

Free and Low Cost Resources for Your Business

7/2

9:00 AM – 11:00 AM

Representatives from SBA, SCORE, the SF SBDC, the Renaissance Entrepreneurship Center, and the San Francisco Public Library Small Business Center will explain the vast resources available as you start and grow your small business.

Business Law Basics

7/2

4:00 PM - 5:30 PM

An experienced business lawyer will discuss Choice of Legal Entity (corporations, LLC, partnership, etc.); Intellectual Property; Employee issues; and Real Estate issues. While this class does not constitute legal advice, it will provide you with a basic understanding of business structures.

Financing Your Business

7/2

12:30 PM – 2:00 PM

Discover the right way to seek financing for your business. We will discuss loan proposal requirements, financing options and SBA programs. Presented in conjunction with the Bay Area Association of Government Guaranteed Lenders.

How to Lease Commercial Space

7/2

2:00 PM - 3:00 PM

Learn the best practices for locating and leasing commercial space for your small business. topics covered will include Common Leasing Terms and Definition; What are the best ways to locate Commercial Property in the Bay Area; Negotiating Tips; Common Timeframes; Common Processes

Starting a Business in San Francisco

7/2

11:00 AM - 12:00 PM

Hear directly from San Francisco officials. How do you obtain permits? How do you register your business name? Learn what the City can do for you in this one-stop seminar.

Upwardly Global

7/2

5:00 PM - 8:30 PM

Job Search Skills Training to help Immigrant Professionals Re-Build their Careers in U.S. Please note that all attendees MUST be enrolled in the Upwardly Global program to participate in this class. Contact Upwardly Global at 415-834-9901 to participate.

Food Safety Certification - Golden Gate Restaurant Association (en Espanol)

7/7

8:30 AM - 5:00 PM

California Assembly Bill 1978 requires that specified food facilities employ at least one person who has successfully passed a California State approved and accredited food safety certification exam. As of January 1, 2000, certification is mandatory and re-certification is required every three (3) years. Registration and information is available at www.ggra.org This class will be conducted in Spanish.

Upwardly Global

7/8

5:00 PM - 8:30 PM

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Upwardly Global

7/9

5:00 PM - 8:30 PM

Job Search Skills Training to help Immigrant Professionals Re-Build their Careers in U.S. Please note that all attendees MUST be enrolled in the Upwardly Global program to participate in this class. Contact Upwardly Global at 415-834-9901 to participate.

Basic Bookkeeping, Part One

7/10

1:00 PM – 4:00 PM

Learn basic accounting and bookkeeping terms and processes. Topics include cash vs. accrual accounting, proper accounting data flow processes, the importance of budgeting, the purpose of different financial reports, the differences in computer accounting systems, cash management, and more. \$30 registration fee.

Presented by the SF SBDC.

The One Semester of Marketing in Two Hours Workshop

7/10

6:00 PM - 8:30 PM

Every business person knows the importance of marketing, but only successful business people understand how to market effectively! If you've recently started, or have contemplated **starting** a new business, this workshop is a must for you. In 2 hours you will be taught the equivalent of one semester's worth of marketing education that will enable you to get the exposure you need to sell your products or services and ensure your future business success. Highly recommended for those with entertainment industry aspirations.

Recursos Para Empezar Su Negocio

7/13

6:00 PM – 8:30 PM

Aprende los muchos recursos de bajo costo o gratis para empezar su negocio. Asi como programas, asesores gratis y websites que hablan espanol. Ensenado por Benny Gutierrez, oficio de SBA.

Successful Consulting

7/14

9:00 AM - 4:00 PM

This five hour workshop is specifically designed for the persons who are developing a consulting or contracts business. You will learn the perquisites for becoming a consultant, including the Pros and Cons of consulting. Additional topics include: How the IRS defines a consultant and why it matters, The requirements for a consulting business, and tools to help you succeed. Presented by SCORE. Registration, \$50 in advance, \$60 at the door, www.acteva.com/go/sfscore

Taxes and Your Business, How to Prepare Schedule C

7/14

6:00 PM - 8:30 PM

Prepare your business taxes for '07 and get ready for '08. 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. We'll also talk about what to do with the numbers once you have them. We don't guarantee you won't get audited, but this class will make it less likely.

Upwardly Global

7/15

5:00 PM - 8:30 PM

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Upwardly Global

7/16

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Basic Bookkeeping, Part Two

7/17

1:00 PM – 4:00 PM

Designed for entrepreneurs intimidated by financial records, this course will cover balance sheets, incomes statements, cash flow and working capital. Participants should have completed Basic Bookkeeping, Part One, or be familiar with the concepts covered in that seminar. \$30 registration fee. Presented by the SF SBDC.

