

SBA Entrepreneur Center

January—February—March 2016

U. S. Small Business Administration (SBA)

San Francisco District Office
(415) 744 6820
www.sba.gov/ca/sf
Email: sfomail@sba.gov
455 Market Street, Suite 600, 94105
www.sbatrainings.eventbrite.com

San Francisco SCORE Chapter 10

(415) 744-6827
www.sfscore.org
Email: sfscore@sfscore.org
455 Market Street, Suite 600, 94105
www.sanfranciscoscore.eventbrite.com

San Francisco Small Business Development Center (SF SBDC)

(415) 937-7232
www.sfsbdc.org

Where are classes held?

Classes in this calendar are conducted at the San Francisco SBA Entrepreneur Center located at 455 Market Street, Suite 600, San Francisco 94105.

How do I register?

Each class description indicates the registration site. Online registration is required for all classes.

Is this address accessible by public transit?

It is suggested that you visit the following websites for public transportation options: <http://www.sfmta.com/getting-around> or <http://www.BART.gov>

For more information, call (415) 744-6777 or email: Kathleen.Butler.Tom@sba.gov

Entrepreneur Center Classes

A to Z

Day By Day

12 BIG Mistakes Small Employers Make

1/12 and 3/22 6:00 PM – 8:00 PM

This workshop covers the highlights of common mistakes small employers make which can get them in hot water with either the state or expose them to expensive litigation. Topics to be covered include employee misclassification, wage and hour law, employee handbooks, injury illness prevention plans, vacation policies, reasonable accommodation, leaves of absence, San Francisco's new Family Friendly ordinance, workers' compensation and much more. Registration Required. Register online at <http://www.sbatrainings.eventbrite.com>

Are Your Marketing Efforts Creating Enough \$\$ (Revenue)

1/6 6:00 PM – 8:00 PM

Learn from volunteer presenter, Donald Hunter, how to turn your printed and online marketing efforts into \$\$\$ for your business. Registration Required. Register online at www.sbatrainings.eventbrite.com

Assertiveness Skills for Success in Business

1/14 9:00 AM – 12:00 PM

\$45 - The differences between assertive, passive and aggressive behavior, and the roots of each behavior style, will be explored. A case will be made that assertive behavior serves business people better than either aggressive or passive behavior. As well, suggestions will be offered for ways to develop a more assertive interpersonal business style. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Bring Your Business Cards Networking Event

1/7, 2/4 and 3/3 8:00 AM – 9:30 AM

Practice your marketing and sales skills at this early morning, free networking event. Bring your business cards and network! If you are : a business owner; working in sales/ marketing; an ambassador for your organization, a lender, you need to attend, bring your business cards and network.....Registration Required. Register online at www.sbatrainings.eventbrite.com

Business Law Basics

1/6, 2/3 and 3/2 3:30 PM – 5:30 PM

Current and prospective business owners will get an overview of important legal issues faced by small businesses from a volunteer presenter representing the Lawyer's Committee for Civil Rights on topics including choosing the right legal entity, contract drafting and negotiation, intellectual property, hiring employees, and commercial leases, presented by an experienced business lawyer. This class does not constitute legal advice. Registration Required. Register online at: <http://www.sbatrainings.eventbrite.com>

Business Law Explained Simply for Startups

1/20 and 3/14 12:30 PM – 2:30 PM

\$35 -Learn the essentials for: Incorporating--what is the best kind of incorporation, and options for setting it up; Business licenses--how many do you need? Wholesaling agreements; Customer end-user agreements; Bylaws and partnership agreements; Independent contractor agreements; Employee Agreements; Leasing Agreements; Non-disclosure agreements. Learn the most important elements such as what agreements should contain, and point you to online resources where you can draft your own. Presented by San Francisco SCORE Chapter 10. Register online at www.sanfranciscoscore.eventbrite.com

January 2016

Free and Low Cost Resources for Your Business

1/6 9:00 AM—11:00 AM
Starting a Business in San Francisco

1/6 11:00 AM—12:30 PM
Financing Your Small Business

1/6 1:00 PM—3:00 PM

Business Law Basics

1/6 3:30 PM—5:30 PM

Are Your Marketing Efforts Creating Enough \$\$ (Revenue)

