

SBA Entrepreneur Center

January—February—March 2014

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

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

San Francisco Small Business Development Center (SF SBDC)
(415) 494-7232
www.sfsbdc.org
25 Taylor Street, 6th Floor

Where are classes held?

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

How do I register?

Unless otherwise indicated in the class description, go to www.eventbrite.com/sbatraining and register for the free classes.

Registration is required for all classes.

Once registered, attendance is appreciated.

For information, call (415) 744-6777.

Entrepreneur Center Classes

A to Z

7 Biggest Mistakes Made by Successful Entrepreneurs

1/23
12:30 PM – 2:00 PM
Learn how to limit liability exposure, reduce current income tax, plan for business transition, understand the best types of tax deductions and other commonly missed opportunities for successful entrepreneurs. SBA and AARP have entered into a collaborative partnership to market a series of free classes targeting Encore Entrepreneurs. This free class is included in the targeted marketing.

12 BIG Mistakes Small Employers Make

1/14
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.

Assertive vs. Passive or Aggressive Behavior for Business Owners

3/12
9:00 AM – 1:00 PM
The differences between assertive, passive and aggressive behavior, and the roots of each behavior style, will be explored during this 4 hour

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

Bookkeeping for Small Business

3/6
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. Register Online at: www.sfsbdc.eventbrite.com Presented by the San Francisco Small Business Development Center.

Business Law Basics

1/8, 2/5, and 3/5
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.

Day By Day

Financial Management for Small Business

1/6 - 1:30 PM—4:30 PM

Federal/State Basic Payroll Tax Seminar

1/7 - 9:00 AM—3:00 PM

Free and Low Cost Resources for Your Business

1/8 - 9:00 AM—11:00 AM

HR Basics—Key Issues and Best Practices

1/8 - 11:00 AM—12:30 PM

Financing Your Business

1/8 - 1:00 PM—3:00 PM

Business Law Basics

1/8 - 3:30 PM—5:30 PM

How to Start a Successful Dot Com

1/8 - 6:00 PM—8:00 PM

Mobile Marketing and the Mobile Web

1/9 - 6:00 PM—7:30 PM

Email Marketing—Simple Strategies for Success in 2014

1/10 - 10:00 AM—12:00 PM

Restaurant Series: Checklist for Starting a Restaurant

1/13 - 6:00 PM—8:30 PM

12 BIG Mistakes Small Employers Make

1/14 - 6:00 PM—8:30 PM

Introduction to QuickBooks

1/15 - 1:30 PM—4:30 PM

Maintaining Tax Records

1/21 - 3:00 PM—5:00 PM

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

Corporations and LLCs Offer Different Options
3/19
3:00 PM – 5:00 PM
Learn how to make the best use of your corporation or LLC to save money and shield yourself from liabilities. Learn the compliance details of when and how to properly set up your entity, including medical insurance plans, compensation strategies for tax planning, records management, and banking. \$25 registration fee. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Creating and Using Your “Elevator Pitch”
3/5
6:00 PM – 8:00 PM
All entrepreneurs need to have a clear and engaging elevator pitch. Volunteer Instructor, Julie Bennett, JB Consulting, will teach you how to have people listen to you, understand you and be compelled to help you or seek assistance from your business. Learn the how's, why's and word choice to include in your pitch and most importantly, practice saying it. In this interactive class, attendees will stand up and read the elevator pitch written, try to memorize it and then they ultimately work towards delivering it with confidence.

Doing Business with Chevron
1/30
9:00 AM – 10:00 AM
Learn the procurement process and opportunities for doing business specifically with Chevron in this informative presentation by a representative of the company. SBA and AARP have entered into a collaborative partnership to market a series of free classes targeting Encore Entrepreneurs. This free class is included in the targeted marketing.

Doing Business with Cisco Systems
1/30
10:00 AM – 11:00 AM
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. SBA and AARP have entered into a collaborative partnership to market a series of free classes targeting Encore Entrepreneurs. This free class is included in the targeted marketing.

