

SBA Entrepreneur Center

January February March 2015

U. S. Small Business Administration (SBA)
San Francisco District Office—0912
(415) 744 6820
www.sba.gov/ca/sf
455 Market Street, Suite 600, 94105

San Francisco SCORE Chapter 10
(415) 744-6827
www.sfscore.org
455 Market Street, Suite 600, 94105
www.sanfranciscoscore.eventbrite.com

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

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?

Go to www.sbatrainings.eventbrite.com

Registration is required for all classes.

For information, call (415) 744-6777.

Entrepreneur Center Classes

A to Z

Day By Day

Assertive vs. Passive or Aggressive Behavior for Business Owners

1/6 9:00 AM – 12:00 PM

The differences between assertive, passive and aggressive behavior, and the roots of each behavior style, will be explored. 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.

Bookkeeping for Small Business

1/8, 2/5 and 3/5 1:30 PM – 4:30 PM

Topics include cash vs. accrual accounting, proper accounting data flow processes, budgeting, the purpose of different financial reports, the differences in computer accounting systems, cash management, and more. \$40 registration fee. For more information, contact the San Francisco Small Business Development Center.

Business Law Basics

1/7, 2/4 and 3/4 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, hiring employees, and commercial leases, presented by an experienced business lawyer. This class does not constitute legal advice.

Choosing a Retirement Solution for Your Small Business

1/22 and 3/26 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.

Corporations and LLCs Offer Different Options

1/27 and 2/24 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

Creating and Troubleshooting Your Website

1/8, 2/5 and 3/5 10:00 AM – 12:00 PM

OK, so you're finally getting ready to hire someone to develop your company's website. Or, you already have a site, and it's a mess. What do you need to know about creating functionality to serve your business? How do you design a site for easy navigation? Even deciding a domain name, or deciding where to host your site can pose a problem. \$25 registration fee.

JANUARY

Assertive vs. Passive or Aggressive Behavior for Business Owners
1/6 9:00 AM—12:00 PM

Federal/State Basic Payroll Tax Seminar

1/6 9:00 AM—3:00 PM

Free and Low Cost Resources for your Business

1/7 9:00 AM—11:00 AM

Starting a Business in San Francisco

1/7 11:00 AM—12:30 PM

Financing Your Small Business

1/7 1:00 PM—3:00 PM

Business Law Basics

1/7 3:30 PM—5:30 PM

Small Business Online Marketing 101

1/7 6:00 PM—8:00 PM

Creating and Troubleshooting Your Website

1/8 10:00 AM—12:00 PM

Bookkeeping for Small Business

1/8 1:30 PM—4:30 PM

RS: How to Run a Profitable Restaurant

1/12 6:00 PM—8:30 PM

Hiring and Retention of Employees

1/13 9:00 AM—12Noon

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

1/13 4:00 PM—6:00 PM

Raising Money, An Angel Investors View

1/14 9:00 AM—12Noon

Crowdfunding Marketing Basics

1/14 12:30 PM—2:30 PM

U.S. Small Business Administration (SBA)
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A to Z

Day By Day

Crowdfunding Marketing Basics
 1/14 12:30 PM – 2:30 PM
 Need funding to manufacture your product idea? Learn about crowdfunding and how marketing strategy (contacts, story, video, rewards) is critical to maximizing the amount of money you raise.

De-Mystifying Exports & Imports
 3/3 8:30 AM – 12:30 PM
 A Must for Anyone Looking to Join the Global Marketplace: International trade offers excellent opportunities for both start-ups and existing businesses. This workshop encompasses a wide range of topics including – Getting Started with successful import & export marketing. Discover procedures, policy, and international transactions. Developing agreements with overseas relationships. Learn the role of freight forwarders and customs brokers. Financing International transactions. \$45 Registration Fee. For more information, contact San Francisco SCORE Chapter 10.

Discovering and Using Your Strengths as a Business Owner
 1/27 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.

Effective Consulting: How to Start (or Improve) Your Consulting Business
 1/28 8:30 AM to 3:30 PM
 This interactive workshop focuses on the essentials of creating and running a successful consulting business. \$70 registration fee. Ample time will be available to ask questions and to discuss issues you are concerned with. Registration Required. For more information, contact San Francisco SCORE Chapter 10.

Federal/State Basic Payroll Tax Seminar
 1/6 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. Presented by an IRS Representative and the California EDD Tax Office. Register at http://www.edd.ca.gov/Payroll_Tax_Seminars/ or call 866 873-6083.

Financial Management for Small Business
 1/22 and 3/12 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. Presented by the San Francisco Small Business Development Center.

Financing Your Small Business
 1/7, 2/4 and 3/4 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.

Food Safety Manager Certification (English)
 2/2 and 3/2 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.

Free and Low Cost Resources for Your Business
 1/7, 2/4 and 3/4 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. Registration required.

