

SBA Entrepreneur Center

July—August—September 2014

U. S. Small Business Administration (SBA)
 San Francisco District Office—0912
 (415) 744 6820
www.sba.gov/ca/sf
 455 Market Street, Suite 600

San Francisco SCORE Chapter 10
 (415) 744-6827
www.sfscore.org
 455 Market Street, Suite 600

San Francisco Small Business Development Center (SF SBDC)
www.sfsbdc.org

Where are classes held?

Classes are held at the San Francisco SBA Entrepreneur Center, located at 455 Market Street, Suite 600, in downtown San Francisco. The closest Muni/BART stop is the Embarcadero station.

How do I register?

Unless otherwise indicated in the class description, go to <http://www.sbatrainings.eventbrite.com> and register for the free classes.

Registration is required for all classes.

Once registered, attendance is appreciated.

For information, call (415) 744-6777.

Entrepreneur Center Classes

A to Z

12 BIG Mistakes Small Employers Make

8/28 12:30 PM – 2:00 PM

This workshop covers the highlights of common mistakes small employers make which can get them in hot water with either the state or expose them to expensive litigation. Topics to be covered include employee misclassification, wage and hour law, employee handbooks, injury illness prevention plans, vacation policies, reasonable accommodation, leaves of absence, San Francisco's new Family Friendly ordinance, workers' compensation and much more. Registration Required. Register online at www.sbatrainings.eventbrite.com

Assertive vs. Passive or Aggressive Behavior for Business Owner

9/16 9:00 AM – 1:00 PM

The differences between assertive, passive and aggressive behavior, and the roots of each behavior style, will be explored during this 4 hour seminar. A case will be made that assertive behavior serves business people better than either aggressive or passive behavior. As well, suggestions will be offered for ways to develop a more assertive interpersonal business style. \$45 Registration Fee. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Attract More Clients

7/16 6:00 PM – 7:30 PM

Attract more clients through the psychology of a pitch & branding – What you must know to succeed in business. Registration Required. Register online at www.sbatrainings.eventbrite.com

Before You Sign That Lease

7/28 6:00 PM – 8:00 PM

The pre-printed lease form looks daunting, and the broker is pressuring you to sign right now – but wait! There are many parts of an office, retail, or other commercial lease that you can and should negotiate with the landlord to increase the odds of success for your business. An experienced business and real estate attorney will help you learn how to make well-informed commercial tenant decisions and prepare for landlord negotiations. This class does not constitute legal advice. Registration Required. Register online at www.sbatrainings.eventbrite.com

Business Law Basics

7/9, 8/6 and 9/10 3:30 PM - 5:30 PM

Current and prospective business owners will get an overview of important legal issues faced by small businesses including choosing the right legal entity, contract drafting and negotiation, intellectual property,

Day By Day

State Payroll Tax Workshop

7/2 9:00 AM—3:00 PM

Food Safety Manager Certification (Spanish)

7/7 8:00 AM—5:00 PM

Free and Low Cost Resources for Your Business

7/9 9:00 AM—11:00 AM

Starting a Business in San Francisco

7/9 11:00 AM—12:30 PM

Financing Your Small Business

7/9 1:00 PM—3:00 PM

Business Law Basics

7/9 3:30 PM—5:30 PM

Why 99%+ of Dot Com Ideas Won't Work

7/9 6:00 PM—8:00 PM

Financial Management for Small Business

7/10 1:30 PM—4:30 PM

Creating a Compelling Capability Statement to Open Doors to Success

7/14 1:00 PM—4:00 PM

Legal Entity Choices for Our New Economy

7/14 6:00 PM—8:00 PM

How to Price Your Products and Services

7/15 12:30 PM—3:30 PM

RS: Checklist for Starting a Restaurant

7/15 6:00 PM—8:30 PM

Contracts Among Small Business Co-Owners

7/16 6:00 PM—8:00 PM

Attract More Clients

7/16 6:00 PM—7:30 PM

Small Business Taxes

7/22 3:00 PM—5:00 PM

Success Strategies for Buying, Selling and Financing a Business or Franchise

7/22 3:00 PM—5:00 PM

U.S. Small Business Administration—SBA
 San Francisco District Office (0912)
 455 Market Street, Suite 600
 San Francisco, CA 94105
www.sba.gov/ca/sf
 Official Business—Penalty for Private Use, \$300