Network and Nosh Roundtable

7/17

12:00 PM – 1:00 PM

Build connections for your business and meet other entrepreneurs: (byo brown bag). Moderated by ElGraph Design Group, Inc. Co-sponsored by SFSU College of Business

Using Mobile Technology To Empower Your Workforce

7/17

6:00 PM - 8:30 PM

Mobile workforces are no longer a differentiator for small businesses - they are a requirement. This brand new class will help you navigate the mobility revolution. You will learn: how to choose the right laptop; how to use smart phones and PDAs in your business; how to use VOIP and unified messaging to compete with large enterprises; how to set up remote access to your company network; simple but secure ways to share data on the Internet; using portals to collaborate with staff, customer and suppliers, and much more. Registration \$30 online, \$35 on the door

Five Easy Ways to Attract Targeted Website Visitors for Free

7/21

6:00 PM - 8:30 PM

Over 98% of websites get fewer than 5 visitors each day. Attracting high-quality website visitors doesn't have to cost a fortune. With a little direction, you can accumulate strategic one-way inbound links and watch the targeted traffic pour in!

Marketing Research - Discover Your Niche

7/22

10:00 AM - 12:00 PM

As a startup business owner, you can market your business more effectively the more you know about the customer you are targeting. Topics include finding the customer's key characteristics, understanding why they would buy, and determining your competitive advantage.

Becoming a Certified Green Business

7/22

6:00 PM - 9:00 PM

We will discuss the roadmap to having your business designated as green and learn the steps in getting there. We will further talk about the many benefits of being green over and above just saving money and have you understand the Green Business Program and how to become recognized as a green business. Presented by the SF SBDC. Registration \$20

Selling Your Small Company—Preparation and Pitfalls

7/22

1:30 PM - 3:30 PM

Selling a business is a complicated process with unlimited variables and pitfalls. Learn a methodology and process designed to maximize your chances of closing a deal and minimize deal killing surprises. Learn how a broker can help you: develop market analysis and pricing strategy; prepare and package your business for sale; create and execute a marketing plan; qualify potential buyers; negotiate deal price and terms; arrange acquisition financing; administer paperwork and agreements; supervise escrow and closing. \$20 registration fee, register at www.acteva.com/go/sfscore

Setting Up Your Music or Entertainment-Based Business

7/22

6:00 PM - 8:30 PM

What unique considerations should you be aware of in setting up a media-based business, as opposed to other types of businesses? What are the differences between running your business as a partnership, a corporation or a limited liability company? What are the important issues which must be addressed in putting together an effective partnership or company operating agreement? Whether you're a part of a band, a media production business, or other creative collaboration, this workshop will cover the essential issues facing pairs or groups who aspire to work together within the music and entertainment industries.

Federal and State Basics of Payroll Tax

7/23

9:00 AM – 3:00 PM

Correct payroll preparation is crucial to a small business's survival. This class guides participants through the basics of that preparation. Subjects include determining independent contractor versus employee, withholding taxes, deposits and completing the proper forms. Presented by the IRS and the California EDD Tax office.

Marketing Your Small Business: Go from Basic to Brilliant

7/23

6:00 PM - 9:00 PM

In this half-day workshop, veteran marketer Tim Hart will provide a big-picture view of marketing best practices and will walk through industry-standard thinking, tools and techniques to get your company's marketing program under control regardless of the size of your budget. A highlight of the day will be "3-minute makeovers," in which participants can volunteer for group feedback on their materials and websites.

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Basic Bookkeeping, Part Three

7/24

1:00 PM – 4:00 PM

Learn how to find out where all your cash has gone and how to forecast how much cash you will have in the bank. Topics include developing a budget, statement of cash flow analysis, and developing a cash forecast. Participants should have complete Basic Bookkeeping Part I or be familiar with the concepts covered in that seminar. \$30 registration fee. Presented by the SF SBDC.

Restaurant Series: Checklist for Starting a Restaurant

7/24

6:00 PM – 8:30 PM

We'll discuss the specifics of opening and running a successful restaurant. Topics will include business plans, food and beverage vendors, market research, location, pricing strategies and operating plans. \$30 registration fee. Presented by the SF SBDC.

How to Start and Manage a Small Business

7/28

8:30 AM - 4:00 PM

Speakers who are experts in their fields will discuss an array of topics new businesses face such as financing, accounting, legal structure, marketing, business planning, and insurance. \$50 registration fee in advance; or \$60 on day of event. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

The Art of Plastic - The Smart Way to Accept Credit Cards from Your Clients

7/28

6:00 PM - 8:30 PM

This course will answer the question, "why should I take credit cards?". We will de-mystify the entire Merchant Account process and make it simple for you to understand. We'll 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.

If I Only Had More Time: A Practical Guide to Managing Your Time

7/29

6:00 PM - 8:30 PM

Everyone seems to want more time. As entrepreneurs not managing our time has more consequences to increasing our productivity and revenue. This workshop will look at time from an emotional and practical perspective. We will examine ways we view time and how they can lead to stress and procrastination. We will look at other ways to view time. Then we will look at practical methods to use our time more effectively. These tools include when to multi task, prioritizing, scheduling and setting powerful goals.

