

## 2010 BIZ FAIR SEMINAR SCHEDULE

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**8:00 AM**

**Biz Fair Begins**

**8:00 AM – 2:30 PM**

**Resource Center Open**

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**8:30 AM**

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### **Starting a Business - Part 1 - Options to Consider**

Ideas . . . options . . . how to get started. Improve your chances of success with good planning and preparation.

### **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.

### **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 1:00 pm*

### **Turning Clicks Into Clients**

Six keys to better websites.

### **Financing Options**

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

### **Export 101 – Learn How to Export Your Product or Service**

Gain an understanding of the export process, determine your next steps to compete in a global market place, and find out how the International Trade staff of the WA State Dept of Commerce can help you.

### **Digital Diplomacy, From Email to Social Media**

More and more people are connecting through digital means – cell phones, PDAs, social media, email and blogs. Be sure you know the spoken and unspoken rules for these mediums before you're defriended, unfollowed or otherwise ostracized.

**10:00 AM**

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**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.

**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.

**Boost Your Profits and Improve the Bottom Line**

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

**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.

**Drive Traffic to Your Web Site**

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

**Build & Market Your Service Business – Sell 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*

**Find 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.

**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.

**Developing a Business Plan**

Learn why a business plan is essential and how to write one.  
*Also at 1:00 pm*

**11:30 AM - 12:30 PM PANEL DISCUSSION**

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**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.

**1:00 PM**

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**Market Research Sources**

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

**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.

**What About That Darn Sales Tax?**

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

**Health Care Reform & Small Businesses**

Find out how the new law will affect you as a business owner. A federal tax credit is available to certain small employers that provide health care coverage to their employees. In addition, Washington State will establish a high-risk pool to provide health coverage for individuals who have pre-existing medical conditions.

**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.

**Understand 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.

**Develop Your Business - Make 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*

**Use Social Media to Market Your Business**

Social media is all the rage but it takes time and energy to make it work. Find out what it takes to go beyond Facebook, LinkedIn and Twitter to make this new medium more effective for your business. Also get lots of low-budget tools and resources to help save time and increase your impact.

**Which Business Entity is Best for You?**

*Also at 8:30 am*

**Marketing Tips and Tricks**

*Also at 8:30 am*

**Developing a Business Plan**

*Also at 10:00 am*

**2:30 PM**

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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, learn how to get a site built without the need for much technical expertise. Find out about inexpensive builder tools that make your site easy to update as you grow your business.

**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 references is essential.

**Shaking the Money Tree: 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.

**Taxes and the Small Business Owner**

*Also at 8:30 am*

**Build & Market Your Service Business - Sell the Intangible**

*Also at 10:00 am*

**Develop Your Business - Make it Grow**

*Also at 1:00 pm*

**Business Law Essentials**

*Also at 10:00 am*

**RESOURCE CENTER CLOSSES AT 2:30 PM**

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