Entrepreneur Center Classes

A to Z

hiring employees, and commercial leases, presented by an experienced business lawyer. This class does not constitute legal advice. Register online at www.sbatrainings.eventbrite.com

Choosing a Retirement Solution for Your Small Business

7/24 and 8/28 12:30 PM – 2:00 PM

Tony Hall, Benefits Advisor, U.S. Department of Labor, Employee Benefits Security Administration (EBSA) will provide a presentation focused on choosing a retirement solution for your small business. To ensure a financially secure future, it is critical to make the right choices. The U.S. Department of Labor, Employee Benefits Security Administration can help you start today. Registration Required. Register online at www.sbatrainings.eventbrite.com

Cloud Technologies for Small Businesses

7/24 2:30 PM – 3:30 PM

9/16 1:30 PM—2:30 PM
You will learn from volunteer presenter, Dave Monk, CEO of ArcSource, what "the cloud" means and discover which types of cloud services your business can benefit from. Cloud technologies can help you increase productivity and save on costs. This class is free. Register online at www.sbatrainings.eventbrite.com

Contracts Among Small Business Co-Owners

7/16 6:00 PM – 8:00 PM

Sharing the burdens of launching and operating a business with co-owners in a partnership, LLC, corporation, or co-op can be rewarding, even life-saving. It can also be one of the riskiest business and legal moves you ever make. Disputes among the co-owners of closely-held small businesses over business decisions, money, or time commitments can seriously harm the value of the business you have worked so hard to build. Even without disputes, how do you prevent one owner's death, disability, family leave, divorce, personal financial woes, or decision to leave the business from shutting you down? Although taught by an experienced business attorney, this class does not constitute legal advice. Registration Required. Register online at www.sbatrainings.eventbrite.com

Corporations and LLCs Offer Different Options

7/29 and 9/16 3:00 PM – 5:00 PM

Learn how to make the best use of your corporation or LLC to save money and shield yourself from liabilities. Learn the compliance details of when and how to properly set up your entity, including medical insurance plans, compensation strategies for tax planning, records management, and banking. \$25 registration fee. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Creating a Compelling Capability Statement to Open Doors to Success

7/14 1:00 PM – 4:00 PM

A Capability Statement is a critical tool for all levels of Government Contracting, including federal, state, city, county and municipalities. It is now often required in the government registration processes, and it also serves as a door opener for agencies, prime contractors and teaming partners. A well done Capabilities Statement provides proof of your qualifications and past performance and sets you apart from your competition. This workshop will provide government contractors step by step instructions from a national expert in developing a Capability Statement that will make you stand out. Register: <https://norcalptac0011.eventbrite.com>

Creating and Using Your "Elevator Pitch"

9/9 6:00 PM – 8:00 PM

All entrepreneurs need to have a clear and engaging elevator pitch. Volunteer Instructor, Julie Bennett, JB Consulting, will teach you how to have people listen to you, understand you and be compelled to help you or seek assistance from your business. Learn the how's, why's and word choice to include in your pitch and most importantly, practice saying it. In this interactive class, attendees will stand up and read the elevator pitch written, try to memorize it and then they ultimately work towards delivering it with confidence. Register online at www.sbatrainings.eventbrite.com