Maintaining Tax Records for Your Business

7/29

1:30 PM - 3:30 PM

Learn how to effectively create the income tax records for a small business that are necessary for IRS tax reporting. Topics will include the use of technology to better manage your business; the most effective way to use online banking, QuickBooks and a PDA; how to use incorporation or LLC as a tax planning tool; how to account for your home office and car. \$10 registration fee, presented by SCORE. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Stop Leasing and Buy Commercial Space (Using Cash Generated From Your Home)

7/29

6:00 PM - 8:00 PM

Small-business owners enjoy unique advantages beyond write-offs and deductions and can leverage their home to produce cash for their business. We will cover how to analyze tax savings, depreciation, and deductions available to small-business owners from real estate purchases; how to create a cash flow report and project your expenses and tax savings; when to use Limited Liability Corporations and corporations when investing in real estate for your business, and the advantages and disadvantages of each. Learn effective strategies to propel your business and take control of your destiny. McDonald's purchases their real estate and wins big time; whereas, Burger King misses a financial opportunity with their leased locations. \$20 registration www.acteva.com/go/sfscore

The Renaissance Center and the Fashion Industry Network workshop series

7/30

6:00 PM - 8:30 PM

Learn all the aspects of starting and running a fashion based business: fashion design, manufacturing of clothing, marketing, quality control, trend spotting, regulations, and more. Registration \$30 per class at www.acteva.com/go/rec

HIV Positive Entrepreneurs

7/31

10:00 AM – 4:00 PM

If you're living with HIV/AIDS and exploring new career directions, you may have thought about starting your own business. This seminar will help you consider that option by breaking down into basic steps the process of a business "startup". Topics covered will include marketing, management, financing and resources.

QuickBooks Introduction

7/31

1:00 PM – 5:30 PM

Discover the basics of this useful and flexible bookkeeping application. This overview will discuss setting up a file, creating invoices, running reports and managing lists. Participants should have completed Basic Bookkeeping or be familiar with the concepts covered in that seminar. \$60 Registration fee. Presented by the SF SBDC. For more information call: 415-841-4050.

SBA Certification Workshop

7/31

10:00 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. The program's goal is to promote the firm's competitiveness in the American economy through business development. Other certifications are discussed. Contact (415) 744-6808 for more information.

Food Safety Certification - Golden Gate Restaurant Association

8/4

8:30 AM - 5:00 PM

California Assembly Bill 1978 requires that specified food facilities employ at least one person who has successfully passed a California State approved and accredited food safety certification exam. As of January 1, 2000, certification is mandatory and re-certification is required every three (3) years. Registration and information is available at www.ggra.org

Restaurant Series: Understanding Food Costs

8/4

6:00 PM - 8:30 PM

A fun and upbeat approach to one of the most daunting challenges for restaurant owners...Food Costing. This class will teach you how to cost your product, packaging on take-out items and catering menus. We will create a fictional restaurant and create a sample menu. You will learn margins of cost and profitability and will receive a costing package that you can immediately incorporate into your own business to help track cost and profit on a daily basis. Please bring to class several vendor invoices. \$30 registration fee; Sponsored by the SF SBDC.

Choice of Entity from an Income Tax Perspective

8/5

2:00 PM - 4:00 PM

Choose the right entity for your business from an income tax perspective. Join us for a one and a half hour seminar discussing Corporation, S Corporation, LLC, LLP, and Sole Proprietorships and what these entities mean to your business for tax purposes. Topics covered will include income tax, payroll tax, self-employment tax, start - up, exit strategy, employee ownership, and investor issues.

Smart Technology Tools: Customer Management Using Outlook

8/5

6:00 PM - 8:30 PM

This class shows how to use the popular Personal Information Manager Microsoft Outlook to effectively manage your business contacts. This hands-on class teaches you basic contact management techniques using Outlook 2003 - adding contacts, adding contacts from emails, importing contacts, associating calendar, task and notes items with contacts, grouping contacts, categorizing contacts, sorting contacts, customizing contact views, using Outlook with Excel and Word to execute simple email marketing campaigns. Registration \$25 online, \$30 on the door.

Business Law Basics

8/6

4:00 PM - 5:30 PM

An experienced business lawyer will discuss Choice of Legal Entity (corporations, LLC, partnership, etc.); Intellectual Property; Employee issues; and Real Estate issues. While this class does not constitute legal advice, it will provide you with a basic understanding of business structures.

Financing Your Business

8/6

12:30 PM – 2:00 PM

Discover the right way to seek financing for your business. We will discuss loan proposal requirements, financing options and SBA programs. Presented in conjunction with the Bay Area Association of Government Guaranteed Lenders.

Health Insurance for Small Businesses

8/6

2:00 PM - 3:30 PM

There are many healthcare options for growing companies, including HMO, PPO, HRA and HSA plan, which let employees choose coverage based in their individual needs.