Getting Your First Client
 3/3 6:00 PM – 8:00 PM
 You've opened your business and are ready to serve your first client. Question is, how do you find them? Join volunteer instructor Kristine Carey to learn about how to identify your ideal client, different marketing strategies you might use, and what makes people want to work with you rather than someone else. This is an interactive, workshop style presentation so come prepared to talk, think and write and walk away with ideas on how to get your first client! Registration required.

Hiring and Retention of Employees
 1/13 9:00 AM – 12Noon
 Improve your chances of hiring someone that's well suited for your organization and learn ways to retain excellent employees. \$35 Registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10.

How to Price Your Products and Services
 3/24 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.

How to Start and Manage a Small Business
 1/26, 2/23 and 3/23 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.

HUBZone and Women Owned Small Business (WOSB) Program Certifications
 1/22, 2/26 and 3/26 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.

Intermediate QuickBooks
 2/26 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. Presented by the San Francisco Small Business Development Center.

Introduction to QuickBooks
 1/29, 2/19 and 3/26 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. Presented by the San Francisco Small Business Development Center.

12 BIG Mistakes Small Employers Make
 1/15 6:00 PM—8:30 PM

Maintaining Tax Records
 1/20 3:00 PM—5:00 PM

HUBZone and Women Owned Small Business Program Certifications
 1/22 9:00 AM—10:00 AM

SBA 8(a) Business Development Certification Workshop
 1/22 10:30 AM—12Noon

Choosing a Retirement Solutions for Your Small Business
 1/22 12:30 PM—2:00 PM

Financial Management for Small Business
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How to Start and Manage a Small Business
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RS: Benchmarking Restaurant Performance and Financial Reporting
 1/26 6:00 PM – 8:30 PM

The 99% of dot coms that don't work—and the 1% that do
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Corporations and LLCs Offer Different Options
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Small Business Taxes
 2/3 3:00 PM – 5:00 PM

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 2/4 11:00 AM—12:30 PM

Financing Your Small Business
 2/4 1:00 PM—3:00 PM

Business Law Basics
 2/4 3:30 PM—5:30 PM

A to Z

Day By Day

Leadership and Supervision Workshop
3/24 9:00 AM – 12:00 PM
 This leadership and supervisory workshop will explore: Common misconceptions about leadership; What good leadership is really about; Why successful supervisors discriminate (but not based on race, gender, etc.); Supervisory roles and responsibilities; Supervisory considerations, such as: theory X vs. Y, democracy vs. autocracy, importance of credibility, human bank accounts, and even a bit of labor law. \$45 Registration Fee. For more information, contact San Francisco SCORE Chapter 10

Learn how to use AdWords! Get your ads on Google today.
2/6 12:30 PM – 2:00 PM
 People are searching for products and services like yours on Google every single day. Wouldn't it be great if you could show them your product or service as they were searching for it? You can with Google AdWords. But, advertising on Google can be complicated, hard to measure, and expensive. This class will help you understand if advertising on Google is right for your business and how to map out your AdWords account. You should leave the room with an understanding of how to use a basic AdWords account for your business. Registration fee \$35.00 For more information, contact San Francisco SCORE Chapter 10.

Maintaining Tax Records
1/20, 2/10 and 3/10 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 .

Making Social Media Work for You
2/6 2:30 PM – 4:00 PM
 Session 1: You're Social, Now What? Making Social Media Work for You We will take a deeper dive into the 5 social media sites – Facebook, Twitter, LinkedIn, Pinterest, and Google+. We'll show you the benefits of using each, how other organizations are marketing with them, and some dos and don'ts of each channel. You'll also get tips on how to tell if your social media activity is working. A closer look at the 5 most popular social networks; How to tell if each site is right for your business; What kind of content to create and post; Etiquette; How to tell if your content is working
 Session 2: Making the Case for Mobile Marketing
 Today, lots of consumers are using mobile devices to find what they need, to assess their options, to make decisions, and to make purchases. Small businesses and nonprofits who start embracing mobile now will be the ones best able to compete. Let us help you understand this mobile transition so you don't get left behind. In this seminar we'll be covering: Why you can't ignore mobile even if you think your customers aren't using it; How mobile is the new reality for small businesses and nonprofit organizations; What you can do today to become more mobile-friendly. For more information, contact San Francisco SCORE Chapter 10.

Raising Money, An Angel Investors View
1/14 9:00 AM – 12Noon
 A description of the class: The differences between debt and equity investing will be explored during this 2 hour seminar. Additionally, our presenters, who are Angel Investors, will explain what they look for when deciding whether to invest in a start up venture. \$35 Registration Fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10.

Restaurant Series: Benchmarking Restaurant Performance and Financial Reporting
1/26 and 3/2 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. Presented by the San Francisco Small Business Development Center.

Restaurant Series: Checklist for Starting a Restaurant
2/2 and 3/16 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. Presented by the San Francisco Small Business Development Center.

Restaurant Series: How to Run a Profitable Restaurant
1/12, 2/17 and 3/30 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. Presented by the San Francisco Small Business Development Center.

SBA 8(a) Business Development (BD) Certification Workshop
1/22, 2/26 and 3/26 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.

