

# SBA Entrepreneur Center

## October 2015

**U. S. Small Business Administration (SBA)**  
**San Francisco District Office**  
**San Francisco SBA Entrepreneur Center**  
**(415) 744 6820**  
**455 Market Street, Suite 600**  
**San Francisco, CA 94105**

[www.sba.gov/ca/sf](http://www.sba.gov/ca/sf)  
**Email: sfomail@sba.gov**

### How do I register?

Each class description indicates the registration site.  
Online registration is required for all classes.

### Is this address accessible by public transit?

Yes. It is suggested that you visit the following websites for public transportation options:  
<http://www.sfmta.com/getting-around> or <http://www.BART.gov>

Thank you for attending classes that you register to take.

Questions: Email: Kathleen.Butler.Tom@sba.gov

## A to Z

## Day By Day

### Entrepreneur Center Classes

#### Are Your Marketing Efforts Creating Enough \$\$ (Revenue)

**10/13 12:00 PM – 2:00 PM**  
 Learn how to turn your printed and online marketing efforts into \$\$\$ for your business. Registration Required. Register online at [www.sbatrainings.eventbrite.com](http://www.sbatrainings.eventbrite.com)

#### Assertive vs. Passive or Aggressive Behavior for Business Owners

**10/6 9:00 AM – 12:00 PM**  
**\$45**—The differences between assertive, passive and aggressive behavior, and the roots of each behavior style, will be explored. Register online: [www.sanfranciscoscore.eventbrite.com](http://www.sanfranciscoscore.eventbrite.com)

#### Bring Your Business Cards Networking Event

**10/8 8:00 AM – 10:00 AM**  
 A free networking event...bring your business cards, talk to other entrepreneurs, use or practice your "elevator pitch". Don't forget to "Bring your business cards". Register online at [www.sbatrainings.eventbrite.com](http://www.sbatrainings.eventbrite.com)

#### Business Law Basics

**10/7 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. Register online at [www.sbatrainings.eventbrite.com](http://www.sbatrainings.eventbrite.com)

#### Crowdfunding Marketing Basics

**10/14 12:30 PM – 3:00 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. Register online at [www.sbatrainings.eventbrite.com](http://www.sbatrainings.eventbrite.com)

#### De-Mystifying Exports & Imports

**10/22 8:30 AM – 1:00 PM**  
**\$55**—his 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. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or [www.sanfranciscoscore.eventbrite.com](http://www.sanfranciscoscore.eventbrite.com)

#### Energy Efficient Upgrades Offer Financial Incentives for Entrepreneurs

**10/8 4:00 PM – 5:00 PM**  
 A representative from the San Francisco Department of Environment will explain financial incentives for energy efficiency upgrades (not tax credits) for entrepreneurs. Registration Required. Register online at [www.sbatrainings.eventbrite.com](http://www.sbatrainings.eventbrite.com)

#### Doing Business with Cisco Systems

**10/8 12:00 PM – 1:00 PM**  
 This seminar will focus on how to be successful in offering your products and services to Cisco Systems. We'll discuss Cisco's

Supplier Diversity program and look at technologies for small growing businesses. Registration Required. Register online at [www.sbatrainings.eventbrite.com](http://www.sbatrainings.eventbrite.com)

#### Employee or Independent Contractor Tax Seminar

**10/13 9:00 AM - 12:00 PM**  
 This seminar will explain how to determine if someone providing services to your company should be treated as an employee or independent contractor for tax purposes and learn reporting requirements. Presented by the California EDD Tax Office. Registration required. Register online at [www.sbatrainings.eventbrite.com](http://www.sbatrainings.eventbrite.com)

#### Federal/State Basic Payroll Tax Seminar

**10/6 9:00 AM – 3:00 PM**  
 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. Call 866 873-6083 or Register online at [www.sbatrainings.eventbrite.com](http://www.sbatrainings.eventbrite.com)

#### Financing Your Small Business

**10/7 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: <http://www.sbatrainings.eventbrite.com>

#### Free and Low Cost Resources for Your Business

**10/7 9:00 AM – 11:00 AM**  
 A representative from SBA will outline business plan components while guest speakers from the Lawyers Committee for Civil Rights, the San Francisco Public Library, San Francisco SCORE, and a Women's Business Center will discuss resources available to entrepreneurs that aid in creating the business plan.

