

San Francisco SBA Entrepreneur Center

November & December 2016

January 2017

Where are classes held?

Classes in this calendar are conducted at:
SBA—San Francisco
San Francisco SBA Entrepreneur Center
455 Market Street, Suite 600
San Francisco, CA 94105

How do I register?

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

Additional questions?

Email: SFOMail@SBA.gov
Call: (415) 744-6820 During normal business hours, Monday to Friday, 8 AM to 4:30 PM
Visit: SBA.gov/CA/SF



U.S. Small Business Administration



Entrepreneur Center Classes

A to Z

Day By Day

5 Things You Should Be Doing with Your Online Reputation

11/21 6:00 PM – 7:30 PM

Learn the best practices of how to leverage your online reputation to grow your customer base and your business. Registration Required. Register online at: <http://sbatrainings.eventbrite.com>

7 Secrets to Successful Selling & Closing

11/16 9:00 AM – 12:00 PM

\$45 - This workshop teaches you: how to prepare for the sale, find prospects, and convince them to meet with you; how to overcome objections, establish urgency and “close” a sale; how to create a “phone script” you can use to convince potential customers and clients to hear more about your product or service; how to create a powerful sales presentation that will convince prospects to become your customer or client. Whether you like to sell, don't like to sell or are afraid to try, you will learn the seven (7) secrets to successfully “sell and close.” Registration Required. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

12 BIG Mistakes Small Employers Make

1/24/2017 6:00 PM – 8:00 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: <http://sbatrainings.eventbrite.com>

Assertiveness Skills for Success in Business

1/12/2017 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. 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. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Be a Part-Time Business Owner AND Keep Your Job!

11/15 6:00 PM - 8:00 PM

1/17/2017 6:00 PM—8:00 PM

\$35- In this Workshop we will cover the following topics: How small business ownership allows you to take control of your future, your earnings and your life; Learn the different ownership options, giving you flexibility and the lifestyle you want; How to start a business and keep your job; Diversify your investment portfolio through business ownership; Learn the differences between starting a business from scratch, buying an existing business, and buying a franchise; Franchising myths and misconceptions; Spectrum of franchising and small business ownership; Understand tax benefits of self-employment; Discover the reality of creating an asset for your future through a business; Learn about funding options: 401K Rollovers, SBA Loans, Credit Lines, Private Equity, etc.; Much More... For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

What it Takes to Build a Successful Brand

11/3 9:00 AM – 12:00 PM

\$45 - Everyone talks about branding but what is it really and what are the necessary ingredients to create a successful brand. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Business Law Basics

11/2 – 12/7 3:30 PM – 5:30 PM

1/11/2017 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. Registration Required. Register online at: <http://sbatrainings.eventbrite.com>

Corporations and LLCs Offer Different Options

11/8 – 12/13 3:00 PM – 5:00 PM

\$35 - 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

NOVEMBER

11/2

11:00 AM—12:30 PM Starting a Business in San Francisco

1:00 PM—3:00 PM Financing Your Small Business

3:30 PM—5:30 PM Business Law Basics

6:00 PM—8:00 PM How to Write an Independent Contractor Agreement

11/3

9:00 AM-12:00 PM-\$45 What It Takes to Build a Successful Brand

10:00 AM—11:30 AM HUBZone and Women Owned Small Business Program Certifications

12:00 PM—1:30 PM SBA 8(a) Business Development Certification Workshop

1:30 PM-4:30 PM Marketing for Your Small Business

11/8

12:30PM-3:30PM-\$45 How to Price Your Products and Services

3:00PM-5:00PM—\$35 Corporations and LLCs Offer Different Options

11/9

9:00 AM—3:00PM Federal/State Basic Payroll Tax Seminar

11/10

10:00AM-12:00PM Finding Venture Capital for Your Business

A to Z

Day By Day

management, and banking. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Doing Business with Cisco Systems
12/7 12:30 PM – 2:00 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.