Email Marketing - Simple Strategies for Success in 2014
1/10
10:00 AM – 12:00 PM
Email is the most cost-effective, targeted, track-able, and efficient way to build and maintain relationships in all types of business and organizations. This session will teach you how to master email marketing communications with a comprehensive look at best practices and winning strategies that lead to increased profits, revenue and engagement. Topics in this session will include: Email is marketing...and what marketing really is; Beyond the message (and your list) – email is more than just email; What to write about; Getting readers to take action Plus Special Bonus: Planning your Editorial Calendar for 2014 - Spending time in the beginning of a new year to map out what content you are doing to present and when is the best opportunity to stay organize, be valuable to your readers and build your business. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Federal/State Basic Payroll Tax Seminar
1/7, 2/4 and 3/4
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
1/6
1:30 PM – 4:30 PM
We'll cover different financial analysis methods, how to analyze your profit and loss report, as well as, how budgeting, statement of cash flows, and cash flow forecasting can be used to track and project future monthly cash needs. You will learn how to use these reports to identify areas where you can increase your profits and business performance, and improve your cash flow management skills. Participants should have completed Bookkeeping for Small Business. \$40 registration fee. Register Online at: www.sfsbdc.eventbrite.com Presented by the San Francisco Small Business Development Center.

Financing Your Business
1/8, 2/5 and 3/5
1:00 PM - 3:00 PM
Discover the right way to seek financing for your business. We will discuss loan proposal requirements, financing options and SBA programs. SBA and AARP have entered into a collaborative partnership to market a series of free classes targeting Encore Entrepreneurs. This free class is included in the targeted marketing.

Food Safety Manager Certification
2/3 and 3/3
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
1/8, 2/5 and 3/5
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. SBA and AARP have entered into a collaborative partnership to market a series of free classes targeting Encore Entrepreneurs. This free class is included in the targeted marketing.

From Kitchen to Market
1/29
1:00 PM – 4:00 PM
Have you thought of taking that delicious family recipe and turning it into a business? Already own a food manufacturing business and want to expand? Whatever your motivation you will gain a competitive edge by learning the ups and downs, and the ins and outs of the rapidly growing specialty food industry from an insider. Topics covered in this 3-hour workshop include the planning and production process, contacts to help get you started, capitalization options, creative marketing ideas and more. Cost includes take-home packet with worksheets and resource guides. \$40 registration fee. Register Online at: www.sfsbdc.eventbrite.com Presented by the San Francisco Small Business Development Center.

How to Build a Fearless Brand: How Your Brand Can Help You Sell
1/22
6:00 PM - 8:30 PM
In this highly interactive workshop, SBA Volunteer Instructor, Robert Friedman (Fearless Branding), will provide you with new tools that will teach you to sell (and market) more effectively. Learn new ways to differentiate your business from the competition; your business's strengths and unique value (that you might be overlooking); identify your ideal clients and learn what they really need; segment your market to make prospecting and selling more efficient; create a powerful selling message that speaks to the head and the heart. While this class can be helpful to any entrepreneur building a brand, owners of service firms and consultants are particularly encouraged to attend.

How to Price Your Products and Services
3/25
12:30 PM – 3:30 PM
How do you set prices for your business or service? Are they working? When should you change them? This interactive workshop will address these topics as well as role of pricing in the overall Marketing Mix. \$45 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

How to Start and Manage a Small Business
1/27, 2/24 and 3/31
8:30 AM – 5:00 PM
This is a comprehensive and unique one-day seminar for both prospective and current business owners who want to gain a better understanding of what they need to know and do to succeed in their business. Learn best practices and insider tips as a moderator and industry experts guide you through the basics of: Business Plans, Insuring Against Risk, Accounting, Legal Structures, Marketing & Sales, and Financing. \$75 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

How to Build a Fearless Brand: How Your Brand Can Help You Sell
6:00 PM—8:30 PM

HUBZone and Women Owned Small Business (WOSB) Program Certifications
1/23 - 9:00 AM—10:00 AM