Small Business Online Marketing 101
1/7 6:00 PM – 8:00 PM
 Learn how to achieve success in online marketing. Case studies on small business online marketing will be discussed to share with you how to reach, educate and convert consumers to an online marketing platform. Space is Limited. Registration Required.

Small Business Taxes
2/3 and 3/3 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.

Starting a Business in San Francisco
1/7, 2/4 and 3/4 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.

Success Strategies for Buying, Selling and Financing a Business or Franchise
1/13 and 3/24 4:00 PM – 6:00 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. For more information, contact San Francisco SCORE Chapter 10.

The 99% of dot coms that don't work--and the 1% that do
1/27 and 3/10 12:30 PM – 2:30 PM
 There is a tremendous amount of misinformation out there about what kinds of business ideas will succeed on the internet. 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. Come and listen as a SF SCORE representative walks you through the steps to start your own business online. \$35 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10.

Creating and Troubleshooting Your Website
2/5 10:00 AM – 12Noon

Bookkeeping for Small Business
2/5 1:30 PM – 4:30 PM

Learn How to Use AdWords! Get your ads on Google today.
2/6 12:30 PM – 2:00 PM

Making Social Media Work for You
2/6 2:30 PM – 4:00 PM

Maintaining Tax Records
2/10 3:00 PM – 5:00 PM

Top 7 Characteristics of Successful Business Owners
2/10 6:00 PM – 8:00 PM

Understand the Financial Structure of Your Business
2/17 9:00 AM – 1:00 PM

RS: How to Run a Profitable Restaurant
2/17 6:00 PM – 8:30 PM

Introduction to QuickBooks
2/19 1:30 PM – 5:30 PM

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2/23 8:30 AM – 5:00 PM

Will Your Business Idea Work?
2/24 12:30 PM – 2:30 PM

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2/24 3:00 PM – 5:00 PM

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Free and Low Cost Resources for your Business
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A to Z

Day By Day

Top 7 Characteristics of Successful Business Owners
2/10 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.

Understand the Financial Structure of Your Business
2/17 9:00 AM – 1:00 PM

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. For more information, contact San Francisco SCORE Chapter 10

Will Your Business Idea Work?

2/24 12:30 PM – 2:30 PM

A lot of people come up with business ideas that excite them. They rush into production and find out, too late, that the idea that excited them has not excited customers. A lot of people skip the market research step and go directly into business. The results are often tragic. In this informative San Francisco Small Business Week presentation, we will discuss exactly how to research the market for your business idea, whether you're planning a service, a retail business, or wholesaling a product. We will also tell you how to think about how much in sales you need in order to become profitable. Additionally, we will talk about: 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. This lecture will be very, very specific in detail. We will not speak in generalities. Bring a pen with a lot of ink. \$35 registration fee. For more information, contact San Francisco SCORE Chapter 10.

Writing Effective Business Plans

3/17 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. In this hands-on workshop, we will demystify the process. 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.

12 BIG Mistakes Small Employers Make

1/15 6:00 PM – 8:30 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.

Free Small Business Counseling
and
Low Cost Trainings:

Counselors to America's Small Businesses SCORE
Chapters:

- East Bay SCORE – 510-273-6611 (www.eastbayscore.org)
- North Coast SCORE – 707-571-8342 (www.northcoast.score.org)
- San Francisco SCORE – 415-744-6827 (www.sfscore.org)
- Santa Cruz SCORE – 831-621-3735 (www.santacruzscore.org)
- Silicon Valley SCORE – 408-453-6237 (www.svscore.org)

SBDCs

(Small Business Development Centers):

- Alameda County SBDC – 510-208-0410 (www.acsbdc.org)
- Central Coast SBDC – 831-479-6136 (www.centralcoastsbdc.org)
- Contra Costa SBDC – 925-602-6806 (www.contracostasbdc.org)
- North Coast SBDC – 707-445-9720 (www.northcoastsbdc.org)
- Yuba Community College District SBDC – 707-263-0330 (www.yubasbdc.org)
- Marin SBDC – 415-755-1100 – (www.marinsbdc.org)
- Mendocino SBDC – 707-964-7571 (www.mendosbdc.org)
- Napa Valley SBDC – 707-256-7250 (www.napasbdc.org)
- San Francisco SBDC – 415-937-7232 (www.sfsbdc.org)
- San Mateo SBDC – 415-458-7232 (www.sanmateosbdc.org)
- Silicon Valley SBDC – 408-248-4800 (www.svsbdc.org)
- Hispanic Satellite SBDC – 408-351-3611 (www.sbdchc.org)
- Solano SBDC – 707-864-3382 (www.solanosbdc.org)
- Sonoma SBDC – 707-595-0060 (www.sonomasbdc.org)

WBC (Women's Business Center):

- Anew America Community Corporation – Berkeley, CA 510-540-7785 (www.anewamerica.org)
- Renaissance Entrepreneurship Center – San Francisco 415-541-8580 (www.rencenter.org)
- West Company – Fort Bragg, CA – 707-964-7571 (www.westcompany.org)

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