Starting a Business in San Francisco

8/6

11:00 AM - 12:00 PM

Hear directly from San Francisco officials. How do you obtain permits? How do you register your business name? Learn what the City can do for you in this one-stop seminar.

Upwardly Global

8/6

5:00 PM - 8:30 PM

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Basic Bookkeeping, Part One

8/7

1:00 PM – 4:00 PM

Learn basic accounting and bookkeeping terms and processes. Topics include cash vs. accrual accounting, proper accounting data flow processes, the importance of budgeting, the purpose of different financial reports, the differences in computer accounting systems, cash management, and more. \$30 registration fee. Presented by the SF SBDC.

State Wage, Hour and Payroll Tax Seminar

8/7

9:00 AM - 1:00 PM

Jointly conducted by the Employment Development Department and the California state Department of Labor Standards Enforcement, this class will cover California recordkeeping and reporting requirements including employer obligations and payment requirements; common wage and hour laws; employer and employee rights and responsibilities; and the basics of how to distinguish between an employee and an independent contractor. More information at (866) 873-6083, register at www.edd.ca.gov/taxsem

Upwardly Global

8/7

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Get Organized!

8/11

6:00 PM – 7:30 PM

Do you want save time, money, and be more effective in your small business? Learn how by getting more organized! Our organizing expert will teach you effective ways of managing your space, your "stuff," and your time, to maximize your productivity and comfort.

Marketing: Building Awareness and Driving Sales

8/12

9:00 AM – 1:00 PM

Understand the fundamentals of marketing strategy (the four Ps; price, product, promotion and physical distribution) and how good market planning can have a meaningful impact on your business. Learn how to develop a cost effective marketing plan, how to execute the plan, and measure its effectiveness. \$35 advance or \$40 at the door. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Secrets to Buying a Business or Franchise

8/12

6:00 PM – 8:30 PM

Jump-start your self-employment dream. Get the advantage of owning a franchise or existing business. Learn how to begin, how much they cost and when you have found the right business for you! \$20 registration fee. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Blogging 101 for Small Business Owners

8/13

6:00 PM - 8:30 PM

While personal blogs take up much of the blogosphere, blogs are quickly gaining popularity in business as an inexpensive and amazingly effective marketing tool. In this class you will learn: 1) Simple steps to setup your business blog 2) How to drive traffic to your blog (with \$0 expense) 3) How to develop your customer database by using your blog

Step-By-Step Business Planning

8/13

8:30 AM – 4:30 PM

Understand the process of developing a functioning plan to grow your business and which can also be used to support a request for financing. Operational and strategic planning is covered with emphasis on finance and marketing. \$50 registration fee. Presented by the SF SBDC.

Basic Bookkeeping, Part Two

8/14

1:00 PM – 4:00 PM

Designed for entrepreneurs intimidated by financial records, this course will cover balance sheets, incomes statements, cash flow and working capital. Participants should have completed Basic Bookkeeping, Part One, or be familiar with the concepts covered in that seminar. \$30 registration fee. Presented by the SF SBDC.

Strengthening Communications to Increase Your Business

8/14

6:00 PM - 8:30 PM

Would like to increase your confidence when communicating your products or ideas in any situation? Do you want to be more credible and persuasive in your company's sales efforts? Do you want to learn how to organize messages to get people to take action? Do you feel comfortable in difficult one to one interactions or handling challenging questions? This class will cover information that will help you strengthen skills and techniques to be a strong communicator in any business situation.

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Contracts 101: Understanding Contract Terms and Putting Them to Work for You

8/18

6:00 PM - 8:30 PM

Although lots of contracts seem to be filled with mind-bending legalese, there's no reason why this has to be true. Learn how to decode contract language, separate the critical from the trivial and focus on keeping the contract from getting in front of your horse of a deal.

Restaurant Series: Building a Buzz Inside and Outside Your Restaurant

8/18

1:00 PM - 3:00 PM

Learn to bring clarity to your restaurant and its mission. Every person working in your restaurant is an extension of your brand. Engage your staff in the mission and promotion of your business. Create a "we", not "me" attitude. Your staff can become your customer evangelists by working as a team and by understanding the collective energy that is created. Also learn to develop PR strategies that build upon personal relationships. \$30 registration fee. Presented by the SF SBDC.

Prioritizing Prospects to Increase Your Sales Success

8/19

1:30 PM - 3:30 PM

Learn how to prioritize which prospects are most likely to generate revenue for your business. Most small business owners make the mistake of treating all customers the same, rather than getting clear about where the money is in the marketplace. You need to be able to recognize “the cream of the crop.” This will enable you to save time and energy, as well as produce greater results, by concentrating on those most likely to buy (e.g. fast vs. large purchase), repeat, or refer.