SBA 8(a) Business Development Certification Workshop
1/23—10:30 AM—12:00 PM

The 7 Biggest Mistakes Made by Successful Entrepreneurs
1/23 - 12:30 PM—2:00 PM

How to Start and Manage a Small Business
1/27 - 8:30 AM—5:00 PM

Networking—Ten Tips for Getting the Most Out of Your Next Networking Event
1/27 - 6:00 PM—7:30 PM

Small Business Taxes
1/28 - 3:00 PM—5:00 PM

Success Strategies for Buying, Selling and Financing a Business or Franchise
1/28 - 3:00 PM—5:00 PM

From Kitchen to Market
1/29 - 1:00 PM—4:00 PM

Doing Business with Chevron
1/30 - 9:00 AM—10:00 AM

Doing Business with Cisco Systems
1/30 - 10:00 AM—11:00 AM

A BCDE to Online Business (Build)
1/31 - 12:30 PM—3:30 PM

Food Safety Manager Certification
2/3 - 8:00 AM—5:00 PM

Restaurant Series: How to Run a Profitable Restaurant
2/3 - 6:00 PM—8:30 PM

Federal/State Basic Payroll Tax Seminar
2/4 - 9:00 AM—3:00 PM

Free and Low Cost Resources for Your Business
2/5 - 9:00 AM—11:00 AM

Starting a Business in San Francisco
2/5 - 11:00 AM—12:30 PM

Financing Your Business
2/5 - 1:00 PM—3:00 PM

How to Start a Successful Dot Com
 1/8 - 6:00 PM – 8:00 PM
 Have you ever wondered how to start an internet company? How do you research the competition? How do you define your market strategy? What does it take to build a website? How do you get customers? How do you effectively use social media? How do you build an interface that maximizes the user experience, or, in the case of ecommerce, sales? Come and listen as SF SCORE representative, SJ Gordon, walk you through the steps to start your own business online. Registration fee is \$35. For more information, contact San Francisco SCORE Chapter 10 at (415) 744-6827 or register online at www.sanfranciscoscore.eventbrite.com.

Human Resources – HR - Basics - Key Issues and Best Practices
 1/8 - 11:00 AM – 12:30 PM
 2/27 - 12:30 PM – 2:00 PM
 3/12 - 1:30 PM – 3:00 PM
 Ready to hire your first employee? Are you prepared to perform background checks or to verify an employee’s eligibility to work in the United States? Do you need an employee handbook? When running a business of any size you will inevitably be faced with a variety of HR questions and issues. Learn how to ensure that your company is a safe and regulation compliant organization. This interactive workshop lead by Bruce Jobson, The Jobson Group, Inc., is intended to help both “start up” and established small businesses understand some basic best practices around HR Administration and your responsibilities as an employer.

HUBZone and Women Owned Small Business (WOSB) Program Certifications
 1/23, 2/27 and 3/27 - 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. SBA and AARP have entered into a collaborative partnership to market a series of free classes targeting Encore Entrepreneurs.

IDEAS TO ASSETS - A Practical Guide to Patents, Copyrights and Trademarks
 2/6
 6:00 PM – 8:30 PM
 In this interactive seminar, Joe D. Calhoun, will introduce legal principles and considerations likely to be encountered while converting ideas to assets, requirements and procedures associated with protecting an invention (patent), a work of art (copyrights), and a brand (trademark) and transferring intellectual property rights (either acquiring or conveying ownership or use rights by assignment or license), or dealings with others, such as manufacturers and distributors. Time permitting, enforcing (or defending against) claims of possible infringement will be discussed. This class does not constitute legal advice.

Intermediate QuickBooks
 2/6
 1:30 PM – 4:30 PM
 Topics include payroll, setting preferences, restoring files, and list maintenance including chart of accounts. Participants should have completed Bookkeeping for Small Business and Introduction to QuickBooks or be familiar with the concepts in these workshops. \$65 Registration fee. Register Online at: www.sfsbdc.eventbrite.com
 Presented by the San Francisco Small Business Development Center.

Introduction to QuickBooks
 1/15 and 3/11
 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. Participants should have complete Basic Bookkeeping Part I or be familiar with the concepts covered in that workshop. \$65 registration fee. Register Online at: www.sfsbdc.eventbrite.com Presented by the San Francisco Small Business Development Center.

