



Erie Area Business Workshops & Webinars

Helping businesses to connect the dots...

January, 2017

Small Business Coffee with SBA Register

Tuesday, January 10, 2017 2:00 PM to 3:30 PM

Meet with SBA Regional Administrator Betsy Markey, Boulder City Manager Jane Brautigam, local organizations including Galvanize Boulder, City of Boulder, Boulder Chamber, Downtown Boulder Partnership, Latino Chamber of Boulder County, Boulder Independent Business Alliance, and Boulder SBDC, as well as other entrepreneurs to discuss the current state of small business in Boulder and what lies ahead for 2017. Share anticipated challenges and opportunities for the new year as well as discuss potential resources that would be helpful to the success of your business. Ideas will be brought to Washington D.C. to be shared with SBA representatives there. Participation is limited to 30 businesses.

Speaker: Betsy Markey, U.S. Small Business Administration

Location: Boulder SBDC

Fee: FREE

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

Fee: FREE

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

Fee: FREE

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

Thursday, January 12, 2017 6:00 PM to 8:00 PM

There are many regulations for businesses and there are many questions that must be answered as a new business owner when opening a new business. Who do I market to? Who is my competition? Do I have what it takes to be in business? Do I have the right amount of capital to start this business? These and many more questions can be answered by taking the Start-Up Orientation. This comprehensive Business Start-Up Orientation has been designed as a starting place for anyone who is considering jumping into business for the first time or has started a business within the last year.

Speaker: Jesse Esparza

Location: North Metro Denver SBDC

Fee: \$ 25.00

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

Marketing Confidence [Register](#)

Wednesday, January 18, 2017 11:30 AM to 1:00 PM

Anyone who has attempted to create successful marketing tactics knows how challenging it can be from email marketing to social media. This workshop will give you the practical information that will give you a step-by-step action plan to move forward with the confidence that builds bottom- line revenues. **During this workshop you'll...**Create your Five-Minute Marketing Plan that will change the way you look at marketing; Zero in on your target audience, learning to appreciate why it's so critical; Understand the power of a content calendar and design it to get your message out in front of the people that matter most - your customers and potential customers; Gain the insights, stats, and case studies from those who are fully in the game; and Begin to build stronger relationships from the ground up - beginning with your marketing efforts.

Speaker: [Cheri Ruskus](#)

Victory Circles and Business Coach and Master Certified Expert for Constant Contact

Location: East Colorado SBDC-Training Site-Greeley Chamber of Commerce
902 7th Ave.Greeley, CO 80631

We invite you to bring your lunch to this session!

Fee: FREE

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

Power of the Inbox Register

Thursday, January 19, 2017 11:00 AM to 1:00 PM

Marketing is based around first impressions and the social proof we create. The power within your permission based email marketing list holds much more long-term value to your business than any other marketing tool today. Did you know that email marketing continues to be the leader as the most effective marketing tool today? It is the number one app that people reach for on their mobile devices. This powerful workshop will take you step-by-step through the ways you can consistently implement this tool into your marketing mix. During this workshop you'll discover: What email marketing today really is and how to be part of the solution; Develop your five-minute marketing plan that includes discovering your target audience; How to grow and maintain a healthy email list; Create consistently great content that your customers past, present, and future want to read; Get more engagement with your emails: opens, click-throughs, and conversions; and Understand why it's important to pay attention and track the results. You will leave with an Action Plan that will move your email marketing efforts to the next level.

Speaker: Cheri Ruskus

Victory Circles and Business Coach and Master Certified Expert for Constant Contact

We invite you to bring your lunch to this session!

Location: Constant Contact, 3675 Precision Dr. Loveland, CO 80638

Fee: Free

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

CDOT Civil Rights & Labor Compliance System Training [Register for this event online](#)

Tuesday, January 24, 2017 10:00 AM to 3:00 PM

CDOT Civil Rights staff invite all construction contractors and construction managers to a workshop on CDOT's Civil Rights and Labor Compliance systems. The workshop will cover:

- Civil Rights and Labor Compliance
- LCPTracker: Certified Payroll Software
- B2GNow: Diversity Management Software

For Prime Contractors -Please have someone from your organization attend to ensure you are recording and reporting your project information accurately.