Doing Business with Genentech
12/7 10:30 AM – 12:00 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: <http://sbatrainings.eventbrite.com>

Effective Consulting: How to Start (or Improve) Your Consulting Business
11/15 8:30 AM to 3:30 PM

\$70 - This interactive workshop focuses on the essentials of creating and running a successful consulting business. Ample time will be available to ask questions and to discuss issues you are concerned with. Registration Required. Register online at www.sanfranciscoscore.eventbrite.com or call (415) 744-6827 for more information.

Federal/State Basic Payroll Tax Seminar
11/9 - 12/14—1/18/2017 9:00 AM – 3:00 PM

This seminar guides participants through the basic of Federal/State Basic Payroll Tax 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. For more information, call (866) 873-6083. Register online at: <http://sbatrainings.eventbrite.com>

Financing Your Small Business
11/2 – 12/7 1:00 PM – 3:00 PM
1/11/2017 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://sbatrainings.eventbrite.com>

Financial Analysis for Small Business
11/10 1:30 PM—3:30 PM

This workshop will 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. Individuals will learn how to use these reports to identify areas where they can increase their profits and business performance, and improve their cash flow management skills. Presented by the San Francisco Small Business Development Center. Register online at: www.sfsbdc.org

Finding Venture Capital for Your Business
11/10 10:00 AM – 12:00 PM

Learn 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: <http://sbatrainings.eventbrite.com>

Finding Hungry Customer Profiles for your Small Business

11/18 10:00 AM – 12:00 PM
 Learn digital marketing tips on how to set goals, increase followers, connections, fans; how to get continual engagement; sales; increase customer satisfaction while growing your small business. Registration required. Register online at: <http://sbatrainings.eventbrite.com>

FUNDamentals: Learn How To Start And Raise Capital For A Private Fund
1/31/2017 6:00 PM – 8:00 PM

Private funds (e.g., hedge funds, private equity funds, venture capital funds and real estate funds) are an important source of capital for businesses and projects. They are also a source of income for fund managers and investors. Learn how to set up and raise capital for a private fund. This class is designed for: investment professionals; financial analysts; experienced entrepreneurs; business managers with significant operational experience; and persons who are experts in a particular industry (e.g., technology, health care, manufacturing, real estate, etc.). Registration required. Register online at: <http://sbatrainings.eventbrite.com>

Grow Your Business By Getting Media Exposure
11/14 6:00 PM – 8:00 PM

Learn: how to find a platform to reach thousands of ideal clients and customers at once; how to be seen as the "real deal" by ideal clients and promotional partners; how to talk about what they do so that people say "I want that!" and how to create a powerful message that makes you irresistible to ideal clients and promotional partners. Registration required. Register online at: <http://sbatrainings.eventbrite.com>

Hiring and Retention of Employees
11/22 9:00 AM – 12Noon

\$45 - 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 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

How to Develop Your Value Proposition
1/17/2017 9:00 AM – 12:00 PM

\$45 - In this interactive seminar you will learn what the key elements are that will allow you to come up with a simple, easily understood and persuasive description taking less than 30 seconds to explain! Using real life examples you will be able to develop your own persuasive value proposition. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827.

How to Do Business with California State Government
1/26/2017 1:30 PM – 4:30 PM

This Seminar covers: Registering your business with eProcurement. There is NO FEE to register; Becoming a Certified Small Business (SB) or Disabled Veteran Business Enterprise (DVBE). Accessing the California State Contractors Register (CSCR) which connects you to government solicitations, providing an easy-to-use, on-line publication; Becoming a California Multiple Award Schedules (CMAS) Contractor. Marketing your business to State Agencies. Maximize your State certification by contacting our local government and industry partners that honor the State's certification; Hear from Industry experts from the State of California, Department of General Services, Procurement Division. Register online at: <http://sbatrainings.eventbrite.com>

1:30PM-3:30PM Financial Analysis for Small Business

11/14
 9:00AM-12:30PM-\$55 Writing an Effective Business Plan

6:00 PM—8:00 PM Grow Your Business By Getting Media Exposure

11/15
8:30AM-3:30PM-\$70 Effective Consulting: How to Start (or Improve) Your Consulting Business

3:00PM-5:00PM-\$35 Small Business Taxes

6:00PM-8:00PM Be a Part-Time Business Owner AND Keep Your Job!