Learn how to use AdWords! Get your ads on Google today!
 2/7
 10:00 AM – 12:00 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 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Maintaining Tax Records
 1/21 and 2/25
 3:00 PM–5:00 PM
 Learn the money-saving tax strategies of the pros in this fun interactive course, and learn how to effectively create the tax records necessary for proper IRS reporting. Receive a valuable overview of how to use technology to simplify your life with online banking and QuickBooks. \$25 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Making the Case for Mobile Marketing
 3/7
 10:00 AM – 12:00 PM
 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. Learn: 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 and What you can do today to become more mobile-friendly. Learn steps to incorporating Mobile Marketing in to your marketing for the New Year. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Marketing Made Easy
 3/19
 6:00 PM – 8:30 PM
 Volunteer Instructor, Ken Stram, 2Bridge Communications, will provide a good introduction or refresher to entrepreneurs who want to take their marketing plans to the next level. You will better understand the variety of marketing tools available and the information will help you focus on choosing and mastering tactics for your target market. Topics will include: identifying your target market; establishing a framework for evaluating and monitoring your marketing efforts; designing signature marketing tactics and building systems.

Mobile Marketing and the Mobile Web
 1/9
 6:00 PM – 7:30 PM
 Mobile Web use is exploding! iPhones, Androids and other always-online devices are everywhere. Discover how your business can leverage exciting opportunities on mobile. Aaron Maxwell of Mobile Web Up will provide an overview of: critical factors your website must have; avoidable pitfalls that send customers running; understanding the vast sea of handheld devices; tremendous mobile marketing opportunities; and low cost ways to get started now. SBA and AARP have entered into a collaborative partnership to market a series of free classes targeting Encore Entrepreneurs. This free class is included in the targeted marketing.

Networking - Ten Tips for Getting the Most Out of Your Next Networking Event
 1/27
 6:00 PM – 7:30 PM
 Volunteer Instructor, Tony Wilkins – www.blogtalkradio.com/tonywilkins, will share with you tips on what works and what doesn't during networking and how to get prospects to start calling you following a networking event. SBA and AARP have entered into a collaborative partnership to market a series of free classes targeting Encore Entrepreneurs. This free class is included in the targeted marketing.

Online Business – A BCDE to Online Business BUILD
 1/31
 12:30 PM – 3:30 PM
 Ideate and Structure, Learn how to validate your business idea, structure your online presence and prepare to create a foundation for a business which is customer driven and user friendly. A four week Workshop series to provide you with indepth information on getting your business online - Take one session for \$25 or all four for \$80. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Online Business – A BCDE to Online Business - CREATE
 2/7
 12:30 PM – 3:30 PM
 Initiate and Launch. This session will cover the technical aspects of Online business. The technology, the development, the structure of the software development life cycle and the important security aspects to bear in mind when the process of technology coding starts. \$25 Registration Fee. Presented by SF SCORE.

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

Intermediate QuickBooks
 2/6 - 1:30 PM—4:30 PM

IDEAS TO ASSETS—A Practical Guide to Patents, Copyrights and Trademarks
 2/6 - 6:00 PM—8:30 PM

Learn how to use AdWords! Get your Ads on Google Today!
 2/7 - 10:00 AM—12:00 PM

A BCDE to Online Business (Create)
 2/7—12:30 PM—3:30 PM

RS: Restaurant Marketing for Success
 2/10 - 2:30 PM – 4:30 PM

Understand the Financial Structure of Your Business
 2/11—9:00 AM – 1:00 PM

Retailer 101
 2/12 - 1:30 PM—4:30 PM

A BCDE to Online Business (Develop)
 2/14 - 12:30 PM—3:30 PM

Taxes and Your Business, How to Prepare Schedule C
 2/18 - 6:00 PM - 8:30 PM

A BCDE to Online Business - (Execute)
 2/21 - 12:30 PM – 3:30 PM

How to Start and Manage a Small Business
 2/24 - 8:30 AM—5:00 PM

Maintaining Tax Records
 2/25 - 3:00 PM—5:00 PM

Top 7 Characteristics of Successful Business Owners
 2/25 - 6:00 PM – 8:00PM

HUBZone and (WOSB Programs
 2/27 - 9:00 AM—10:00 AM

SBA 8(a) Business Development (BD) Certification Workshop
 2/27 - 10:30 AM—12:00 PM

