



Erie Area Business Workshops & Webinars

Helping businesses to connect the dots...

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

Erie: Starting a Home-Based Business Register

Thursday, February 02, 2017 6:30 PM to 7:30 PM

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

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

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

Leading Edge Info Session Register

Tuesday, February 07, 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: Nancy Barnett

Location: North Metro Denver SBDC

Approximately 13 miles away from zip code 80516

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

March, 2017

Quick Books Step 1 - Getting Started Register

Friday, March 03, 2017 9:00 AM to 11:30 AM

QuickBooks Class: Step 1 is for those who have never used QuickBooks but are thinking of purchasing the program for their business. This is NOT a Power Point presentation but a real hands on experience using the actual Quick Books program. Each participant will have access to Quick Books and be able to create their own accounts or use a sample program in Quick Books. The participants will learn how to set up their program so they can start using it immediately. There will be two hours of classroom instruction and one hour where the students will be able to practice and get one-on-one assistance with the program from the facilitators. By the end of this class you will be familiar with:

- Entering Company Data
- Setting up and managing user accounts
- Setting up accounts, items, customers and vendors
- Adding, changing and deleting list items
- Sorting Lists
- Preparing invoices and sales receipts
- Making payments
- Making deposits
- Backing up data

After Step 1 you are ready to take Quick Books - Step 2

Speaker: ProAdvisor, Wendy J. Renslow ABC (Auditing Bookkeeping & Consulting)

Location: North Metro Denver SBDC - Brighton Satellite

Fee: \$ 50.00

Once Upon A Brand: Storytelling Tips for Buyer Engagement Register

Wednesday, March 08, 2017 10:00 AM to 12:00 PM

Today's consumer wants more than just facts. They are looking for brand messaging that aligns with their own set of core values and beliefs; transformative promise in each and every purchase. Learn how a well-crafted story can deepen bonds between you and your buyer, increase loyalty, and ultimately drive sales. Strategic Storyteller, Veronika Sprinkel, walks you through the basics. Both verbal and non-verbal narrative elements are discussed with topics ranging from language and tone, to color psychology and design. You will leave this workshop with newfound confidence and an ability to broadcast your uniquely exceptional brand story for measurable growth and impact.

Speaker: Veronika Sprinkel, Veronika Sprinkel Ink.

Location: Boulder SBDC

Approximately 19 miles away from zip code 80516

Fee: \$ 40.00

Online Marketing Blueprint Register

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

Confused about what you should be doing to market your business online? Time to stop guessing what you should be doing and cut through all the clutter that you may be hearing. In this session you will learn: What matters most in marketing any business online. How you can make it affordable and easy to do. A clear plan of what will work for your business.

Speaker: Peter Brissette

Location: North Metro Denver SBDC

Fee: \$ 25.00

Business Research - How to Get Started Register

Wednesday, March 08, 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

Start-Up Orientation- Evening Workshop Register

Thursday, March 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

Business Planning Boot Camp Register

Wednesday, March 15, 2017 6:00 PM to 8:00 PM, 5 sessions ending Wednesday, April 12

This boot camp will help you quickly develop your business plan and determine the feasibility of launching your business. The camp will consist of ten hours of training and covers entrepreneurial essentials, marketing, organizational issues, and financial overview. In addition, each participant is required to schedule five hours of one-on-one free counseling with an SBDC counselor. Boot camp sessions will meet every week on Wednesdays and participants will meet with a counselor sometime during each week. Registration fee includes two participants and one set of materials. NOTE: Both participants must be registered; First - please register online at www.northmetrosbdc.com. Second - please call 303-460-1032 to register the name and data of the second participant. Unregistered guests will not be admitted to the course.

Speaker: Jesse Esparza

Location: North Metro Denver SBDC - Commerce City Satellite

Fee: \$ 100.00

Customers are Searching Google – Can They Find Your Business? Register

Friday, March 17, 2017 9:00 AM to 1:00 AM, 1 sessions ending Saturday, March 25

Did you know 80% of consumers search online for local goods and services before purchasing? We are proud to partner with Google to help local businesses gain visibility online. During this workshop, you will claim your Google business listing, and learn how to use Google+ to increase and maintain your presence when it comes to local search engine results.

Speaker: Kendra Fernandez, Rebel Marketing Group

Location: North Metro Denver SBDC - Brighton Satellite

Fee: \$ 25.00

Carbon Valley: Ready to Start a Business Register

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

High Plains District - Carbon Valley Regional Library 7 Park Ave Firestone CO, 80504

Location: East Colorado SBDC Training Site - Carbon Valley Regional Library

Fee: FREE

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

Wednesday, March 22, 2017 8:30 AM to 12:30 PM, 3 sessions ending Monday, March 27

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, March 22, 2017 8:30 AM to 12:30 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: North Metro Denver SBDC

Fee: \$ 25.00

Start-Up Essentials Register

Wednesday, March 22, 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 Boulder Creek Room

Speaker: Theresa A. Pickner, Attorney at Law

Location: Boulder SBDC

Fee: \$ 45.00

Social Media Essentials: Amplify Your ROI Register

Thursday, March 23, 2017 10:00 AM to 12:00 PM

Effective marketers know that social proof is a key ingredient for today's modern marketing tactics that dramatically influences buying decisions. Are you giving your organization the social proof and visibility it deserves by making the right choices with your social media marketing choices? In this workshop, learn exactly what social proof is and find out ways you can leverage the social media marketing efforts for your business. We will discuss the top social media platforms today and decide which ones will provide the social proof you'll need to establish a trust-factor with past, current and potential customers. Join us and discover: - Your Online Health Assessment to further understand where your business currently stands online. - The content your target audience is hungry to discover. - Which social media platforms will give you the highest ROI based on where your target audience is hanging out. - How to consistently establish and maintain your social proof online.

Speaker: Cheri Ruskus, The Victory Circles

Location: Boulder SBDC

Fee: FREE

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

Thursday, March 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

Cash In and Cash Out Register

Friday, March 24, 2017 8:30 AM to 12:30 PM

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, March 27, 2017 8:30 AM to 12:30 PM

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

6 Pillars of Launching an E-Commerce Store Register

Thursday, March 30, 2017 9:30 AM to 12:00 PM

During this 2.5-hour interactive workshop, you will learn the key steps to launching a successful e-commerce store. You will learn about choosing a domain, choosing a selling platform, customizing the look and feel of the store, customizing images and descriptions of your products or services, configuring your payment methods, and ways to market your online store. You will walk away with some great tools and strategies to get your e-commerce store running and making profits!

Speaker: Sam Gastro

Location: Boulder 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 01.26.17

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.