Discovering and Using Your Strengths as a Business Owner

8/6 6:00 PM – 8:00 PM

Ever wonder how some people do it? They seem to effortlessly glide through the business day, and even when challenges arise, they handle them with professionalism and skill. Their business seems to run well, make money, and deliver great service. The secret is they have discovered their strengths and how to use them, and you can do the same! This interactive workshop is designed to help you begin discovering your strengths, and learn how to use them in your business so that you, and your business, can thrive. Register online at www.sbatrainings.eventbrite.com

Doing Business with Genentech

9/9 12:30 PM - 2:00 PM

A presenter from Genentech will discuss opportunities for contracting to sell your goods and services to this leading biotechnology company. Registration Required. Register online at

www.sbatrainings.eventbrite.com

Federal/State Basic Payroll Tax Seminar

8/5 and 9/11 9:00 AM – 3:00 PM

This seminar guides participants through the basis of that preparation. Subjects include determining independent contractor versus employee, withholding taxes, deposits and completing the proper forms. Presentations by IRS and California EDD Tax Office representatives. Register at http://www.edd.ca.gov/Payroll_Tax_Seminars/ or call 866 873-6083.

Financial Management for Small Business

7/10 and 9/18 1:30 PM – 4:30 PM

We'll cover different financial analysis methods, how to analyze your profit and loss report, as well as, how budgeting, statement of cash flows, and cash flow forecasting can be used to track and project future monthly cash needs. You will learn how to use these reports to identify areas where you can increase your profits and business performance, and improve your cash flow management skills. Participants should have completed Bookkeeping for Small Business. \$40 registration fee. Register Online at: www.sfsbdc.eventbrite.com. Presented by the San Francisco Small Business Development Center.

Financing Your Small Business

7/9, 8/6 and 9/10 1:00 PM – 3:00 PM

A panel of experts representing SBA, a microlender, an SBA Community Advantage lender, a bank or credit union, and an alternative lender, will discuss financing options, what lenders are looking for, credit requirements, and the importance of a relationship with a financial institution. Eligibility guidelines and loan application procedures will also be covered. Registration Required. Register online at www.sbatrainings.eventbrite.com

Finding Venture Capital for Your Business

9/9 10:00 AM – 12:00 PM

Volunteer presenter, Jean Batman, Esq. – Legal Venture Counsel, Inc. (www.LegalVC.com) will discuss the process of seeking Venture Capital funding, including how to tell when you're ready to talk to Venture Capitalists, how to find your Venture Capitalist, the dos and don'ts of presenting to Venture Capitalists, and how a typical Venture Capital deal is structured. This class does not constitute legal advice. Registration Required. Register online at www.sbatrainings.eventbrite.com

Food Safety Manager Certification

8/18 and 9/15 8:00 AM - 5:00 PM

State law requires that specified food facilities employ at least one person who has successfully passed a California State approved and accredited food safety certification exam. Certification is mandatory and re-certification is required every five years. For registration and information, call 415-781-5348.

Food Safety Manager Certification (Spanish)

7/7 8:00 AM - 5:00 PM

State law requires that specified food facilities employ at least one person who has successfully passed a California State approved and accredited food safety certification exam. Certification is mandatory and re-certification is required every five years. For registration fee and information, call 415-781-5348.

Free and Low Cost Resources for Your Business

7/9 9:00 AM – 11:00 AM

Representatives from SBA, the Lawyers Committee for Civil Rights, the San Francisco Public Library Small Business Center, SCORE, San Francisco Small Business Development Center, the Department of the Environment and a Women's Business Center representative will discuss the resources available. Next class on this topic is October 1st. Registration Required. Register online at www.sbatrainings.eventbrite.com

Hospitality: A Business Philosophy

9/25 6:00 PM – 8:00 PM

Volunteer instructor, Timothy M. Felkner - www.vigilantehospitality.com, will teach you how to incorporate hospitality into every aspect of your business. You will learn to be a stronger leader, ways to motivate your employees, and how to improve your guest experience by implementing a business philosophy of hospitality. Ultimately, these tools will lead to higher sales, better staff retention, increased customer loyalty, and more. Registration Required. Register online at www.sbatrainings.eventbrite.com