HR Basics—Key Issues and Best Practices
 2/27 - 12:30 PM—2:00 PM

Food Safety Manager Certifications
 3/3 - 8:00 AM—5:00 PM

RS: Finding the Perfect Restaurant Locale
 3/3 - 6:00 PM—8:30 PM

Federal/State Basic Payroll Tax Seminar
 3/4 - 9:00 AM—3:00 PM

Free and Low Cost Resources for Your Business
 3/5 - 9:00 AM—11:00 AM

A to Z

Day By Day

Online Business – A BCDE to Online Business - DEVELOP
2/14
12:30 PM – 3:30 PM
Promote and Propagate. This session will cover aspects of Search Engine optimization and promotion of the website, content marketing, Social media and its integration into the business. \$25 Registration Fee. Presented by SF SCORE.

Online Business – A BCDE to Online Business - EXECUTE
2/21
12:30 PM – 3:30 PM
Tax and Terms . Find out more about E Commerce taxation laws in California, Online contracts in e transactions, privacy, data protection and how to ensure customer safety in an online business. \$25 Registration Fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Restaurant Series : Checklist for Starting a Restaurant
1/13
6:00 PM – 8:30 PM
This class takes new and budding restaurateurs through the specifics of opening and running a new restaurant. Topics include business plans, food and beverage vendors, locations, pricing strategies and operating strategies. \$40 registration fee. Register Online at: www.sfsbdc.eventbrite.com Presented by the San Francisco Small Business Development Center.

Restaurant Series: How to Run a Profitable Restaurant
2/3
6:00 PM – 8:30 PM
This class will cover: understanding food, beverage and labor costs. We will provide you the tools to develop schedule forecasts, recipe plate costing, and inventory management. \$40 registration Fee. Register Online at: www.sfsbdc.eventbrite.com Presented by the San Francisco Small Business Development Center.

Restaurant Series: Restaurant Marketing for Success
2/10
2:30 PM – 4:30 PM
Are you marketing your restaurant for success? Join us to learn how to distinguish the uniqueness, must-have tricks of the trade to successfully market your restaurant, tips to develop relationships with media and bloggers and leverage social media to build customer evangelists. \$40 Registration fee. Register Online at: www.sfsbdc.eventbrite.com Presented by the San Francisco Small Business Development Center.

Restaurant Series: Finding the Perfect Restaurant Locale
3/3
6:00 PM – 8:30 PM
Navigating available properties for a new restaurant in any city is difficult, but in San Francisco it can feel like a challenge of epic proportions. Find out from the experts what makes up a “reasonable” lease agreement, keys to a proper storefront/location analysis, commercial kitchen requirements and what it takes to secure an alcoholic beverage license. \$40 Registration fee. Register Online at: www.sfsbdc.eventbrite.com Presented by the San Francisco Small Business Development Center.

Retailer 101
2/12
1:30 PM – 4:30 PM
Start your retail business off right for 2014. The class is designed for everyone who is in the retailing business and/or anyone interested in opening a retail store of any kind. The class covers all aspects of retailing best practices including effective merchandising, inventory management, advertising, marketing and promotion, and discounting procedures, the role of the e-commerce in brick and mortar retailing, point-of-sale technology and maximizing profits. \$30 Registration fee. Register Online at: www.sfsbdc.eventbrite.com Retailer 102 is scheduled for 3/24/14. Presented by the San Francisco Small Business Development Center.

Retailer 102
3/24
8:30 AM – 11:30 AM
Now that your retail business is up and running, what’s next? The class is designed to build on the information from our Retail 101. It is for everyone who is in the retailing business and/or anyone interested in opening a retail store of any kind, and now needs to maximizing profitability. The class covers inventory management and revenue goal setting, long-term marketing, hiring and growth. \$30 Registration fee. Register Online at: www.sfsbdc.eventbrite.com Presented by the San Francisco Small Business Development Center.

