

2011 Biz Fair Workshop Schedule

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

Workshops 1 hour unless noted otherwise - 30 minute break between sessions.

8:30 am to 9:30 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.

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

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

What Every Small Business Must Know About Marketing

Marketing is THE critical factor to your business success. Discover powerful, cost-effective techniques to build your business.

Also at 1:00 pm

Keys to Create a Business Boosting Website

Your website must be an integral part of your business. Uncover the secrets that are guaranteed to make your website a powerful business-building tool. Learn valuable ways to increase your profits online.

Financing Options

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

Facebook 101

Set-up a Facebook business page in this hands-on lab session. Discover how you can grow your business through electronic messaging. Learn techniques to attract more business, encourage engagement, offer exclusives and optimize your profile. Taught by Hazen High School DECA students.

Also at 1:00 pm

How to Get a Business License

Obtaining a business license can be time consuming. There are different licensing requirements for various business types. Learn what you need to know to get a state, city and local business license.

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.

Also at 10:00 am

10:00 am to 11:00 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.

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

Learn the tax implications of the different business structures. Find out about allowable expenses for your type of business and what you need to do when hiring employees.

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

How do you get visitors to find your website? Search engine secrets, social networking tips and more. Easy to follow suggestions to make your site a "traffic magnet."

Focus on Exports for Washington Businesses

New to exporting or seeking to expand market share abroad? Find out about various types of assistance available, new state export initiatives, and how to establish on the ground overseas contacts. Learn how to mitigate risk, find financing options, and ensure you get paid.

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

How to Get Government Contracts

Also at 8:30 am

11:30 am - 12:30 pm 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.

1:00 pm to 2:00 pm

What About That Darn Sales Tax?

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

Beyond Start-Up: Avoiding Four Fatal Errors

Don't let fatal errors be the end of your business! Learn how to set your priorities, manage your cash, determine if a worker is an employee or contractor, and how to stay on top of regulatory and tax requirements.

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.

Planning for the Post Recession Recovery

It's uncertain how close we are to an economic recovery but it's definitely time to get out of survival mode and start preparing for the future. Learn how to make a plan, protect your most valuable asset - employees, and how to reinvent yourself and your business.

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. Get lots of low-budget tools and resources to help save time and increase your impact.

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

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Also at 8:30 am

What Every Small Business Must Know About Marketing

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Developing a Business Plan

Also at 10:00 am

Facebook 101

Also at 8:30 am

2:30 pm to 3:30 pm

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.

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