11/16
 9:00 AM—12:00 PM
 7 Secrets to Successful Selling & Closing

12:00 PM—1:30 PM
 Start-up Law 101

1:00 PM—3:00 PM
 Online Alternative Financing Options

11/17
9:30AM-3:30PM QuickBooks Program

11/18
 10:00 AM—12:00 PM
 Finding Hungry Customer Profiles for your Small Business

11/21
8:30AM-5:00PM-\$80 How to Start and Manage a Small Business

6:00 PM – 7:30 PM
5 Things You Should Be Doing with Your Online Reputation

11/22
 9:00 AM—12:00 PM Hiring and Retention of Employees

11/29
3:00PM-5:00PM-\$35 Maintaining Tax Records

11/30
 6:00PM-8:00PM
 Legal Entity
 Choices for Our New Economy

DECEMBER

12/1
 9:00AM-12:00PM-\$45 Leadership and Supervision for Business Owners

Register online for SBA classes at: <http://sbatrainings.eventbrite.com>

Register online for SF SCORE classes at: www.sanfranciscoscore.eventbrite.com

Register online for SF Small Business Development Center classes at: nc.ecenterdirect.com/Conferences.action

How to Price Your Products and Services

11/8 **12:30 PM – 3:30 PM**
\$45 - 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. 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

11/21 **8:30 AM – 5:00 PM**
1/23/2017 **8:30 AM—5:00 PM**
\$80 - 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. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

How to Write an Independent Contractor Agreement

11/2 **6:00 PM – 8:00 PM**
Successful independent contractor project outcome often depends on establishing and documenting realistic expectations for contract scope, performance standards, and pricing. This interactive workshop will guide you step by step through the process of creating a simple, generic independent contractor agreement that works. This class does not constitute legal advice. Presented by the San Francisco Community Business Law Center. Registration Required. Register online at: <http://sbatrainings.eventbrite.com>

HUBZone and Women Owned Small Business (WOSB) Program Certifications

12/1 **12:00 PM – 1:30 PM**
1/10/2017 **10:00 AM—11:30 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: <http://sbatrainings.eventbrite.com>

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

12/1 **6:00 PM – 8:30 PM**
In this interactive seminar you 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. This class does not constitute legal advice. Registration required. Register online at: <http://sbatrainings.eventbrite.com>

Introduction to Social Media Marketing

12/1 **1:30 PM – 3:30 PM**
This workshop will cover the must-know basics of Social Media Marketing. Social Media can be overwhelming to a small business owner and seem difficult to understand how it will benefit your business and your customers. In this 2 hour lecture we'll share proven social media tips and strategies you can use to reach your business's goals. Presented by the SF SBDC.

Leadership and Supervision for Business Owners

12/1 **9:00 AM – 12:00 PM**
\$45 - Many very talented individuals start and run

businesses, but encounter difficulties in their role as a supervisor, manager, or leader. During this seminar several issues will be explored, including: Leadership myths; What leadership is really about; Characteristics of effective leaders; Principles for more effective supervision. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Legal Entity Choices for Our New Economy

11/30 **6:00 PM – 8:00 PM**
How do you make a good legal entity choice for your business? Information about sole proprietorships, general partnerships, LLC's, many different types of corporations, newer alternatives like co-ops and triple bottom line entities can be confusing and full of marketing hype. Did you know that the legal protection of corporations and LLC's is NOT automatic, and you could easily 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. Presented by the San Francisco Community Business Law Center. Registration Required. Register online at <http://sbatrainings.eventbrite.com>

Maintaining Tax Records

11/29 **3:00 PM—5:00 PM**
\$35 - 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. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Online Alternative Financing Options for Small Businesses

11/16 **1:00 PM – 3:00 PM**
SBA will moderate a panel of guest speakers who will discuss Alternative financing models such as: crowdfunding, online lending, and merchant cash advances. By attending this session, you will have a better understanding of the fin tech landscape and be able to assess your opportunities as a well-informed consumer. SBA is not affiliated or associated with any of the guest speakers and makes no representations or recommendations regarding their products or services. Any borrower pursuing alternative financing options should do their own due diligence in regards to fees, interest rates, and terms. Registration Required. Register online at: <http://sbatrainings.eventbrite.com>