Day By Day

Top 7 Characteristics of Successful Business Owners

7/22 6:00 PM—8:00 PM

How to Build a Fearless Brand: How Your Brand Can Help You Sell

7/23 6:00 PM—8:30 PM

HUBZone and Women Owned Small Business (WOSB) Program Certifications

7/24 9:00 AM—10:00 AM

SBA 8(a) Business Development (BD) Certification Workshop

7/24 10:30 AM—12:00 PM

Choosing a Retirement Solution for Your Small Business

7/24 12:30 PM—2:00 PM

Cloud Technologies for Small Business

7/24 2:30 PM—3:30 PM

Introduction to QuickBooks

7/24 1:30 PM—5:30 PM

How to Start and Manage a Small Business

7/28 8:30 AM—5:00 PM

Before You Sign Than Lease

7/28 6:00 PM—8:00 PM

Corporations and LLCs Offer Different Options

7/29 3:00 PM—5:00 PM

RS: How to Run a Profitable Restaurant

7/29 6:00 PM—8:30 PM

Federal/State Basic Payroll Tax Seminar

8/5 9:00 AM—3:00 PM

Starting a Business in San Francisco

8/6 11:00 AM—12:30 PM

Financing Your Small Business

8/6 1:00 PM—3:00 PM

Business Law Basics

8/6 3:30 PM—5:30 PM

Discovering and Using Your Strengths as a Business Owner

8/6 6:00 PM—8:00 PM

IDEAS TO ASSETS: A Practical Guide to Patents, Copyrights and Trademarks

8/7 6:00 PM—8:30 PM

Understand the Financial Structure of Your Business

8/12 9:00 AM—1:00 PM

Writing Effective Business Plans

8/13 9:00 AM—4:00 PM

Will Your Business Idea Work?

8/13 6:00 PM—8:00 PM

Food Safety Manager Certification

8/18 8:00 AM—5:00 PM

RS: Benchmarking Performance and Financial Reporting

8/18 6:00 PM—8:30 PM

Maintaining Tax Records

8/19 3:00 PM—5:00 PM

Intermediate QuickBooks

8/21 1:30 PM—5:30 PM

To register, go to www.sbatrainings.eventbrite.com

Entrepreneur Center Classes

A to Z

How to Build a Fearless Brand: How Your Brand Can Help You Sell

7/23 6:00 PM - 8:30 PM
In this highly interactive workshop, SBA Volunteer Instructor, Robert Friedman (Fearless Branding), will provide you with new tools that will teach you to sell (and market) more effectively. Learn new ways to differentiate your business from the competition; your business's strengths and unique value (that you might be overlooking); identify your ideal clients and learn what they really need; segment your market to make prospecting and selling more efficient; create a powerful selling message that speaks to the head and the heart. While this class can be helpful to any entrepreneur building a brand, owners of service firms and consultants are particularly encouraged to attend. Registration Required. Register online at www.sbatrainings.eventbrite.com

How to Price Your Products and Services

7/15 and 9/9 12:30 PM - 3:30 PM
How do you set prices for your business or service? Are they working? When should you change them? This interactive workshop will address these topics as well as role of pricing in the overall Marketing Mix. \$45 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

How to Start and Manage a Small Business

7/28, 8/25 and 9/29 8:30 AM - 5:00 PM
This is a comprehensive and unique one-day seminar for both prospective and current business owners who want to gain a better understanding of what they need to know and do to succeed in their business. Learn best practices and insider tips as a moderator and industry experts guide you through the basics of: Business Plans, Insuring Against Risk, Accounting, Legal Structures, Marketing & Sales, and Financing. \$75 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

HUBZone and Women Owned Small Business (WOSB) Program Certifications

7/24, 8/28 and 9/25 9:00 AM - 10:00 AM
This workshop will explain provisions of the HUBZone Program and the Women-Owned Small Business (WOSB) Program. Eligibility requirements, application and certification will be explained. Registration Required. Register online at www.sbatrainings.eventbrite.com