Import / Export

8/19

9:00 AM – 1:00 PM

An absolute must for anyone considering entry into the business. Subjects covered: essentials of how to succeed in both exporting and importing; restricted merchandise; role of a freight forwarder or customs house broker; and bank assistance in international trade. \$35 registration fee in advance; or \$40 day of event. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Running and Operating a Green Business

8/19

6:00 PM - 9:00 PM

This class will explore combining a social change with environmental actions by defining sustainability and helping you to re-think your business model allowing you to be green and be successful at the same time. We will discuss strategies to propel you to greatness by helping you deal with issues like energy, water, waste and procurement. No fee to attend. Presented by the SF SBDC. Registration \$20.

Restaurant Series: Buying a Restaurant and Negotiating a Lease

8/20

6:00 PM - 8:30 PM

Buying a restaurant is a daunting challenge. This class will help you save money and avoid costly mistakes as you look to purchase a restaurant and negotiate a lease. Taught by professional restaurant consultants who are also former successful restaurant operators, this class seeks to educate you on specific strategies in maximizing and leveraging your negotiation skills. You will learn how professionals calculate the selling price of a restaurant as well as learn the advantages of purchasing an existing restaurant vs building out a space. You will receive valuable tips on negotiating with the landlord and negotiating for less rent. \$30 registration fee. Presented by the SF SBDC.

Basic Bookkeeping, Part Three

8/21

1:00 PM – 4:00 PM

Learn how to find out where all your cash has gone and how to forecast how much cash you will have in the bank. Topics include developing a budget, statement of cash flow analysis, and developing a cash forecast. Participants should have complete Basic Bookkeeping Part I or be familiar with the concepts covered in that seminar. \$30 registration fee. Presented by the SF SBDC.

Build a Fearless Brand

7/15

6:00 PM – 8:30 PM

Learn what “brand” really means. Apply principles used by top companies to leverage brand to connect with consumers and beat the competition. Find out how to create a more effective message for your business.

Employee or Independent Contractor?

8/21

9:00 AM – 12:00 PM

EDD representatives will explain how to determine if someone providing services to your company should be treated as an employee or independent contractor for tax purposes.

Network and Nosh Roundtable

8/21

12:00 PM – 1:00 PM

Build connections for your business and meet other entrepreneurs: (byo brown bag). Moderated by EIGraph Design Group, Inc. Co-sponsored by SFSU College of Business

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Computer Security for Small Businesses

8/25

6:00 PM - 8:30 PM

What you can do to improve the security of your computer systems. Topics include computer and network security, wireless network considerations, and free or inexpensive resources.

How to Start and Manage a Small Business

8/25

8:30 AM – 4:00 PM

Speakers who are experts in their fields will discuss an array of topics new businesses face such as financing, accounting, legal structure, marketing, business planning, and insurance. \$50 registration fee in advance; or \$60 on day of event. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Public Speaking Skills

8/25

6:00 PM - 8:30 PM

Participants will learn and practice powerful speaking techniques using voice, gestures, presentation structure and stories to make a positive impact on an audience of any size.

Doing Business with General Services Administration

8/26

9:00 AM - 12:00 PM

Who GSA is and how they are organized; how to do business with the GSA which oversees \$66 Billion in federal procurement. Also review of contracting regulations, requirements and specifications, Federal Supply Service (FSS), process to obtain a GSA schedule (in detail), and applicable websites. Presented by the Federal Technology Center in conjunction with the SF SBDC. Register for free at www.theftc.org

Introduction to Microsoft Excel

8/26

6:00 PM - 8:30 PM

Learn the basics of this useful and flexible spreadsheet & database application. We will demonstrate setting-up, updating and maintaining spreadsheets, outlining and bordering, creating mathematical equations & functions, generating graphs & charts, and more. Exercises include budgeting, financial modeling and data sorting. This is a hands-on workshop. Participants should be familiar with basic computer functions. \$30 registration fee. Presented by the SF SBDC.

Maintaining Tax Records for Your Business

8/26

1:30 PM - 3:30 PM

Learn how to effectively create the income tax records for a small business that are necessary for IRS tax reporting. Topics will include the use of technology to better manage your business; the most effective way to use online banking, QuickBooks and a PDA; how to use incorporation or LLC as a tax planning tool; how to account for your home office and car. \$10 registration fee, presented by SCORE. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Stop Leasing and Buy Commercial Space (Using Cash Generated From Your Home)

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Where to Go When the Banks Say NO!

8/26

4:00 PM - 5:30 PM

Would acquiring more working capital...without adding any debt to your balance sheet... enhance your firm's ability to meet payroll, handle larger orders, and expand your business? Learn about alternative financing programs such as receivables financing (factoring) and purchase order funding, and how these can provide you with a practical and viable solution to generate immediate cash for your business.

