



CONTACT 404-331-0121

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SEPTEMBER 2004 SMALL BUSINESS SEMINARS

## **Small Business Loan Secrets:** **Finding and Persuading Lenders**

*A Plan to Attract Essential Capital for your Small Business*

- Find lenders for your deal.
- Learn if Venture Capital is possible.
  - Find your best funding source.
  - Discover Secrets of Borrowing.
  - Negotiate your best deal.
- Make an awesome presentaion.

**Wednesday, September 8, 7:00pm - 9:30pm**

**American Red Cross Center**

**1925 Monroe Drive (off I-85), Atlanta — 2<sup>nd</sup> floor Conference Room**

Fee: \$40 pre-registered / \$50 at the door

Register at [www.scoreatlanta.org](http://www.scoreatlanta.org) or 404-331-0121

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## **Import/Export II**

### **LAUNCHING YOUR IMPORT/EXPORT BUSINESS**

*An in-depth look at trade terminology and instruments*

- Communicate confidently with foreign buyers or suppliers
- Understand INCOTERMS and their impact on your shipment
  - Develop formal international quotes
- Understand international payment terms and the risks associated with them

**Friday, September 10, 2004 10:00am–1:00pm SBA Georgia District Office**

Fee: \$40 (online pre-registered) or \$50 at the door

**Register at** <http://www.scoreatlanta.org>

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# **SALES & MARKETING CONFERENCE** **FOR SMALL BUSINESS OWNERS**

**FEATURING EXPERTS ON  
SALES SKILLS, NETWORKING, PUBLIC RELATIONS,  
WITH A MEDIA PANEL OF LOCAL & NATIONAL EXPERTS**

**Monday, September 13, 2004, 10AM - 4:00 PM  
GCATT Auditorium at Georgia Tech, 250 14th Street  
in Midtown Atlanta**

**Registration and Details Online [www.duncanresource.com](http://www.duncanresource.com)**

**This event is FREE**

**thanks to the generous sponsorship of Bank of America and the Georgia Tech  
Procurement Assistance Center.**

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## **How To Create A Winning Business Plan**

**Learn what is at the heart of a winning business plan.  
Find out how to focus your thoughts into a convincing business case.  
Make your business plan stand out from the crowd.  
Understand how to maximize value creation and win against the competition.  
Package your thoughts in a cohesive, well-organized document.**

**Tuesday, September 21, 10:00am - 1:00pm  
SBA Georgia District Office, Peachtree Center  
233 Peachtree St., N.E., Atlanta — Harris Tower, Suite 1900**

**Fee: \$40 pre-registered / \$50 at the door  
Register at [www.scoreatlanta.org](http://www.scoreatlanta.org) or 404-331-0121**

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## **How To Start A Successful New Business** **Essential Information To Help You Succeed**

**From first idea to first dollar, business case studies will outline the right way to  
launch a business or tune up an existing one.**

**Learn how to determine how much money is needed to open a business and sustain  
it over the startup period.  
Explore initial marketing concepts to full scale plans, with a focus on how to mount  
cost- effective promotions that result in profitability.  
Study basic business legal issues and government requirements as well as the steps  
needed to protect your interests.**

**Wednesday, September 22, 9:30am - 4:00pm  
SBA Georgia District Office, Peachtree Center  
233 Peachtree St., N.E., Atlanta — Harris Tower, Suite 1900**

**Fee: \$55 pre-registered / \$65 at the door**  
**Register at [www.scoreatlanta.org](http://www.scoreatlanta.org) or 404-331-0121**

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## **Financing Your Small Business** **The Path to A Lending Source**

- ☐☐How to secure funding for startups and ongoing businesses – with each monthly seminar modified to address specific interests and needs of pre-registered participants.
- ☐☐The most effective way to obtain Small Business Administration (SBA) Guaranteed Loans, including a review of the bank decision and underwriting process.
- ☐☐How loan and venture investor decisions are made – what crucial questions you must answer, including the importance of credit reports
- ☐☐Business plan preparation review and discussion of what yours must contain to facilitate positive funding decisions.
- ☐☐Tapping non-traditional funding sources including: Angel Investors, Seed Capital, Venture Capital, factoring, vendor and user financing, leasing, merchant banking.

**Tuesday, September 28, 10:30am–12:30pm**  
**SBA Georgia District Office**  
**233 Peachtree Street, 1900 Harris Tower, Atlanta (Peachtree Center)**

**Fee: \$40 pre-registered / \$50 at the door**  
**Register at [www.scoreatlanta.org](http://www.scoreatlanta.org) or 404-331-0121**

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**Note to editor: SCORE/Atlanta has offices in downtown Atlanta, Gwinnett, Cobb, and North Fulton. For more information, e-mail [office@scoreatlanta.org](mailto:office@scoreatlanta.org) or call 404-331-0121. For detailed background material visit the SCORE national site [www.score.org](http://www.score.org). <http://www.sba.gov>. The SCORE Association was formed in 1964 as a nonprofit association and SBA resource partner dedicated to entrepreneur education and the formation, growth and success of small business nationwide. The association is headquartered in Washington, D.C. with 389 chapters throughout the United States and its territories.**