For Sub Contractors -Please attend so you know what is required for certified payrolls and prompt payment on CDOT projects before it is requested by the prime contractor

Presented by: CCOT Civil Rights Staff

Special Instructions:

This presentation will be hosted at the Weld County Training Center [1104 H Street Greeley, CO 80631](#) Lunch is included in the registration. Note: This is NOT the same as the annual Contractor Compliance workshop which will be held later in the Spring. For Spanish speakers: Contact Monica Vialpando, CDOT Contract Compliance Specialist Monica.Vialpando@State.CO.US 720-668-0367

Sponsored by:

Location: Weld County Training Center, 1104 H Street, Greeley, CO 80631

Fee: Free

Start-Up Essentials Register

Tuesday, January 24, 2017 6:00 PM to 9:00 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.

Speaker: Theresa A. Pickner, Attorney at Law

Location: Boulder SBDC - Longmont Satellite

Fee: \$ 45.00

Start-Up and Go (Start-Up Part II)NEW Register**

Thursday, January 26, 2017 6:00 PM to 8:00 PM

In order to register for the “Start-Up Part II”, participants are encouraged to first attend the “Start-Up Orientation”. You have registered your business, done all the legal requirements, have a bank account for your business and are now ready to market, organize your finances, work with your bank for a loan, and prepare your business plan and work with a business advisor to help you monitor your business goals and objectives. This follow-up session to the Start-Up Orientation will provide the next steps towards jumpstarting your business with the organization and the focus you will need as a start-up.

Speaker: Jesse Esparza

Location: North Metro Denver SBDC

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

February, 2017

50 Ways to Market Your Small Business Register

Thursday, February 02, 2017 9:00 AM to 12:00 PM

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: FREE

Startup Roadmap Register

Tuesday, February 07, 2017 6:00 PM to 9:00 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, MojoTech and Ian Netherton, CPA/ABV, CGMA

Location: Boulder SBDC - Longmont Satellite

Fee: \$ 45.00

Branding: What Really Matters for a Small Business is your Brand Positioning

Strategy Register

Wednesday, February 08, 2017 6:00 PM to 8:00 PM

This workshop will help you discover your core strengths and key differentiation that will make you stand out from your competition. The goal is that you will walk away with a clear unique selling proposition. Your marketing & sales message must effectively answer the following four questions: Why should I read or listen to you? Why should I believe what you have to say? Why should I do anything about what you're offering? Why should I act now? The way to discover what the reality is for your business is to identify your competitive advantage. This is done with the 4P framework. People---Problem---Process---Passion Once key advantages are identified you can then implement an ACES marketing plan that can be used via whatever medium is best utilized to reach your target audience: A- Attract C- Capture E- Engage S- Sell

Speaker: Peter Brissette

Location: North Metro Denver SBDC

Fee: \$ 25.00

Tax Considerations for Small Businesses Register

Thursday, February 09, 2017 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, Employee or Independent Contractor, Self-Employment Taxes, Business Use of Home, Meals, Entertainment and Travel, Automobile Expenses, Depreciation of Business Equipment, Retirement Plans, and more! Location: Boulder SBDC main office- 1001 Arapahoe Ave. in the Canyon Room

Speaker: William F. Jones, CPA, Partner, Anton, Collins, Mitchell LLP

Location: Boulder SBDC

Fee: \$ 45.00

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

Numbers Register

Thursday, February 09, 2017 5:30 PM to 7:30 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: FREE

Start-Up Orientation- Evening Workshop Register

Thursday, February 09, 2017 6:00 PM to 8:00 PM

There are many regulations for businesses and there are many questions that must be answered as a new business owner when opening a new business. Who do I market to? Who is my competition? Do I have what it takes to be in business? Do I have the right amount of capital to start this business? These and many more questions can be answered by taking the Start-Up Orientation. This comprehensive Business Start-Up Orientation has been designed as a starting place for anyone who is considering jumping into business for the first time or has started a business within the last year.