The Renaissance Center and the Fashion Industry Network workshop series

8/27

6:00 PM - 8:30 PM

Learn all the aspects of starting and running a fashion based business: fashion design, manufacturing of clothing, marketing, quality control, trend spotting, regulations, and more. Registration \$30 per class at www.acteva.com/go/rec

From Kitchen to Market: Selling Your Specialty Foods

8/28

6:00 PM - 8:30 PM

You have a specialty recipe you think the market would crave - BBQ sauce, homemade cookies or jams? How do you transition from your kitchen to the outside world? It pays to understand the huge specialty food industry as you maneuver through it. This class will focus on the planning and production process, contacts to help you get started, capitalization options, marketing strategies, the distribution network and more. You will receive a take home package with worksheets, resource guide and trend analyses. \$30 registration fee. Sponsored by the SF SBDC.

QuickBooks Introduction

8/28

1:00 PM – 5:30 PM

Discover the basics of this useful and flexible bookkeeping application. This overview will discuss setting up a file, creating invoices, running reports and managing lists. Participants should have completed Basic Bookkeeping or be familiar with the concepts covered in that seminar. \$60 Registration fee. Presented by the SF SBDC. For more information call: 415-841-4050.

SBA Certification Workshop

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Computer Maintenance, Performance Improvement and Backup

9/2

6:00 PM - 8:30 PM

What you can do to maintain your computer systems, to evaluate and improve system performance, and to safeguard against data loss.

Business Law Basics

9/3

4:00 PM - 5:30 PM

An experienced business lawyer will discuss Choice of Legal Entity (corporations, LLC, partnership, etc.); Intellectual Property; Employee issues; and Real Estate issues. While this class does not constitute legal advice, it will provide you with a basic understanding of business structures.

Commercial Insurance Buying; First Time Policies

9/3

9:30 A M - 11:00 AM

What is a typical experience a business should have the first time it buys insurance policies? This class explores the basics of the initial information exchange with the agent/broker, what happens during the policy marketing phase, how to evaluate multiple quotes, and internal financial considerations of different types of policies.

Connect to the Net- How to Launch Your Website Quickly

9/3

6:00 PM – 8:30 PM

This course will outline steps to either create the web site yourself, or how to go about selecting a company to create your web site, the average time and cost, how to identify and create content for the web site and how to maintain the site going forward.

Financing Your Business

9/3

12:30 PM- 2:00 PM

Discover the right way to seek financing for your business. We will discuss loan proposal requirements, financing options and SBA programs. Presented in conjunction with the Bay Area Association of Government Guaranteed Lenders.

Starting a Business in San Francisco

9/3

11:00 AM - 12:00 PM

Hear directly from San Francisco officials. How do you obtain permits? How do you register your business name? Learn what the City can do for you in this one-stop seminar.

The Commercial Lease and Your Business

9/3

2:00 PM - 4:00 PM

Understanding your options and obligations in regards to your lease is crucial to your business health. An attorney will discuss what to look for in a lease that works for both you and your landlord. This class does not constitute legal advice.

Basic Bookkeeping, Part One

9/4

1:00 PM – 4:00 PM

Learn basic accounting and bookkeeping terms and processes. Topics include cash vs. accrual accounting, proper accounting data flow processes, the importance of budgeting, the purpose of different financial reports, the differences in computer accounting systems, cash management, and more. \$30 registration fee. Presented by the SF SBDC.

Upwardly Global

9/4

5:00 PM - 8:30 PM

Job Search Skills Training to help Immigrant Professionals Re-Build their Careers in U.S. Please note that all attendees MUST be enrolled in the Upwardly Global program to participate in this class. Contact Upwardly Global at 415-834-9901 to participate.

Food Safety Certification - Golden Gate Restaurant Association

9/8

8:30 AM - 5:00 PM

California Assembly Bill 1978 requires that specified food facilities employ at least one person who has successfully passed a California State approved and accredited food safety certification exam. As of January 1, 2000, certification is mandatory and re-certification is required every three (3) years. Registration and information is available at www.ggra.org

Upwardly Global

9/9

5:00 PM - 8:30 PM

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Writing Effective Business Plans

9/9

9:00 AM - 4:00 PM

Whether you are planning to start a new business or seeking to develop the potential of your existing business, a business plan is a critical foundation. This hands-on workshop will demystify the process, using case studies and exercises. You will develop a Business Plan template covering Marketing, Products, Organization, Customers, and Finance. \$50 registration fee, presented by SCORE. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Federal and State Basics of Payroll Tax

9/10

9:00 AM – 3:00 PM

Correct payroll preparation is crucial to a small business's survival. This class guides participants through the basics of that preparation. Subjects include determining independent contractor versus employee, withholding taxes, deposits and completing the proper forms. Presented by the IRS and the California EDD Tax office.