#### Hiring and Retention of Employees

**10/20 9:00 AM – 12:00 Noon**  
**\$35** Improve your chances of hiring someone that's well suited for your organization and learn ways to retain excellent employees. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or [www.sanfranciscoscore.eventbrite.com](http://www.sanfranciscoscore.eventbrite.com)

#### How to Start and Manage a Small Business

**10/26 8:30 AM – 5:00 PM**  
**\$80** - This is a comprehensive one-day seminar for individuals who want to gain a better understanding of what they need to know and do to succeed in their business. Moderator and industry experts will guide you through the basics of: Business Plans, Insuring Against Risk, Accounting, Legal Structures, Marketing & Sales, and Financing. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or [www.sanfranciscoscore.eventbrite.com](http://www.sanfranciscoscore.eventbrite.com)

### OCTOBER

#### Federal/State Basic Payroll Tax Seminar

**10/6 9:00 AM—3:00 PM**

#### Assertive vs. Passive or Aggressive Behavior for Business Owners

**10/6 9:00 AM—12:00 PM**

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

**10/6 6:00 PM—8:30 PM**

#### Free and Low Cost Resources for Your Business

**10/7 9:00 AM—11:00 AM**

#### Starting a Business in San Francisco

**10/7 11:00 AM-12:30 PM**

#### Financing Your Small Business

**10/7 1:00 PM—3:00 PM**

#### Business Law Basics

**10/7 3:30 PM—5:30 PM**

#### Marketing Made Easy

**10/7 6:00 PM—8:30 PM**

#### Bring Your Business Cards Networking Event

**10/8 8:00 AM—10:00 AM**

#### Troubleshooting Your Website

**10/8 10:00 AM-12:00 PM**

#### Doing Business with Cisco Systems

**10/8 12:00 PM—1:00 PM**

#### HUBZone and Women Owned Small Business Program

#### Certifications

**10/8 1:00 PM—2:30 PM**

#### QuickBooks Introduction

**10/8 1:30 PM—4:30 PM**

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

**10/8 2:30 PM—4:00 PM**

#### Energy Efficient Upgrades Offer Financial Incentives

**10/8 4:00 PM—5:00 PM**

#### Employee or Independent Contractor

**10/13 9:00 AM—12:00 PM**

#### Are Your Marketing Efforts Creating Enough \$\$ (Revenue)

**10/13 12:00 PM – 2:00 PM**

#### Crowdfunding Marketing Basics

**10/14 12:30 PM—3:00 PM**

# A to Z

# Day By Day

**How to Write an Independent Contractor Agreement**  
**10/21 6:00 PM – 8:00 PM**  
 This interactive workshop will guide you step by step through the process of creating a simple, generic independent contractor agreement that works. Although taught by an experienced business attorney, this class does not constitute legal advice. Presented by the San Francisco Community Business Law Center. Register online at [www.sbatrainings.eventbrite.com](http://www.sbatrainings.eventbrite.com)

**HUBZone and Women Owned Small Business (WOSB) Program Certifications**  
**10/8 1:00 PM – 2:30 PM**  
 Eligibility requirements, application and certification will be explained. Registration required. Register online at: [www.sbatrainings.eventbrite.com](http://www.sbatrainings.eventbrite.com)

**Marketing Made Easy**  
**10/7 6:00 PM – 8:30 PM**  
 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](http://www.sbatrainings.eventbrite.com)

**Preventive Business Law for Every Entrepreneur**  
**10/14 6:00 PM – 8:00 PM**  
 This basic business law workshop introduces self-help methods and resources for: business contracts, intellectual property protection, funding agreements, customer agreements, employee and independent contractor agreements, vendor agreements, commercial leases, and legal entity choices. This class does not constitute legal advice. Presented by the San Francisco Community Business Law Center. Registration Required. Register online at [www.sbatrainings.eventbrite.com](http://www.sbatrainings.eventbrite.com)

**QuickBooks Introduction**  
**10/8 1:30 PM – 4:30 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 and laptops will be provided. Seating Limited. Presented by the San Francisco Small Business Development Center. Registration Required. Visit: <http://nc.ecenterdirect.com/Conferences.action>

**Rock Your Holiday—12 Tips for End of Year Success!**  
**10/23 9:00 AM—12:00 PM**  
 \$10 - Learn: - How to leverage social media to engage new and existing customers - Which promotions and special offers work for your business right now - best ways to drive response from your emails and social posts - Easy strategies to keep your offers looking good on a cell phone or tablet - How to create and manage a campaign for the holidays. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or [www.sanfranciscoscore.eventbrite.com](http://www.sanfranciscoscore.eventbrite.com)