SBA 8(a) BD Certification Workshop
1/23, 2/27 and 3/27
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.

Small Business Taxes
1/28, 3/12
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.

Social Media Marketing for Spanish Speakers
3/20
2:00 PM – 4:30 PM
En esta clase aprendera sobre los distintos tipos de Internet Marketing y como implementarlos para crear su brand (marca de producto o servicio). Aprenda como usar Blogs y Social Media para promocionar su negocio. \$20 Cuota de inscripcion. Register Online at: www.sfsbdc.eventbrite.com Presented by the San Francisco Small Business Development Center.

Starting a Business in San Francisco
2/5 and 3/5
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.

Success Strategies for Buying, Selling and Financing a Business or Franchise
1/28 and 3/11
3:00 PM – 5:00 PM
A two-hour course designed to give you essential tools to meet your goals for buying or selling a business or franchise. You will learn proven techniques perfected over 30 years of transactional experience. Whether you are buying or selling a business our experts will provide you with the tools and go-to resources to maximize your chances of success. \$35 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Taxes and Your Business, How to Prepare Schedule C
2/18
6:00 PM - 8:30 PM
Andrew S Rogers, E.A., President, East Bay Association of Enrolled Agents, Tax Buddha, will review what the IRS wants to know from you and how to report it on the Schedule C for your business. This is a class for business owners who need a basic understanding of their 1040 Schedule C tax forms. Andy will also talk about what to do with the numbers once you have them. He won’t guarantee you won’t get audited, but this class will make it less likely.

Top 7 Characteristics of Successful Business Owners
2/25 and 3/25
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!

Understand the Financial Structure of Your Business
2/11
9:00 AM – 1:00 PM
Success in business requires sound financial planning and the establishment of realistic goals. This seminar enables you to develop an understanding of the financial parameters of your company and provides the tools for making the best financial and planning decisions. The following topics will be covered: Startup Costs; Sales Forecasting; Operating Expenses; Cash Flow; Breakeven Analysis; Financial Reports. \$45 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE chapter 10 at 415-744-6827 or register online at www.sanfranciscoscore.eventbrite.com.

Writing Effective Business Plans
3/18
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 using case studies and exercises. You will also develop a template for your own business that covers: Products/Services, Organization, Marketing, Customers, Finances and Market Research. \$65 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Financing Your Business
3/5 - 1:00 PM—3:00 PM

Business Law Basics
3/5 - 3:30 PM—5:30 PM

Creating and Using Your “Elevator Pitch”
3/5 - 6:00 PM—8:00 PM

Bookkeeping for Small Business
3/6 - 1:30 PM—4:30 PM

Making the Case for Mobile Marketing
3/7 - 10:00 AM—12:00

Introduction to QuickBooks
3/11 - 1:30 PM—4:30 PM

Success Strategies for Buying, Selling and Financing a Business or Franchise
3/11 - 3:00 PM—5:00 PM

Assertive vs. Passive or Aggressive Behavior for Business Owners
3/12 - 9:00 AM—1:00 PM

HR Basics—Key Issues and Best Practices
3/12 - 1:30 PM—3:00 PM

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

Writing Effective Business Plans
3/18 - 9:00 AM—4:00 PM

Corporations and LLCs Offer Different Options
3/19 - 3:00 PM—5:00 PM

Marketing Made Easy
3/19 - 6:00 PM—8:30 PM

Social Media Marketing for Spanish Speakers
3/20 - 2:00 PM—4:30 PM

Retailer 102
3/24 - 8:30 AM—11:30 AM

How to Price Your Products and Services
3/25 - 12:30 PM—3:30 PM

HUBZone and Women Owned Small Business (WOSB) Program Certifications
3/27 - 9:00 AM—10:00 AM

SBA 8(a) Business Development (BD) Certification Workshop
3/27 - 10:30 AM—12:00 PM

How to Start and Manage a Small Business
3/31 - 8:30 AM—5:00 PM