Maximize Your Web Site Traffic And Sales: Search Engine Optimization And Web Analytics

9/10

6:00 PM - 9:00 PM

Getting customers to your Web site involves much more than merely designing an interesting site for them to visit. In this class you will learn how to optimize your Web site to ensure the highest possible placing on the key search engines, and thus ensure more traffic. By learning how to use Web analytics you will also learn how to keep your customers on your site once they are there, and how to ensure the maximum conversion rates for site visitors into paying customers. Registration \$35 online, \$40 on the door

Basic Bookkeeping, Part Two

9/11

1:00 PM – 4:00 PM

Designed for entrepreneurs intimidated by financial records, this course will cover balance sheets, incomes statements, cash flow and working capital. Participants should have completed Basic Bookkeeping, Part One, or be familiar with the concepts covered in that seminar. \$30 registration fee. Presented by the SF SBDC.

Upwardly Global

9/11

5:00 PM - 8:30 PM

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Doing Business with Blue Shield of California

9/15

9:00 AM - 10:00 AM

Blue Shield of California is committed to supplier diversity by providing access and opportunity for all service providers to participate in our procurement process. A representative of the company will discuss their diverse supplier base; bid opportunities; prime suppliers and subcontracting opportunities; and goods and services sought.

Doing Business with Chevron

9/15

10:30 AM – 12:00 PM

Landing a large corporation as a customer can be extremely beneficial to a small business. Learn the procurement process and opportunities for doing business specifically with Chevron in this informative presentation by a representative of the company.

Doing Business with Cisco Systems

9/15

2:00 PM - 3:30 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.

Restaurant Series: Smart Management – People, Risk and the Law

9/15

6:00 PM – 9:00 PM

The recipe for a successful restaurant demands that you manage your staff well, minimize risks and understand key laws. This interactive and informative class examines employment law, insurance protection and other legal matters. It is based on real restaurant experiences and will help you avoid disaster and get the most out of your people and your location. Explore ways to protect yourself against wrongful termination, bad leases and lawsuits. \$30 Registration Fee. Sponsored by the SF SBDC.

How to Quickly Attract Your Prospect's Attention

9/16

10:00 AM - 12:00 PM

What is your prospect most interested in? Whatever it is, this should be the first thing you address in all of your marketing communication (i.e. print, online and in-person). You need to come right to the key point(s). Then, explain further. In a world of short attention spans, you need to assume you will only have a few seconds to catch someone's interest before they move on.

Making the Most of Green

9/16

6:00 PM - 9:00 PM

We'll show you how to pay for it all using financing and rebates; how to build employee programs to energize your team. Learn to develop marketing strategies around sustainability so you can receive your just rewards. \$20 registration fee. Presented by the SF SBDC.

Restaurant Series: The Green Restaurant: Incentives, Examples & Resources

9/16

1:00 PM - 4:00 PM

We will look at going green with foodservice. Learn how to design your new restaurant or evolve your existing restaurant to incorporate sustainability advantages and rewards. We will also look at the social, economic and moral incentives in buying fair trade products and utilizing green design. Registration \$30.

Upwardly Global

9/16

5:00 PM - 8:30 PM

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The Mating Game - How to Buy a Business

9/17

6:00 PM - 8:30 PM

Contemplating the purchase of a business? While every prospective deal has its unique factors, virtually all deals share traits in common. This workshop will give you advice on how to: 1) perform due diligence on a target acquisition, 2) structure the sale (e.g., asset sale, stock purchase, merger), 3) value the business, 4) finance the purchase, and 5) protect yourself.

Small Business Marketing Plans That Work

9/17

6:00 PM – 8:30 PM

A business' success or failure depends on identifying and understanding its customers-who they are, what motivates them, how to attract their business, etc. In this class you will learn practical techniques to properly identify your target market(s) and how to develop a strategic marketing plan to reach those target markets. Understanding these critical elements of business will prepare you for maximizing your productivity and profitability. \$30 registration fee. Presented by the SF SBDC.

Basic Bookkeeping, Part Three

9/18

1:00 PM – 4:00 PM

Learn how to find out where all your cash has gone and how to forecast how much cash you will have in the bank. Topics include developing a budget, statement of cash flow analysis, and developing a cash forecast. Participants should have complete Basic Bookkeeping Part I or be familiar with the concepts covered in that seminar. \$30 registration fee. Presented by the SF SBDC.

Podcasting 101

9/18

6:00 PM - 8:30 PM

Do you want your voice heard around the world? To have people tune in and hear you without any extra travel? Podcasting does this. Simply by putting an audio recording on a Web site and then letting people subscribe to a "feed," you'll have a powerful way to build a worldwide listening audience. A podcast is always waiting whenever your clients have the time to consume it. In this program the teacher will show how easy it is to create a podcast by actually recording, editing and posting the session to his blog and iTunes. Added bonus: see how to make money by charging for access to your podcast.

How to Collect Your Business Debts

9/30

6:00 PM - 7:30 PM

Any business not run on strictly cash can have problems collecting money owed by customers. This seminar will cover what kinds of purchase orders you should use to minimize the chance of problems, how to maximize your chances of being paid for credit card charges, and how to take security to insure you will be paid. Then if you are not paid, how to get a judgment in small claims court and above all how to collect on the judgment.

