars that will enhance the successful launch of a small business in the least amount of time feasible. Each cohort will cover a one month period of training and 5 hours of one on one consultations. Session I - Jan 13, 2017 In Session I the participants will be introduced to the legal aspects of starting a business including Business Structure Licensing process Marketing, risk management, customer discovery and verification Participants will meet with legal counsel, marketing and the risk management consultant to review business startup needs and register online with the Secretary of State Session II Jan. 27, 2017 Determine customer relations and channels to reach customers Participants will understand the pivot and perseverance of launching a business in order to create a sustainable enterprise Create or identify the MVP (Minimum Viable Product) Session III February 3, 2017 During this session the participants will gain an understanding of Business management and leadership skills as well as the Stages of Business Development Business Management – Customer service, Getting online, Accounting basics Participants will determine if they will launch or pivot Bonus Session Participants will be invited to attend the 8 hour BizModel Workshop free of charge on January 20

Speaker: Teri Sanchez and SBDC Consultants

Location: North Metro Denver SBDC - Brighton Satellite

Fee: \$ 195.00

Start-Up Essentials Register

Wednesday, January 18, 2017 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

BizModel Workshop - Strategic Planning for Business Development and Growth Register

Friday, January 20, 2017 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

Leading Edge Info Session Register

Tuesday, January 31, 2017 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

Fee: FREE

Upcoming Events

Erie Chamber of Commerce Colorado Business Summit

February 15, 2017 from 9:00 a.m. to 5:30 p.m.

Come for a day of networking, business promotion and inspirational speakers! We have a full line-up for you to experience. Take back valuable information to your individual businesses! Networking opportunities throughout the event.

Location: Lionsgate Event & Conference Center 1055 S. 112th Street (Highway 287), Lafayette

Fee: \$150.00 Registration includes a continental breakfast, buffet lunch, speakers, workshops and a goodie bag to remember the day!

Register [here](#).

Updated 11.28.2016

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