



Smart Strategies for Profitable Growth

March 28—May 2, 2014

SBDC GrowSmart is a dynamic program for owners and senior managers of growing businesses. The program is designed for leaders of companies with:

- At least two years of successful operation
- Annual revenues of \$300,000 or more
- The opportunity and desire to grow

GrowSmart recognizes the need for flexibility and agility in today's rapidly changing environment. Using a one-page strategy map designed specially for this program, participants identify their company's goals and the strategies to achieve them.

Call for more information and to inquire about an application.

SBA Co-Sponsored Programs

The Georgia State University SBDC in co-sponsorship with the Georgia District Office of the U.S. Small Business Administration is pleased to present the following programs.

8(a) CERTIFICATION—Step-by-Step

The 8(a) Business Development program is part of the U.S. Small Business Administration's mission to assist socially and economically disadvantaged business owners compete for federal government contracts. Eligible companies are generally at least 2 years old with owner (s) who are able to demonstrate social and economic disadvantage. 8(a) certified companies can benefit from managerial, technical, and procurement assistance.

Program topics include overviews and differences of the 8(a) and Small Disadvantaged Business Certification (SDB) programs, a detailed application checklist, and examples taken from successful and unsuccessful 8(a) applications.

Location: U.S. Small Business Administration, 233 Peachtree St. Harris Tower, 19th Floor, Atlanta
Dates: January 16, April 17, July 17, and October 23, 2014 **Time:** 10:00 am—1:00 pm **Price:** Free

Registration is required to attend. Space is limited. First come, first serve.

SBA BUSINESS LOAN REQUIREMENTS

One of the keys to a successful business start-up and expansion is the ability to obtain and secure appropriate financing. This class will provide pertinent information on the types of SBA loans including 7(a) and 504 loans, how to write the loan proposal, documentation requirements, and the loan review process. An overview will be provided on sources and uses of funds, terms and conditions, fees associated with loans, credit reports, and shopping your loan.

Location: U.S. Small Business Administration, 233 Peachtree St. Harris Tower, 19th Floor, Atlanta
Dates: January 23, April 24, July 24, and October 30, 2014 **Time:** 10:00 am—1:00 pm **Price:** Free

Registration is required to attend. Space is limited. First come, first serve.



Business Development Courses 2014

“Expertise for Entrepreneurs”

THE SMALL BUSINESS DEVELOPMENT CENTER

at Georgia State University provides management assistance to small business owners and entrepreneurs through training programs, consulting services and access to our resources and expertise. Our Business Consultants provide free, confidential services to companies seeking management, marketing and financial advice.

Continuing Education classes are offered in specialized subjects for experienced entrepreneurs as well as management basics for those considering starting a business.

Call 404.413.7830 to learn more about our services in these areas:

- **Business Plans**
- **Financial & Marketing Assessments**
- **Financial Projections & Proposals**
- **Accounting & Budgeting**
- **Loan Packaging & Investment Proposals**
- **Marketing**
- **Operational Policies, Procedures & Reviews**



Refunds will be issued for cancellations made one business day prior to the program date. No refunds will be issued thereafter.



Georgia State University
Small Business Development Center
P.O. Box 3986
Atlanta, GA 30302
404.413.7830 (Office)
404.413.7832 (Fax)

Funded in part through a cooperative agreement with the U.S. Small Business Administration and the University of Georgia. Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance. Please call the SBDC at 404.413.7830 or write: Director, Georgia State University SBDC, P.O. Box 3986, Atlanta, Georgia 30302-3986.

Business Programs 2014

STARTING A BUSINESS

Lack of planning is one of the top reasons new businesses fail. Attending this program led by an experienced business professional will be one of the most important decisions you make prior to opening your business. Topics include traits of successful entrepreneurs, how to conduct market research, legal structures for your business, estimating start-up costs and cash flow projections, financing alternatives, failure factors and business planning. A detailed start-up workbook and other handouts are provided.

Location: Georgia State University—Peachtree-Dunwoody Center, 5909 Peachtree-Dunwoody Rd., Palisades Building, Ste.100, Atlanta, GA 30328

Date: March 11, 2014 **Time:** 6:00 pm — 9:00 pm **Price:** \$69

MARKETING YOUR SMALL BUSINESS

Successful, high-impact marketing relies less on money and more on knowing how to use time, energy, and imagination. Increase sales and profits with unique and effective marketing strategies designed especially for small businesses. Learn how to maximize your marketing dollars and enhance your business profitability by incorporating some of the simple industry secrets of effective marketing in the areas of public relations, advertising, and low-cost marketing research.