Speaker: Jesse Esparza

Location: North Metro Denver SBDC

Fee: \$ 25.00

How to Apply for Certifications to Do Business with the Federal Government Register

Tuesday, February 14, 2017 10:00 AM to 1:00 PM

The SBA - Colorado District Office is presenting a FREE workshop on how to apply for certifications needed to conduct business with the federal government. Federal Certifications include: Woman-Owned Small Business, Small Disadvantaged Business, Veteran & Service Disabled Veteran Program, 8(a) Business Development Program, and HUBZone Empowerment Contracting Program.

Speaker: Jim Klitzke-Kidd, U.S. Small Business Administration

Location: Boulder SBDC

Fee: FREE

Start-Up Essentials Register

Wednesday, February 15, 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

How to do Business with CU Register

Thursday, February 16, 2017 9:30 AM to 11:30 AM

All interested suppliers are invited to attend a short, free session entitled 'How to do Business with CU'. Content is focused for business concerns interested in learning how the University's procurement process operates. Businesses which offer goods or services appropriate for University consumption are encouraged to attend. The session does not include information on student/student group purchasing or construction projects. Session topics will include: • Overview of University of Colorado System • Overview of Procurement Service Center (PSC): Payables & Purchasing • Introduction to University procurement process : Purchasing Thresholds & Competitive Solicitations • Introduction to CU Sourcing & Supplier Portal • Overview of University Small Business Program • Review of Information Packet: Contacts & Resources • Q & A Note: Attendance is NOT a requirement to do business with the University Location: Boulder Public Library Canyon Room (North Entrance)

Speaker: Penny Davis, University of Colorado Small Business Liaison Officer

Location: Boulder SBDC

Systematic Selling Series (4-Parts) Register

Tuesday, February 21, 2017 2:00 PM to 4:00 PM, 4 sessions ending Tuesday, March 14

This is a 4-part series taking place on February 21, February 28, March 7 and March 14 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 - Longmont Satellite

Fee: \$ 79.00

Erie: Ready to Start a Business Register

Tuesday, February 21, 2017 6:00 PM to 7:45 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

High Plains Library District - Erie Library 400 Powers St Erie CO 80516

Location: East Colorado SBDC - Erie Satellite – Erie Library 400 Powers Street, Erie, CO 80516

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

Tuesday, February 21, 2017 6:00 PM to 9:00 PM, 10 sessions ending Tuesday, April 25

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/or business plan through a discovery process that starts with a business concept, moves to designing and testing for a viable (profitable) business structure that results in a executable plan of action (business plan). It is in 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. Depending on individual needs, you will complete either a formal written business plan or an internal working strategy that outlines actionable steps with measurable outcomes and time-bound deadlines. The course registration fee includes one participant and access to the online training materials and business resource library. ** If you have a guest that will have the same business plan, they will need to register online as well. When calling for payment they need to let us know they are your guest. The fee for a guest is \$50.

Speaker: Glenn Plagens

Location: North Metro Denver SBDC

Fee: \$ 395.00

Start-Up and Go (Start-Up Part II)NEW Register**

Thursday, February 23, 2017 6:00 PM to 8:00 PM

In order to register for the “Start-Up Part II”, participants are encouraged to first attend the “Start-Up Orientation”. You have registered your business, done all the legal requirements, have a bank account for your business and are now ready to market, organize your finances, work with your bank for a loan, and prepare your business plan and work with a business advisor to help you monitor your business goals and objectives. This follow-up session to the Start-Up Orientation will provide the next steps towards jumpstarting your business with the organization and the focus you will need as a start-up.

Speaker: Jesse Esparza

Location: North Metro Denver SBDC

Fee: \$ 25.00

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 01.03.2017

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:

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| 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.