Raising Money, an Angel Investors View

12/13 **9:00 AM – 12:00 PM**
\$45 - Learn about fund raising from seasoned angel investors. Topics such as the following will be covered: How to find and select the angels; What do angles look for; What prompts them to fund an enterprise; Due Diligence process. Attendees will be provided with a generic pitch, valuation methods and term sheets. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

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

12/1 **2:00 PM – 3:30 PM**
1/10/2017 **12:30 PM—2:30 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: <http://sbatrainings.eventbrite.com>

10:00AM-12:00PM-\$35
Troubleshooting Your Website plus SEO and Social Media Tips

12:00PM-1:30PM **HUBZone and Women Owned Small Business Program Certifications**

1:30PM—3:30 PM **Introduction to Social Media Marketing**

2:00PM—3:30PM
SBA 8(a) Business Development Certification Workshop

6:00PM-8:30PM
IDEAS TO ASSETS: A Practical Guide to Patents, Copyrights & Trademarks

12/5
9:00 AM—12:00 PM
7 Proven Marketing Techniques to Rapidly Grow Your Service Business

12/6
3:00PM—5:00PM
Small Business Taxes

12/7
10:30AM-12:00PM
Doing Business with Genentech

11:00 AM—12:30 PM
Starting a Business in San Francisco

12:30 PM—2:00 PM
Doing Business with Cisco Systems

1:00 PM—3:00 PM
Financing Your Small Business

3:30 PM—5:30 PM
Business Law Basics

12/8
1:30PM—3:30PM
Effective Communication

12/13
9:00AM-12:00PM-\$45
Raising Money, An Angel Investors View

3:00PM-5:00PM-\$35
Corporations and LLCs Offer Different Options

12/14
9:00AM-3:00PM
Federal/State Basic Payroll Tax Seminar

12/15
9:00AM-1:00PM-\$55
Understanding the Financial Structure of Your Business

A to Z

Day By Day

Small Business Taxes

11/15 – 12/6 **3:00 PM – 5:00 PM**
\$35 - 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. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Starting a Business in San Francisco

11/2 - 12/7 **11:00 AM - 12:30 PM**
1/11/2017 **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: <http://sbatrainings.eventbrite.com>

Start Up Law 101

11/16 **12:00 PM – 1:30 PM**
 This presentation covers the different types of business entities that startups may consider when forming their startup, the common types of form documents involved in the hiring and on boarding of independent contractors and employees, and funding/financing rounds. Registration required. Register online at: <http://sbatrainings.eventbrite.com>

The Risky Business of Bad Bossing: The impact on customers and profitability

1/25/2017 **6:00 PM – 8:00 PM**
 Learn today's best leadership practices; the difference between managing and leading; characteristics of bad bossing vs. good leading and how bad bossing leads to poor decision-making.

Troubleshooting Your Website plus SEO and Social Media Tips

12/1 **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 you're not seeing results. Deciding a domain name, or where to host your site can pose a problem; What do you need to know about design to serve your business? How do you develop a site for easy navigation? What's SEO and why is it important? Focus group discussion on your site or idea. Come listen to and talk with a pro about the basics of website development plus learn SEO and Social Media tips. Registration Required. Register online at www.sanfranciscoscore.eventbrite.com or call 415-744-6827 for more information.

Understanding the Financial Structure of Your Business

12/15 **9:00 AM – 1:00 PM**
\$55 - 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. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

What it takes to Build a Successful Brand

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\$45 - Everyone talks about branding but what is it really and what are the necessary ingredients to create a successful brand. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Writing an Effective Business Plan

11/14 **9:00 AM – 12:30 PM**
\$55 - 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. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

**“Sign-up”
to receive
updates from
SBA
at:
www.sba.gov**

**Classes listed are conducted at:
San Francisco
SBA Entrepreneur Center
U.S. Small Business Administration
455 Market Street, Suite 600
San Francisco, CA 94105**

**Email: sfomail@sba.gov
Registration Required for All Classes**

Updated 11/08/2016

2017 — JANUARY

- 1/10**
10:00 AM—11:30 AM
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- 12:00 PM—2:30 PM**
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- 1/11**
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