**RSI - How to Start a Successful Restaurant**  
**10/19 6:00 PM - 8:00 PM**  
 This workshop takes new and budding restaurateurs through the basics of opening a new restaurant. Topics include business plan development, possible sources and uses of funds, financial modeling, jurisdictional compliance, location and lease feasibility, pre-opening marketing strategies, HR fundamentals and hiring, POS selection and bookkeeping, and menu strategy. Presented by the San Francisco Small Business Development Center. Registration Required. Visit: <http://nc.ecenterdirect.com/Conferences.action>

**SBA 8(a) Business Development (BD) Certification Workshop**  
**10/8 2:30 PM – 4:00 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](http://www.sbatrainings.eventbrite.com)

**Small Business Bookkeeping**  
**10/22 2:30 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. Presented by the San Francisco Small

Business Development Center. Registration Required. Visit [www.sfsbdc.eventbrite.com](http://www.sfsbdc.eventbrite.com)

**Small Business Online Marketing 101**  
**10/21 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. Register online at [www.sbatrainings.eventbrite.com](http://www.sbatrainings.eventbrite.com)

**Starting a Business in San Francisco**  
**10/7 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](http://www.sbatrainings.eventbrite.com)

**State Payroll Tax Workshop**  
**10/21 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/](http://www.edd.ca.gov/Payroll_Tax_Seminars/) or Call 866 873-6083

**The Art of Plastic - The Smart Way to Accept Credit Cards**  
**10/6 6:00 PM - 8:30 PM**  
 This course 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](http://www.sbatrainings.eventbrite.com)

**Top 7 Characteristics of Successful Business Owners**  
**10/20 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? 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](http://www.sbatrainings.eventbrite.com)

**Troubleshooting Your Website**  
**10/8 10:00 AM – 12:00 PM**  
**\$35** 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. 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. Come listen to and talk with a pro about the basics of website design. Presented by SF SCORE Chapter 10. Registration Required. Register online at [www.sanfranciscoscore.eventbrite.com](http://www.sanfranciscoscore.eventbrite.com) or call 415-744-6827 for more information.

**Will Your Business Idea Work?**  
**10/20 6:00 PM – 8:00 PM**  
**\$30** - Learn how to research the market for your business idea, how to think about how much in sales you need in order to become profitable; what is 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. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or [www.sanfranciscoscore.eventbrite.com](http://www.sanfranciscoscore.eventbrite.com)

**Preventive Business Law for Every Entrepreneur**  
**10/14 6:00 PM—8:00 PM**  
**RS I: How to Start a Successful Restaurant**  
**10/19 6:00 PM—8:00 PM**  
**Hiring and Retention of Employees**  
**10/20 9:00 AM—12:00 PM**  
**Top 7 Characteristics of Successful Business Owners**  
**10/20 6:00 PM—8:00 PM**  
**Will Your Business Idea Work?**  
**10/20 6:00 PM—8:00 PM**  
**State Payroll Tax Workshop**  
**10/21 9:00 AM—3:00 PM**  
**How to Write an Independent Contractor Agreement**  
**10/21 6:00 PM—8:00 PM**  
**Small Business Online Marketing 101**  
**10/21 6:00 PM—8:00 PM**  
**De-Mystifying Exports & Imports**  
**10/22 8:30 AM—1:00 PM**  
**Small Business Bookkeeping**  
**10/22 2:30 PM—4:30 PM**  
**Rock Your Holiday!**  
**10/23 9:00 AM—12:00 PM**  
**How to Start and Manage a Small Business**  
**10/26 8:30 AM—5:00 PM**

**Classes listed are conducted at:**

**San Francisco**  
**SBA Entrepreneur Center**  
**455 Market Street, Suite 600**  
**San Francisco, CA 94105**

**U.S. Small Business Administration**  
[www.sba.gov/ca/sf](http://www.sba.gov/ca/sf)  
[www.sba.gov](http://www.sba.gov)

**SBA on Social Media:**  
[facebook.com/SBAgov](https://facebook.com/SBAgov)  
[twitter.com/SBA\\_Pacific](https://twitter.com/SBA_Pacific)  
[youtube.com/user/SBA](https://youtube.com/user/SBA)