

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.

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

March 20, 2010—9:30 a.m. to Noon (Battle Creek)

May 8, 2010—9 a.m. to Noon (Kalamazoo)

July 24, 2010—9 a.m. to Noon (Kalamazoo)

Understanding Financial Tools for Increased Profit

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.

May 1, 2010—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. Fee: \$35; \$30 for each additional person from the same company.

January 16, 2010—9 to 11 a.m. (Battle Creek)

May 15, 2010—9:30 to 11:30 a.m. (Portage)

Internet Marketing from A to Z

Learn how to develop and promote your website to get more from your marketing investment. Special topics include online marketing fundamentals, the 7 Cs of website design, search engine optimization, and Google keyword advertising. Fee: \$35; \$30 for each additional person from the same company.

March 27, 2010—9:30 to 11:30 a.m. (Portage)

July 17, 2010—9 to 11 a.m. (Kalamazoo)

Social Media for Small Business

This new workshop is focused on the world of Social Media and how tools such as LinkedIn, Facebook, and Twitter can be used to cost-effectively grow your business. Attend this workshop and learn how to utilize social media to generate new business and extend your marketing efforts. Fee: \$35; \$30 for each additional person from the same company.

April 10, 2010—9 to 11 a.m. (Kalamazoo)

All About Franchising

Are you interested in owning your own business but don't know what it should be or how you should go about doing it? Perhaps owning a franchise is the right path for you. Find out why franchising is one of the leading tools to business ownership and discover whether franchising is right for you. Learn the pros and cons of purchasing a franchise and how to find the one that is best for you. Fee \$25; \$20 for each additional person from the same company.

February 23, 2010—6 to 8 p.m. (Kalamazoo)

Workshop Registration

Please register in advance at www.scorekazoo.org or by calling 269-381-5382. Seating is limited and advance registration is recommended.

SCORE Kalamazoo

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The material in this brochure is based on work supported by the U.S. Small Business Administration (SBA) under cooperative agreement number SBAHQ-07S-0001. Any opinions, findings and conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of the SBA.

SCORE Workshop Locations

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