

2009 BIZ FAIR WORKSHOP SCHEDULE

8:00 am Biz Fair Begins
8:00 am – 2:30 pm Resource Center Open

8:30 AM

Starting a Business - Part 1 (Options to Consider)

Ideas . . . options . . . how to get started. Improve your chances of success with good planning and preparation. **Also at 1:00 pm**

Which Business Entity is Best for You?

Learn about the pros and cons of the various forms of business structures: sole proprietorship, corporation, and LLC. This class does not constitute legal advice, but will provide you with a basic understanding of which business entity is right for you. **Also at 1:00 pm**

Licensing Made Simple

What you need to know about getting a state, city and local business license. **Also at 2:30 pm**

Taxes and the Small Business Owner

Find out what every small business needs to know about filing and paying federal taxes, and how to avoid the most common tax reporting errors. Even if you use a tax preparer, this is good information to know! **Also at 2:30 pm**

Marketing Tips and Tricks

Effective marketing on a shoestring budget. Small business marketing secrets, advertising ideas and strategies. **Also at 2:30 pm**

Turning Clicks Into Clients

Six keys to better websites.

Boost Your Profits and Improve the Bottomline

Find out how to impact your profitability by taking control of your cash flow and increasing your customer base.

Financing Options

Learn about various programs and services designed to provide capital to start-up and established businesses.

How to Get Government Contracts

Federal, state and local contracts are worth millions - find out how to get your share. Learn about the purchasing process and certification programs for small businesses. Find out how to research government contract opportunities and where to go for assistance.

Start Your Own Import/Export Business

Get the basics - market research, pricing, customs regulations, logistics, import and export transactions, and more.

10:00 AM

Starting a Business - Part 2 (Financial Planning)

Learn about funds needed to open the business, contingency and reserves, working capital, major start-up expenses (permits, inventory, etc.), expense estimates, and break-even analysis. **Also at 2:30 pm**

Give Your Elevator Speech a Lift!

You have 10 seconds or less to spark someone's interest in what you have to say about your business. Can you make it memorable?

Tips for Keeping Your Business Out of Tax Trouble

You've been in business for awhile, and now you may be ready to incorporate, hire employees, or just need to know about more allowable expenses for your type of business.

Business Law Essentials

Learn how to register a trade name, negotiate a lease, put agreements in writing, select a legal structure, find the right lawyer, and meet other challenges you may encounter when starting or running a business. **Also at 2:30 pm**

What About That Darn Business & Occupation Tax?

Learn when Washington State business and occupation tax needs to be collected and how to compute the correct amounts.

Sales Essentials to Get You Started

Learn how to get sales the moment you open for business, then find out the secret to keep those sales coming.

Keys to Small Business Success

Secret weapons and common mistakes. Strategies for success and avoiding pitfalls. **Also at 1:00 pm**

Drive Traffic to Your Web Site

Search engine secrets and more. Easy to follow suggestions to make your site a "traffic magnet."

Building & Marketing Your Service Business – Selling the Intangible

You know your services are valuable but how do you convince everyone else? Learn how to put a price on what your service is worth (by the hour or on a project basis) and identify your potential customers. **Also at 2:30 pm**

Finding Cash for Your Business: Panel Discussion

Get realistic about your financing options and learn what lenders are looking for. Hear about traditional and alternative forms of financing. Find out where to go when the bank says "no." A small business owner will participate to share real life experiences.

Your Sales Force = Your Customers

Discover how providing exceptional service can turn your customers into an enthusiastic sales force. Learn how to get your customers to talk up your business to everyone they meet.

Opportunities for Start-ups in a Down Economy

Who said it's a bad time to start a new business? Learn how people with a little courage and a smart idea can actually benefit in an economic downturn.

11:30 - 12:45 PANEL DISCUSSION

Small Business Ownership: Tips for Success

Hear real life experiences from successful small business owners and how they are coping during this challenging small business climate.

NOON - 2:30 PM MINI WORKSHOPS

Computer Open Lab Time - Noon to 2:30 pm

Search business databases and web sites at your own pace. A business librarian is available for assistance. Drop in from Noon to 2:30 pm

Navigate the IRS and State of Washington Web Sites - 1:00 pm

Finding what you need on government web sites can be overwhelming - we'll show you where to look and how to search for employment tax, licensing and other information you need to start, operate or grow a business.

Market Research Sources - 1:30 pm and 2:00 pm

Discover business database and web sources to help with your business and marketing plans.

1:00 PM

What About That Darn Sales Tax?

Learn when Washington State sales tax needs to be collected and how to compute the correct amounts.

Shaking the Money Tree: How to Improve Your Loan Application

A banker will make an "executive decision" about loaning to your business within minutes. Get tips on how to develop a strong loan proposal, the documentation required, questions to anticipate, and how banks analyze your proposal to make a final decision.

Developing a Business Plan

Learn why a business plan is essential and how to write one. **Also at 2:30 pm**

Benefits of Networking

Developing contacts and exchanging information with others are among the best ways to generate business. Learn how to put your best foot forward, establish a referral base and build long-term business relationships.

Understanding Cash Flow and Profit Improvement

Is your business thriving but your cash flow floundering? Learn about profit and loss statements, balance sheets, ratio analysis and cash flow statements and how they all tie together.

Developing Your Business - Making it Grow

Guidelines for reviewing your business operations. Focus on how to attract and maintain a customer base and developing a market strategy for expansion. **Also at 2:30 pm**

Virtual Networking: Using Social Media to Market Your Business

Attending events is a great way to source leads and make valuable contacts, but who has time to visit them all? These days, it's easy to enhance your efforts by going virtual. Social media is all the rage, and we'll show you how to make the most of this new promotional tool.

Keys to Small Business Success

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Public Relations - How to Get Noticed

Increase your credibility and visibility by making your small business newsworthy. Learn how to capture the attention of the media. Get your news to the right contacts.

DIY (Do-It-Yourself) Website

Need a website, but don't know where to begin? Before you hire designers, coders, your niece or nephew, we'll show you how to get a site up quickly and inexpensively. And, introduce you to tools to build a site fast and make it easy to maintain too – without the need for much technical expertise.

Growing Your Biz: Is It the Right Time?

Are you thinking about expanding the reach of your business? Learn about effective strategies for finding the financial resources to increase your revenues - even in a bad economy.

How to Get the Most Out of QuickBooks

Learn how to simplify your bookkeeping, manage your customers, prospects and referral sources.

How to Hire the Right Person

What are the critical steps you must take and questions you must answer in order to hire the right person for your company? Learn how to read a resume, spot the danger signs, and why checking reference is essential.

Choosing a Retirement Plan for Small Businesses

Why save? Experts estimate that Americans will need 70 - 90% of their pre-retirement income to maintain their current standard of living when they stop working. Learn how retirement plans can help you attract and retain qualified employees, offer tax savings to your business, and help secure your own retirement. Establish a plan even if you are self-employed.

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RESOURCE CENTER CLOSSES AT 2:30 PM