Location: Georgia State University—Peachtree-Dunwoody Center, 5909 Peachtree-Dunwoody Rd., Palisades Building, Ste.100, Atlanta, GA 30328

Date: February 25, 2014 **Time:** 8:00 am — 10:00 am **Price:** \$69

WRITING AN EFFECTIVE BUSINESS PLAN

Starting a business without a business plan is like going on a road trip without a map. A business plan helps you start, build, and manage your business. Learn why a business plan is critical to your success, especially if you plan to apply for a loan to finance your business. Topics include the sections of a business plan, what information is required for each section, the general format, balance sheet, income and financial projections, capital equipment list and sources of capital.

Location: Georgia State University—Peachtree-Dunwoody Center, 5909 Peachtree-Dunwoody Rd., Palisades Building, Ste.100, Atlanta, GA 30328

Date: January 14, 2014 **Time:** 6:00 pm — 9:00 pm **Price:** \$69

FINANCING YOUR BUSINESS

This detailed program shows you step-by-step how to finance a start-up or growing business. Also included are tips on how to prepare a winning package for any type of financial assistance. Topics include different financing options, such as bank loans, SBA guaranteed loans, non-bank lenders, private investors and the myths and realities of grant funding. Learn how successful borrowers pick the right financing options and make their proposals attractive to funding sources. Also, learn how to calculate your financing needs, develop financial projections and how to professionally present your proposal.

Location: Georgia State University—Peachtree Dunwoody Center, 5909 Peachtree Dunwoody Rd., Palisades Building, Ste. 100, Atlanta, GA 30328

Date: February 11, 2014 **Time:** 6:00 pm — 9:00 pm **Price:** \$69

Business Programs 2014

INTRODUCTION TO FEDERAL PROCUREMENT

If your company has the capability, competency, credit, integrity, perseverance and tenacity to perform a specific government contract then consider doing business with the federal government. The federal government is the largest single purchaser of goods and services in the United States. This workshop will cover registration, certification, small business goals and next steps.

Location: Georgia State University—Alpharetta Center, 3775 Brookside Parkway, Alpharetta, GA 30022

Date: February 18, 2014 **Time:** 1:00 pm — 3:00 pm **Price:** \$69

QUICKBOOKS PREPARING YOUR BOOKS FOR YEAR—END

Organizing and correcting your files BEFORE year end will allow you to provide your CPA with the most accurate data. Spending time now on cleaning up your files will save time and money later during completion of your tax return. Bring your own laptop with QuickBooks installed and apply what you learn to your own data file. Topics include reconciling, clean up un cleared transactions, adjust loans for interest, clean up A/R and A/P, Cash & Accrual reports—what to look for, end of year payroll issues, 1099 preparation, credit card cycle ending mid—month, external accountant user and the best way to share file with CPA.

Register early as seating is limited to 25!

Location: Georgia State University—Alpharetta Center, 3775 Brookside Parkway, Alpharetta, GA 30022

Date: January 29, 2014 **Time:** 9:30 am—3:30 pm **Price:** \$199 (includes box lunch and materials)

QUICKBOOKS 101 AND BASIC ACCOUNTING CONCEPTS

Whether you need a refresher or an introduction to computer—assisted accounting, this course can help you gain better understanding of accounting basics and learn how QuickBooks makes them very user friendly. Course topics include balance sheet accounts, income statement accounts, structuring the chart of accounts and item list, accounts receivable and accounts payable, cash vs. accrual, reconciling (conceptual and actual), check writing, invoicing, getting paid, paying your bills, basic job costing, tracking credit cards and class tracking.

Register early as seating is limited to 25!

Location: Georgia State University—Alpharetta Center, 3775 Brookside Parkway, Alpharetta, GA 30022

Date: February 12, 2014 **Time:** 9:30 am—3:30 pm **Price:** \$199 (includes box lunch and materials)

QUICKBOOKS PAYROLL DEEP DIVE

Take the pain out of payroll! Learn what you need to know about setting up and utilizing QuickBooks payroll to receive the maximum benefit in your business. Explore options for available payroll solutions, and different ways to track contract and employee labor. Additional discussion topics include capturing job costs, direct and indirect labor, tax requirements, 1099 vendors, cleaning up payroll errors and preparing payroll reports.

Register early as seating is limited to 25!

Location: Georgia State University—Alpharetta Center, 3775 Brookside Parkway, Alpharetta, GA 30022

Date: March 12, 2014 **Time:** 9:30 am—3:30 pm **Price:** \$199 (includes box lunch and materials)

For more information or to register, call 404-413-7830

Or visit www.sbdc.robinson.gsu.edu