

SCORE Workshops for Small Business

How to Plan and Start a Business

In this popular workshop, you will learn how to set up your company plus some business planning, marketing, finance and more. It is designed for people who are thinking about starting a new business as well as those who have recently formed a business and need additional insight into business basics. Fee: \$25; \$20 for each additional person from the same company.

September 12, 2009–9 a.m. to Noon (Kalamazoo)
September 16, 2009–9:30 a.m. to Noon (Centreville)
October 24, 2009–9 a.m. to Noon (Battle Creek)
November 14, 2009–9 a.m. to Noon (Kalamazoo)
January 9, 2010–9:30 a.m. to Noon (Portage)

Financial Tools for Increasing Profits

During tough times, the ability to manage cash flow and interpret financial reports becomes even more critical. This workshop will explain the principles that apply to preparing traditional accounting reports and what these numbers tell you about your business and chances for success. Fee: \$25; \$20 for each additional person from the same company.

September 26, 2009–9:30 a.m. to Noon (Portage)

Taxes for Small Business

This informative workshop will cover federal, state and local taxes for small businesses and is highly recommended for all business owners. Guest presenter is Mr. David A. Comer, CPA, tax specialist with Plante and Moran, PLLC. Fee: \$25; \$20 for each additional person from the same company.

January 23, 2010–9:30 a.m. to Noon (Portage)

Marketing for Small Business: How to Win and Keep Customers

For many small business owners, marketing can be a mysterious art that costs a lot of money. This workshop presents marketing fundamentals in simple yet powerful terms. Topics include creating a usable marketing plan, targeting, positioning, and effective advertising. Workshop led by Dr. Wes Martz, WMU marketing instructor and AMA professional certified marketer. Fee: \$35; \$30 for each additional person from the same company.

October 10, 2009–9:30 to 11:30 a.m. (Portage)
January 16, 2010–9:30 to 11:30 a.m. (Battle Creek)

How to Use Internet Marketing to Grow Your Business Profitably

In this workshop, Dr. Wes Martz teaches how to use the Internet to get more from your marketing investment. Special topics include email marketing, search engine optimization, and Google keyword advertising. If you have or plan to have a website, this workshop is a “must attend!” Fee: \$35; \$30 for each additional person from the same company.

October 31, 2009–9 to 11 a.m. (Kalamazoo)

SCORE Workshop Locations

Kalamazoo	Kalamazoo Chamber of Commerce 346 W. Michigan Avenue
Portage	Portage District Library 300 Library Lane
Battle Creek	Mawby Center at Miller College 450 North Avenue
Centreville	Glen Oaks Community College 62249 Shimmel Road

Workshop Registration Form

Workshop Title _____ Date _____

Your Name _____

Company Name (if applicable) _____

Address _____ City _____ Zip _____

Telephone _____

Email Address _____

Yes, include me on your email list for future events.

Please enclose your payment with the above registration form and mail to the address below. You may also register online at www.scorekazoo.org.

SCORE Kalamazoo

346 W. Michigan Ave., Kalamazoo, MI 49007
Tel: 269-381-5382 Fax: 269-384-0096
Email: info@scorekazoo.org
Web: <http://www.scorekazoo.org>

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Counselors to America's Small Business