

San Francisco SBA Entrepreneur Center

October

November

December

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

Calendar Events Updated 9/27/2016

Entrepreneur Center Classes

A to Z

Day By Day

12 BIG Mistakes Small Employers Make **10/18 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.

Assertiveness Skills for Success in Business **10/13 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**

\$35-Franchise Ownership allows you to control your own destiny and create a future where you directly reap the rewards of your efforts. This class provides an overview of the options available to the business buyer, franchising facts, selecting the right franchise for you and your family, keys to success and avoiding pitfalls in operating a new franchise and 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

10/5 – 11/2 – 12/7 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. 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 management, and banking. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Developing a Sales Strategy

10/20 1:30 PM – 3:30 PM

Learn key principles of developing a sales strategy, including how to generate leads, convert leads into sales, and build effective relationships and more. Registration Required. Visit www.sfsbdc.org online for more information.

Discovering Your Ideal Client

10/4 12:30 PM – 2:30 PM

In business circles how-to circles, discovering your ideal client is something you're "supposed" to do before almost before anything else. When you're new to business, this can seem like a daunting task. Even if you're a seasoned business owner, you know that your ideal client can morph as time goes on. This interactive presentation walks you through discovering your ideal client, and what to do if you don't know who that is. Registration Required. Register online at <http://sbatrainings.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.

OCTOBER

10/4 9:00 AM—12Noon—\$45 Hiring and Retention of Employees

12:20 PM—2:00 PM Discovering Your Ideal Client

6:00 PM—8:00 PM FUNDamentals: Learn How to Start and Rise Capital For a Private Fund

6:00 PM—8:00 PM RS: How to Run a Profitable Restaurant

10/5 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

10/6 10:00 AM—12Noon—\$35 Troubleshooting Your Website plus SEO & Social Media Tips

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 How to Do Business with California State Government

1:30 PM—4:30 PM Small Business Bookkeeping

A to Z

Day By Day

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

10/12 - 11/9 - 12/14 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 online at: <http://sbatrainings.eventbrite.com> For more information, call (866) 873-6083.

Financing Your Small Business

10/5 – 11/2 – 12/7 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://sbatrainings.eventbrite.com>

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>

FUNDamentals: Learn How to Start and Raise Capital for a Private Fund

10/4 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. The event is free to the general public and 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>

Hiring and Retention of Employees

10/4 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. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

How to Develop Your Value Proposition

10/25 9:00 AM – 12:00 PM

\$35 - 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 or www.sanfranciscoscore.eventbrite.com

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

10/31 – 11/21 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

11/3 10:00 AM – 11:30 AM

12/1 12:00 PM – 1:30 PM

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>

10/12
9:00 AM—3:00 PM Federal/State Basic Payroll Tax Seminar

10/13
9:00 AM—12:00 PM - \$45 Assertiveness Skills for Success in Business

9:30 AM—3:30 PM QuickBooks Program

6:00 PM—8:00 PM-\$35- Business Law for Startups and Small Businesses

10/18
9:00 AM—12:00 PM-\$45 Raising Money, An Angel Investors View

6:00 PM—8:00 PM Influential Selling & Networking,

10/19
9:00 AM—3:00 PM State Payroll Tax Workshop

10/20
1:30 PM—3:30 PM Developing a Sales Strategy

10/25
9:00 AM—12:00 PM—\$35 How to Develop Your Value Proposition

3:00 PM—5:00PM-\$35 QuickBooks Made Easy

10/26
9:00AM—12:00PM -\$45 Lessons Learned Starting & Running Restaurants & Food Services

12:30PM—2:30PM Sales Made Simple: Learn to Sell From Your Unique Personality

6:00PM –8:30PM Taxes and Your Business, How to Prepare Schedule C

6:00 PM—8:00PM Introduction to Intellectual Property

10/31
8:30 AM-5:00PM-\$80 How to Start and Manage a Small Business

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—8:30 PM Marketing Made Easy

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

A to Z

Day By Day

Influential Selling & Networking

10/18 6:00 PM – 7:30 PM
Hear 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 <http://sbatrainings.eventbrite.com>

Introduction to Intellectual Property

10/26 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. Presented by the San Francisco Community Business Law Center. 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>

Lessons Learned Starting and Running Restaurants and Food Services

10/26 9:00 AM – 12:00 PM
\$45 - What do you need to consider when you start a restaurant or food service business? Hear from three SCORE Counselors who have successful track records of 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? For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.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

Marketing Made Easy

11/2 6:00 PM – 8:30 PM
A good introduction or refresher to entrepreneurs who want to take their marketing plans to the next level. At the end of the class, 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: <http://sbatrainings.eventbrite.com>

QuickBooks Made Easy

9/20 3:00 PM – 5:00 PM
\$35-Learn how to use QuickBooks; how to link to your bank account; download transactions; to create invoices, balance accounts, run reports, manage accounts receivable, etc. All in an easy to understand format that will have you up and running very quickly. Registration Required. Register online at: www.sanfranciscoscore.eventbrite.com

Raising Money, an Angel Investors View

10/18 – 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

Restaurant Series: How to Run a Profitable Restaurant

10/4 6:00 PM – 8:00 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. Registration Required. Visit www.sfsbdc.org for more information on this class.

Sales Made Simple: Learn to Sell From Your Unique Personality

10/26 12:30 PM – 2:30 PM
You may have struggled with sales in the past or you want to learn how to simply sell. This course focuses on making sales simple. Instead of learning complex sales strategies and numerous objection handling techniques, you'll discover how to sell from your unique personality. Registration Required. Register online at: <http://sbatrainings.eventbrite.com>

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

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

12:30PM-4:30PM Financial Analysis for Small Business

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

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-\$35 Be a Part-Time Business Owner AND Keep Your Job!

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

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

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

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

A to Z

Day By Day

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

10/6 – 11/3 12:00 PM – 1:30 PM
12/1 2:00 PM – 3:30 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>

Small Business Bookkeeping

10/6 1:30 PM – 3:30 PM

Existing and prospective business owners will have the opportunity to learn about various bookkeeping aspects to help their business. Topics include; cash vs. accrual accounting, proper accounting data flow processes, budgeting, the purpose of different financial reports, differences in computer accounting systems, cash management and much more. Registration Required. Visit www.sfsbdc.org for more information.

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

10/5 – 11/2 – 12/7 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: <http://sbatrainings.eventbrite.com>

State Payroll Tax Workshop

10/19 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. Registration required. Register online at: <http://sbatrainings.eventbrite.com> or Call 866 873-6083.

Taxes and Your Business, How to Prepare Schedule C

10/26 6:00 PM - 8:30 PM

Learn 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 and what to do with the numbers once you have them. Taking this class won't guarantee you won't get audited, but this class will make it less likely. Registration required. Register online at: <http://sbatrainings.eventbrite.com>

Troubleshooting Your Website plus SEO and Social Media Tips

10/6 – 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

11/10 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

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**

DECEMBER

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

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