IDEAS TO ASSETS - A Practical Guide to Patents, Copyrights and Trademarks

8/7 6:00 PM - 8:30 PM
In this interactive seminar volunteer presenter, Joe D. Calhoun, will introduce legal principles and considerations likely to be encountered while converting ideas to assets, requirements and procedures associated with protecting an invention (patent), a work of art (copyrights), and a brand (trademark) and transferring intellectual property rights (either acquiring or conveying ownership or use rights by assignment or license), or dealings with others, such as manufacturers and distributors. Time permitting, enforcing (or defending against) claims of possible infringement will be discussed. This class does not constitute legal advice. Registration Required. Register online at www.sbatrainings.eventbrite.com

Intermediate QuickBooks

8/21 1:30 PM - 5:30 PM
Topics include payroll, setting preferences, restoring files, and list maintenance including chart of accounts. Participants should have completed Bookkeeping for Small Business and Introduction to QuickBooks or be familiar with the concepts in these workshops. \$65 Registration fee. Register Online at: www.sfsbdc.eventbrite.com Presented by the San Francisco Small Business Development Center.

Introduction to Intellectual Property

9/8 6:00 PM - 8:00 PM
You may have the right to protect your unique business name, ideas, or creations from being tarnished or knocked off by a competitor... but how do you do that affordably on a tight budget? This workshop will introduce you to different types of intellectual property (focused primarily on copyrights, trademarks and trade secrets), and will provide you with self-help resource information to start building a simple but solid foundation of protection through rights searches, NDA's, registrations, licenses and other tools. Although taught by an experienced business attorney, this class does not constitute legal advice. Registration Required. Register online at www.sbatrainings.eventbrite.com

Introduction to QuickBooks

7/24 and 9/25 1:30 PM - 5:30 PM
This overview will discuss setting-up, updating and running financial reports, and efficient procedures for entering your accounting data. This

is a hands-on workshop. Participants should have complete Basic Bookkeeping Part I or be familiar with the concepts covered in that workshop. \$65 registration fee. Register Online at: www.sfsbdc.eventbrite.com. Presented by the San Francisco Small Business Development Center.

Legal Entity Choices for Our New Economy

7/14 6:00 PM - 8:00 PM
Sole proprietorships, general partnerships, LLC's, many different types of corporations, newer alternatives like co-ops and triple bottom line entities for socially responsible businesses: how do you make a good legal entity choice for your business? Did you know that the legal protection of corporations and LLC's is NOT automatic? If they don't pass certain tests, you may end up with nothing but a cool business name and a false sense of security. This workshop walks you through a decision process to help you decide what legal entity choice is best for your business plans. Although taught by an experienced business attorney, this class does not constitute legal advice. Registration Required. Register online at www.sbatrainings.eventbrite.com

Maintaining Tax Records

8/19 and 9/23 3:00 PM - 5:00 PM
Learn the money-saving tax strategies of the pros in this fun interactive course, and learn how to effectively create the tax records necessary for proper IRS reporting. Receive a valuable overview of how to use technology to simplify your life with online banking and QuickBooks. \$25 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Marketing Made Easy

9/17 6:00 PM - 8:30 PM
Volunteer presenter Ken Stram, 2Bridge Communications, will provide a good introduction or refresher to entrepreneurs who want to take their marketing plans to the next level. You will better understand the variety of marketing tools available and the information will help you focus on choosing and mastering tactics for your target market. Topics will include: identifying your target market; establishing a framework for evaluating and monitoring your marketing efforts; designing signature marketing tactics and building systems. Registration Required. Register online at www.sbatrainings.eventbrite.com

