

# SCORE<sup>®</sup>

Counselors to America's Small Business

## SCORE WORKSHOPS 2009

[www.scoredetroit.org](http://www.scoredetroit.org)

SCORE  
Counselors  
to  
America's  
Small  
Businesses

Experience  
the  
SCORE  
Difference

### **Could I, Should I, Start My Own Business?**

Are you thinking about owning your own business and wonder if it's right for you? Do you know what causes businesses failure or why some business owners are successful?

Learn how SCORE can help you in your decision.

Complete a self assessment to see if entrepreneurship is really for you.

Cost: \$10.00 per person in advance. **9:00 a.m. –11:00 a.m. (unless otherwise noted)**

**September 15, 2009**

Michigan Business & Professional Association, 27700 Hoover Rd, Warren 48093

**June 16, 2009, July 16, 2009, August 19, 2009, October 27, 2009,  
November 18, 2009, December 3, 2009**

Southfield Library, 26300 Evergreen Rd., Southfield 48076

**September 30, 2009 - Note time: 7:00 to 9:p.m.**

Caroline Kennedy Library 24590 George St. Dearborn Hgts., MI 48127

### **“PYOB” Planning Your Own Business**

This workshop discusses the requirements, skills and research needed to bring your idea for starting a business from its initial concept to a workable action plan. Attendees will be introduced to four major areas that are necessary for success: Start-up planning and timing, Basics of Management, Basics of Marketing—who are your customers?, What is your competition? Basics of finances and budgeting.

Cost: \$45 per person in advance. **8:45 am to 12:45 pm. (unless otherwise noted)**

**June 3, 2009, July 23, 2009, October 14, 2009,  
November 10, 2009**

Michigan Business & Professional Association, 27700 Hoover Road, Warren 48098

**August 12, 2009, September 9, 2009,  
December 9, 2009**

Southfield Library, 26300 Evergreen Rd., Southfield 48076

### **Write a Successful Business Plan**

Business plans are essential to help any business, large or small, increase efficiency, productivity and provide a benchmark by which to measure improvements. This workshop highlights the research and necessary steps needed to write a plan that works for your company's specific needs. Attendees will learn the answers to questions such as: What makes a good Business Plan? Management—what job descriptions and skills are necessary? Financials—what financial reports are required for your Business Plan and why? How do I write a Business Plan?

**8:45 am to 12:45 pm. unless otherwise noted.**

**August 26, 2009, November 18, 2009, December 2, 2009**

Michigan Business & Professional Association, 27700 Hoover Rd., Warren 48098

**June 23, 2009, July 26, 2009, September 16, 2009, October 20, 2009, December 2, 2009**  
Southfield Library, 26300 Evergreen Rd., Southfield 48076

## **Basic Marketing Concepts**

Learn the basics of marketing, including target marketing, packaging and presentation, promotional strategies, competitive analysis, and goal monitoring. Cost: \$45 person in advance. **8:45 am to noon.**

**September 30, 2009**

Michigan Business & Professional Association, 27700 Hoover Road, Warren 48098

**April 23, 2009, December 3, 2009**

Southfield Library, 26300 Evergreen Road, Southfield 48076

## **Accounting for Small Business: Know Where You Stand!**

Does your accounting system give you control over your business finances? Learn how to create a system, based on timely data, that allows you to make changes as needed. Topics include the balance sheet, income statement, matching sources and uses of funds, and ways to determine cash flow. A review of the financial condition of two similar companies will be presented and the strengths and weaknesses of each will be illustrated.

Cost: \$55 per person in advance. **8:45 am to 12:45 pm.**

**July, 29, 2009, October 21, 2009**

Michigan Business & Professional Association, 27700 Hoover Road, Warren 48098

## **CEO Roundtable: Sharing Insights with Other CEOs**

Join your peers and experienced SCORE counselors in a lively discussion of business topics chosen by you! What issue causes you the most concern? Here's your chance to get expert advice from those who have "been there, done that." Consider the CEO Roundtable your very own board of advisors, without the cost. Sharing experiences, adding perspective, and refining strategies – it's all part of the CEO Roundtable. Cost: \$150 per person in advance.

**8:45 am to 12:45 pm.**

**June 16, 2009, August 18, 2009, October 13, 2009, December 8, 2009**

Bloomfield Township Library, 1099 Lone Pine Road Bloomfield Hills 48302

## **Small Business Loan Workshop**

This workshop will cover what a banker looks for in a loan application. The 5 "C's" of credit will be covered, along with SBA loan programs. Components and analysis of a loan application are reviewed. Cost: \$20.00 per person.

**8:45 a.m. –12: 00 noon.**

**July 30, 2009, November 12, 2009**

Oakland County Business Center 2100 Pontiac Lake Rd., Bldg. 41, Waterford, MI 48341  
to register click on: [www.oakgov.com/peds/calendar](http://www.oakgov.com/peds/calendar)

## **Practical Introduction to QuickBooks**

This workshop focuses on putting financial management to work for your business using the QuickBooks software package. The course covers setting up business files, and related accounts; managing inflow and outflow of money; invoicing; accounts payable; tracking expenses; and generating reports. Cost: \$59.00 per person in advance

Dates and location to be arranged based on client interest.

### **SCORE Workshop Registration**

**Registration Info:** To register for a class, please call the SCORE office Mon-Fri between 10:00 am and 3:00 pm at (313) 226-7947 or via e-mail at [det-score@sbcglobal.net](mailto:det-score@sbcglobal.net). Homepage address is: [www.scoredetroit.org](http://www.scoredetroit.org). To register for workshops offered at Wixom Community Center, call **248.624.2850**.

**Attendance:** SCORE workshop coordinators will require a minimum of five enrollees in order to run a workshop. If it becomes necessary to cancel a workshop, because of inadequate sign-ups, enrollees will have the option of being re-scheduled for the next workshop or, of requesting a refund.

**Cancellation Policy:** If unforeseen circumstances necessitate a cancellation, a registrant may receive a refund or can reschedule, providing the SCORE office is notified at least one day in advance of the workshop. Emergencies occurring the day of the workshop will be handled on a case-by-case basis. There will be no refund if the SCORE office is not notified of non-attendance in advance.

**Late Registration:** In order to properly prepare needed materials, and to confirm attendance, registration and payment should be received by the SCORE office 10 days before the scheduled workshop date. Those wishing to register on-site will be charged a \$10 late fee.

**SCORE is proud to partner with the Michigan Business and Professional Association  
to present the 2009 workshop series.**