1/6 6:00 PM—8:00 PM

Bring Your Business Cards Free Networking Event

1/7 8:00 AM—9:30 AM

HUBZone and WOSB Program Certifications

1/7 10:00 AM—11:30 AM

Troubleshooting Your Website plus SEO and Social Media Tips

1/7 10:00 AM—12:00 PM

SBA 8(a) Business Development Certification Program Workshop

1/7 12:00 PM—1:30 PM

Raising \$\$\$, An Angel Investor's View

1/12 9:00 AM—12:00 PM

Corporations and LLCs Offer Different Options

1/12 3:00 PM—5:00 PM

12 BIG Mistakes Small Employers Make

1/12 6:00 PM—8:00 PM

Principles of Success for Small Business

1/12 6:00 PM—8:00 PM

Federal/State Basic Payroll Tax Seminar

1/13 9:00 AM—3:00 PM

Get Your Next Client

1/13 6:00 PM—8:00 PM

U.S. Small Business Administration (SBA)

San Francisco District Office

455 Market Street, Suite 600

San Francisco, CA 94105

www.sba.gov

www.sba.gov/ca/sf

A to Z

Day By Day

Choosing a Retirement Solution for Your Small Business
2/4 1:30 PM – 3:00 PM

A representative from the U.S. Department of Labor, Employee Benefits Security Administration (EBSA) will provide a presentation focused on choosing a retirement solution for your small business. To ensure a financially secure future, it is critical to make the right choices. The U.S. Department of Labor, Employee Benefits Security Administration can help you start today. Registration required. Register online at: www.sbatrainings.eventbrite.com

Communication in the Workplace
2/18 6:00 PM – 8:00 PM

This workshop is for any business owner seeking to improve their communicative skills with their employees, customers and other individuals involved in their business. Topics may include: interpersonal communication skills, team building, conflict resolution, negotiation, cultural diversity, and customer services. Registration Required. San Francisco Small Business Development Center Registration at: <http://nc.ecenterdirect.com/Conferences.action>

Corporations and LLCs Offer Different Options
1/12, 2/16 and 3/8 3:00 PM – 5:00 PM

\$35 - Learn how to make the best use of your corporation or LLC to save money and shield yourself from liabilities. Learn the compliance details of when and how to properly set up your entity, including medical insurance plans, compensation strategies for tax planning, records management, and banking. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Developing a Sales Strategy
3/17 1:30 PM – 3:30 PM

By participating in this workshop individuals will learn key principles of developing a sales strategy, including how to generate leads, convert leads into sales, and build effective relationships and more. Registration Required. San Francisco Small Business Development Center Registration at: <http://nc.ecenterdirect.com/Conferences.action>

Effective Consulting: How to Start (or Improve) Your Consulting Business
3/23 8:30 AM to 3:30 PM

\$70 - This interactive workshop focuses on the essentials of creating and running a successful consulting business. Ample time will be available to ask questions and to discuss issues you are concerned with. Registration Required. Register online at www.sanfranciscoscore.eventbrite.com or call (415) 744-6827 for more information.

Employee or Independent Contractor Tax Seminar
3/16 9:00 AM - 12:00 PM

This seminar will explain how to determine if someone providing services to your company should be treated as an employee or independent contractor for tax purposes. Learn about the independent contractor reporting requirements. Registration required. Register online at: www.sbatrainings.eventbrite.com

Federal/State Basic Payroll Tax Seminar
1/13, 2/10 and 3/9 9:00 AM – 3:00 PM

This seminar guides participants through the basis of that preparation. Subjects include determining independent contractor versus employee, withholding taxes, deposits and completing the proper forms. Registration required. Register online at: www.sbatrainings.eventbrite.com

Financial Analysis for Small Business
2/16 1:30 PM – 3:30 PM

This workshop will cover different financial analysis methods, how to analyze your profit and loss report, as well as, how budgeting, statement of cash flows, and cash flow forecasting can be used to track and project future monthly cash needs. Individuals will learn how to use these reports to identify areas where they can increase their profits and business performance, and improve their cash flow management skills. Registration Required. San Francisco Small Business Development Center Registration at: <http://nc.ecenterdirect.com/Conferences.action>

Financing Your Small Business
1/6, 2/3 and 3/2 1:00 PM – 3:00 PM

A panel of experts representing SBA, a microlender, an SBA Community Advantage lender, a bank or credit union, and an alternative lender, will discuss financing options, what lenders are

looking for, credit requirements, and the importance of a relationship with a financial institution. Eligibility guidelines and loan application procedures will also be covered. Registration Required. Register online at: <http://www.sbatrainings.eventbrite.com>

Franchising 101: Is Franchising Right For Me?
1/19 and 3/15 6:00 PM to 8:00 PM

\$35 - Franchise Ownership allows you to control your own destiny and create a future where you directly reap the rewards of your efforts. This class provides an overview of the options available to the business buyer, franchising facts, selecting the right franchise for you and your family, keys to success and avoiding pitfalls in operating a new franchise and much more. \$35 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Free and Low Cost Resources for Your Business
1/6, 2/3 and 3/2 9:00 AM – 11:00 AM