Networking - Ten Tips for Getting the Most Out of Your Next Networking Event

8/25 6:00 PM - 7:30 PM
Volunteer Instructor, Tony Wilkins - www.blogtalkradio.com/tonywilkins, will share with you tips on what works and what doesn't during networking and how to get prospects to start calling you following a networking event. Registration Required. Register online at www.sbatrainings.eventbrite.com

Pro's Discuss LESSONS LEARNED Starting and Running Restaurants and Food Services

9/22 10:00 AM - 12:00 PM
What do you need to consider when you start a restaurant or food service business? Learn from three SCORE Counselors who have successful track records owning their own food service businesses. They will presentation the lessons they have learned and also answer questions. Some of the planned discussion topics include: Why, what, and how do you research as you prepare your business plan? What are the various kinds of opportunities you might consider? How much money will you need and where might you get it? What is a business plan and why is it so important to your success? How do you get and manage the people you will need to run your business? \$25 registration fee. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Restaurant Series: Checklist for Starting a Restaurant

7/15 and 8/26 6:00 PM - 8:30 PM
This class takes new and budding restaurateurs through the specifics of opening and running a new restaurant. Topics include business plans, food and beverage vendors, locations, pricing strategies and operating strategies. \$40 registration fee. Register Online at: www.sfsbdc.eventbrite.com. Presented by the San Francisco Small Business Development Center.

Restaurant Series: How to Run a Profitable Restaurant

7/29 and 9/9 6:00 PM - 8:30 PM
This class will cover: understanding food, beverage and labor costs. We will provide you the tools to develop schedule forecasts, recipe-plate costing, and inventory management. \$40 registration fee. Register Online at: www.sfsbdc.eventbrite.com Presented by the San Francisco Small Business Development Center.

Day By Day

How to Start and Manage a Small Business

8/25 8:30 AM—5:00 PM
Networking - Ten Tips for Getting the Most Out of Your Next Networking Event

8/25 6:00 PM—7:30 PM
Taxes and Your Business, How to Prepare Schedule C

8/26 6:00 PM—8:30 PM
RS: Checklist for Starting a Restaurant

8/26 6:00 PM—8:30 PM
Small Business Taxes

8/27 3:00 PM—5:00 PM
HUBZone and Women Owned Small Business (WOSB) Program Certifications

8/28 9:00 AM—10:00 AM
SBA 8(a) Business Development (BD) Certification Workshop

8/28 10:30 AM—12:00 PM
12 BIG Mistakes Small Employers Make

8/28 12:30 PM—2:00 PM
Choosing a Retirement Solution for Your Small Business

8/28 12:30 PM - 2:00 PM

Introduction to Intellectual Property

9/8 6:00 PM—8:00 PM

Finding Venture Capital for Your Business

9/9 10:00 AM—12:00 PM

How to Price Your Products and Services

9/9 12:30 PM—3:30 PM

Doing Business with Genentech

9/9 12:30 PM—2:00 PM

Creating and Using Your "Elevator Pitch"

9/9 6:00 PM—8:00 PM

RS: How to Run a Profitable Restaurant

6:00 PM—8:30 PM

Starting a Business in San Francisco

9/10 11:00 AM—12:30 PM

Financing Your Small Business

9/10 1:00 PM—3:00 PM

Business Law Basics

9/10 3:30 PM—5:30 PM

Starting a Successful DOT COM

9/10 6:00 PM—8:00 PM

Federal/State Basic Payroll Tax Seminar

9/11 9:00 AM—3:00 PM

Food Safety Manager Certification

9/15 8:00 AM—5:00 PM

Assertive vs. Passive or

Aggressive Behavior for

Business Owner

9/16 9:00 AM—1:00 PM

The free SBA training classes are made possible by the generous support of our volunteer presenters. We appreciate their time and expertise; however, these presentations do not represent an endorsement of their views, opinions, products or services by SBA. All SBA Programs are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made, if requested at least 2 weeks in advance. Call (415) 744-6777.