Network and Nosh Roundtable

9/18

12:00 PM – 1:00 PM

Build connections for your business and meet other entrepreneurs: (byo brown bag). Moderated by ElGraph Design Group, Inc. Co-sponsored by SFSU College of Business

Become a Fearless Entrepreneur - Three Keys to Business Success

9/22

6:00 PM - 7:30 PM

Are you tired of thinking small? Does it feel like you take two steps back for every step forward? Are you ready to really dig in and create a dynamic business? Whether this is your first year in business or your tenth,

you can radically improve your business and your bottomline by applying these three key principles. Success doesn't happen by accident. In this workshop, you will learn what those five key principles are, how to apply them and what it means to be a fearless entrepreneur. If you are ready to create success beyond your imagination, then join us for an evening of inspiring insight and even more inspiring action.

Restaurant Series: Customer Service – Good is Minimum

9/22

1:00 PM - 4:00 PM

So you've got a neat concept, great food and a prime location. To make your restaurant a success you need employees who deliver great customer service. Learn how to hire, motivate and train your employees to meet the service demands of the industry. Also learn how to define and share responsibilities between owners, managers and employees to achieve your service objectives and run a successful restaurant. Presented by the SF SBDC. \$30 registration fee.

Maintaining Tax Records for Your Business

9/23

1:30 PM - 3:30 PM

Learn how to effectively create the income tax records for a small business that are necessary for IRS tax reporting. Topics will include the use of technology to better manage your business; the most effective way to use online banking, QuickBooks and a PDA; how to use incorporation or LLC as a tax planning tool; how to account for your home office and car. \$10 registration fee, presented by SCORE. For information, contact SCORE at (415) 744-6827, register at www.acteva.com/go/sfscore

Stop Leasing and Buy Commercial Space (Using Cash Generated From Your Home)

9/23

6:00 PM - 8:00 PM

Small-business owners enjoy unique advantages beyond write-offs and deductions and can leverage their home to produce cash for their business. We will cover how to analyze tax savings, depreciation, and deductions available to small-business owners from real estate purchases; how to create a cash flow report and project your expenses and tax savings; when to use Limited Liability Corporations and corporations when investing in real estate for your business, and the advantages and disadvantages of each. Learn effective strategies to propel your business and take control of your destiny. McDonald's purchases their real estate and wins big time; whereas, Burger King misses a financial opportunity with their leased locations. \$20 registration www.acteva.com/go/sfscore

Upwardly Global

9/23

5:00 PM - 8:30 PM

Job Search Skills Training to help Immigrant Professionals Re-Build their Careers in U.S. Please note that all attendees MUST be enrolled in the Upwardly Global program to participate in this class. Contact Upwardly Global at 415-834-9901 to participate.

The Renaissance Center and the Fashion Industry Network workshop series

9/24

6:00 PM - 8:30 PM

Learn all the aspects of starting and running a fashion based business: fashion design, manufacturing of clothing, marketing, quality control, trend spotting, regulations, and more. Registration \$30 per class at www.acteva.com/go/rec

QuickBooks Introduction

9/25

1:00 PM – 5:30 PM

Discover the basics of this useful and flexible bookkeeping application. This overview will discuss setting up a file, creating invoices, running reports and managing lists. Participants should have completed Basic Bookkeeping or be familiar with the concepts covered in that seminar. \$60 Registration fee. Presented by the SF SBDC. For more information call: 415-841-4050.

SBA Certification Workshop

9/25

10:00 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. The program's goal is to promote the firm's competitiveness in the American economy through business development. Other certifications are discussed. Contact (415) 744-6808 for more information.

Starting a Consulting Business

9/25

6:00 PM – 8:30 PM

Our panel of experienced consultants will discuss the insider story of opening and running your business as a consultant. Topics will include finding clients, pricing your services, establishing a business identity, legal requirements, and maintaining customer loyalty. \$30 registration fee. Presented by the SF SBDC.

How to Start and Manage a Small Business

9/29

8:30 AM - 4:00 PM

Speakers who are experts in their fields will discuss an array of topics new businesses face such as financing, accounting, legal structure, marketing, business planning, and insurance. \$50 registration fee in advance; or \$60 on day of event. For information, contact SCORE at (415) 744-6827, register at

www.acteva.com/go/sfscore

Top Ten Secrets for Launching a Successful Bar Operation

9/29

6:00 PM - 8:30 PM

This seminar teaches the attendee how to successfully bring all of the pieces together prior to launching a successful concept in the bar and club industry. Special focus is given to marketing and public relations to create the "buzz" prior to launching. \$30 registration fee. Presented by the SF SBDC.

How to Work with the Press

9/30

6:00 PM - 8:30 PM

Media are not the enemy. Yet, many small businesses take the defensive approach and do not know how to speak with, manage, and win with press. Come learn from a veteran public relations professional on how-to develop short and long-term successful relationships with the media.

Upwardly Global

9/30

5:00 PM - 8:30 PM

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