Entrepreneur Center Classes

A to Z

Restaurant Series: Benchmarking Performance and Financial Reporting

8/18 and 9/30 6:00 PM – 8:30 PM

Learn how to develop an operating budget for your restaurant based on industry average target cost ratios. Standard weekly and period-end reporting tools will be demonstrated, comparing actual performance to budget and how to turn variances into actionable goals. \$40 registration fee. Register Online at: www.sfsbdc.eventbrite.com

SBA 8(a) Business Development (BD) Certification Workshop

7/24, 8/28 and 9/25 10:30 AM – 12:00 PM

This workshop is for small firms owned by socially and economically disadvantaged individuals interested in being certified for SBA's 8(a) Business Development Program. Registration Required. Register online at www.sbatrainings.eventbrite.com

Small Business Taxes

7/22 and 8/27 3:00 PM – 5:00 PM

Save money on your taxes by learning the IRS rules and regulations that apply to small-business owners, and get answers to your tax questions in this informative, interactive live seminar covering tax deductions, incorporations, LLCs, and commonly used tax strategies. \$25 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Starting a Business in San Francisco

7/9, 8/6 and 9/10 11:00 AM - 12:30 PM

In this informative class you will hear directly from the San Francisco Office of Small Business on rules, regulations, and important considerations for starting a business in San Francisco. Learn how to register your business, file a fictitious business name, and obtain other permits and licenses. You will also receive information on city programs and resources, including small business loans, tax credits and incentives, and technical assistance providers. Registration Required. Register online at www.sbatrainings.eventbrite.com

Starting a Successful Dot Com

9/10 6:00 PM – 8:00 PM

Have you ever wondered how to start an internet company? How do you research the competition? How do you define your market strategy? What does it take to build a website? How do you get customers? How do you effectively use social media? How do you build an interface that maximizes the user experience, or, in the case of ecommerce, sales? Come and listen as SF SCORE representative, SJ Gordon, walk you through the steps to start your own business online. \$25 Registration Fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

State Payroll Tax Workshop

7/2 9:00 AM – 3:00 PM

This workshop provides participants with hands practice on how to calculate state taxes and complete state payroll tax forms. The workshop is recommended for those who have previously attended a Federal/State Basic Payroll Tax Seminar or for those familiar with state payroll tax reporting but who would like additional practice. Presented by the California EDD Tax Office. Register at http://www.edd.ca.gov/Payroll_Tax_Seminars/ or Call 866 873-6083

Success Strategies for Buying, Selling and Financing a Business or Franchise

7/22 and 9/23 3:00 PM – 5:00 PM

A two-hour course designed to give you essential tools to meet your goals for buying or selling a business or franchise. You will learn proven techniques perfected over 30 years of transactional experience. Whether you are buying or selling a business our experts will provide you with the tools and go-to resources to maximize your chances of success. \$35 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Taxes and Your Business, How to Prepare Schedule C

8/26 6:00 PM - 8:30 PM

Andrew S Rogers, E.A., President, East Bay Association of Enrolled Agents, Tax Buddha, will review what the IRS wants to know from you and how to report it on the Schedule C for your business. This is a class for business owners who need a basic understanding of their 1040 Schedule C tax forms. Andy will also talk about what to do with the numbers once you have them. He won't guarantee you won't get audited, but this class will make it less likely. Registration Required. Register online at www.sbatrainings.eventbrite.com

The Art of Plastic - The Smart Way to Accept Credit Cards

9/23 12:30 PM – 2:30 PM

Volunteer presenter, Todd Ferrell, will explore who should be looking into opening a merchant account, methods of accepting payments from your customers, current trends, how you can turn a merchant account into greater profits for your business, where you can go to set up a merchant account, how the entire process flows and works, what you should consider before signing on the dotted line, merchant account terminology, and how you can save yourself money. Registration Required. Register online at www.sbatrainings.eventbrite.com

Top 7 Characteristics of Successful Business Owners

7/22 6:00 PM – 8:00PM

Ever wonder what makes a small business owner successful? Looking at companies of 1 - 25 people, a pattern emerges: the owners share traits that allow them to be flexible and bold. Interested in learning more about what these characteristics are? This informative presentation by volunteer instructor, Kristine Carey, reviews these characteristics, diving into each characteristic in depth. You, as a business owner, will have the opportunity to try these characteristics on, seeing which ones you currently employ and which ones you'd like to adopt. This is highly interactive presentation, so come prepared to ponder and discuss! Registration Required. Register online at www.sbatrainings.eventbrite.com

Understand the Financial Structure of Your Business

8/12 9:00 AM – 1:00 PM

Success in business requires sound financial planning and the establishment of realistic goals. This seminar enables you to develop an understanding of the financial parameters of your company and provides the tools for making the best financial and planning decisions. The following topics will be covered: Startup Costs; Sales Forecasting; Operating Expenses; Cash Flow; Breakeven Analysis; Financial Reports. \$45 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Why 99%+ of Dot Com Ideas Won't Work

7/9 6:00 PM – 8:00 PM

Let a very experienced dot comer save you time and effort by telling you what won't work, what can't work, and what will never work. You will learn what business models still work on the internet, how to research them, and how to launch an online presence for as low a cost as possible. Specifics and actual examples are elaborated on; generalities and *multisyllabic* paradigms are shunned. \$25 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Will Your Business Idea Work?

8/13 6:00 PM – 8:00 PM

In this informative presentation, learn how to research the market for your business idea, whether you're planning a service, a retail business, or wholesaling a product; how to think about how much in sales you need in order to become profitable and the best kind of corporation to form for your particular situation; Where to go to raise money; Elements of a business plan; How to market your business. Bring a pen with a lot of ink. \$25 Registration Fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Writing Effective Business Plans

8/13 9:00 AM – 4:00 PM

Whether you are planning to start a new business or developing the potential of your existing company, a business plan is a critical foundation. This session will demystify the process using case studies and exercises. You will also develop a template for your own business that covers: Products/Services, Organization, Marketing, Customers, Finances and Market Research. \$65 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Day By Day

Cloud Technologies for Small Business

9/16 1:30 PM—2:30 PM

Corporations and LLCs Offer Different Options

9/16 3:00 PM—5:00 PM

Marketing Made Easy

9/17 6:00 PM—8:30 PM

Financial Management for Small Business

9/18 1:30 PM—4:30 PM

Pro's Discuss LESSONS LEARNED Starting and Running Restaurants and Food Services

9/22 10:00 AM—12:00 PM

The Art of Plastic—The Smart Way to Accept Credit Cards

9/23 12:30 PM—2:30 PM

Maintaining Tax Records

9/23 3:00 PM—5:00 PM

Success Strategies for Buying, Selling and Financing a Business or Franchise

9/23 3:00 PM—5:00 PM

HUBZone and Women Owned Small Business (WOSB) Program

Certifications

9/25 9:00 AM—10:00 AM

SBA 8(a) Business Development (BD) Certification Workshop

9/25 10:30 AM—12:00 PM

Introduction to QuickBooks

9/25 1:30 PM—5:30 PM

Hospitality: A Business Philosophy

9/25 6:00 PM—8:00 PM

How to Start and Manage a Small Business

9/29 8:30 AM—5:00 PM

RS: Benchmarking Performance and Financial Reporting

9/30 6:00 PM—8:30 PM

SBA on Social Media

Follow us on

Twitter [@sba_pacific](https://twitter.com/SBA_pacific) https://twitter.com/SBA_pacific

Like us on Facebook (<https://www.facebook.com/SBAgov>)

Check out the official SBA YouTube Channel

(<https://www.youtube.com/user/sba>)

Sign-up for E-mail Alerts from National Office SBA at: www.sba.gov

Or SBA San Francisco District Office by sending an E-mail to sfomail@sba.gov

To register, go to www.sbatrainings.eventbrite.com