A representative from SBA will outline business plan components while guest speakers from the Lawyers Committee for Civil Rights, the San Francisco Public Library Small Business Center, San Francisco SCORE and Small Business Development Center, an online marketing professional and Women's Business Center will discuss resources available to entrepreneurs that aid in creating the plan. Registration Required. Register online at: <http://www.sbatrainings.eventbrite.com>

Get Your Next Client
1/13 6:00 PM – 8:00 PM

You're open for business and eager to get clients. Question is, how do you find them? In this interactive workshop, volunteer presenter Kris Carey, will have you: Revisit your ideal client description; Consider marketing strategies that fit your personality, industry, and style; Learn to play to your strengths when generating leads. Understand that sales is a really just a conversation between two humans; Experience lead generation as something that's fun. Come to this presentation prepared to interact, think and write, and walk away with ideas on how to generate leads with ease and effectiveness! Registration Required. Register online at: <http://www.sbatrainings.eventbrite.com>

Hiring and Retention of Employees
1/20 9:00 AM – 12:00 Noon

\$45 - Improve your chances of hiring someone that's well suited for your organization and learn ways to retain excellent employees. \$35 Registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

How to Become a Small Business Professional (Paid) Speaker
3/2 6:00 PM – 8:00 PM

Learn from volunteer presenter, Tony Wilkins, how to start a small business as a professional (paid) speaker and make money doing it. Registration Required. Register online at www.sbatrainings.eventbrite.com

How to Do Business with GSA (General Services Administration)
2/25 1:00 PM – 3:00 PM

The Office of Small Business Utilization is the "front door" to contracting with the General Services Administration (GSA). Get information that will make purchasing easier for Government customers and learn what puts your company in a better position to do business with the Federal Government. No cost to attend. Registration Required. Register online at www.sbatrainings.eventbrite.com

How to Manage Unemployment Insurance Cost Tax Seminar
2/17 9:00 AM - 12:00 PM

This seminar explains how the unemployment rate is established; explain the unemployment reserve account; important notices and statements, and how to minimize unemployment insurance costs. Presented by the California EDD Tax Office. Registration Required. Register online at: <http://www.sbatrainings.eventbrite.com>

How to Start and Manage a Small Business
1/25, 2/29 and 3/28 8:30 AM – 5:00 PM

This is a comprehensive and unique one-day seminar for both prospective and current business owners who want to gain a better

Women in Management—SOAR as a Leader

1/13 6:00 PM—8:00 PM
Assertiveness Skills for Success in Business

1/14 9:00 AM—12:00 PM

RS I: Checklist for Starting a Restaurant

1/14 6:00 PM—8:00 PM

Look Good in the Inbox - What to Say and How to Say It

1/15 10:00 AM – 12:00 PM

Small Business Bookkeeping

1/19 1:30 PM—3:30 PM

Maintaining Tax Records

1/19 3:00 PM—5:00 PM

Franchising 101: Is Franchising Right for Me?

1/19 6:00 PM—8:00 PM

Hiring and Retention of Employees

1/20 9:00 AM—12:00 PM

Business Law Explained Simply for Startups

1/20 12:30 PM—2:30 PM

Jump Start Your—Business Action Planning

1/21 1:30 PM—3:30 PM

How to Start and Manage a Small Business

1/25 8:30 AM—5:00 PM

Small Business Taxes

1/26 3:00 PM—5:00 PM

Marketing Made Simple

1/26 6:00 PM—8:00 PM

February 2016

Maintaining Tax Records

2/2 3:00 PM—5:00 PM

Marketing for Your Small Business

2/2 6:00 PM—8:00 PM

Free and Low Cost Resources for Your Business

2/3 9:00 AM—11:00 AM

Starting a Business in San Francisco

2/3 11:00 AM—12:30 PM

Financing Your Small Business

2/3 1:00 PM—3:00 PM

Business Law Basics

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Marketing Made Easy

2/3 6:00 PM—8:00 PM

Bring Your Business Cards Free Networking Event

2/4 8:00 AM—9:30 AM

HUBZone and WOSB Program Certifications

2/4 10:00 AM—11:30 AM

Troubleshooting Your Website plus SEO and Social Media Tips

2/4 10:00 AM—12:00 PM

Register online for SBA classes at: www.sbatrainings.eventbrite.com

Register online for SF SCORE classes at: www.sanfranciscoscore.eventbrite.com

Register online for SF Small Business Development Center classes at: <http://nc.ecenterdirect.com/Conferences.action>

A to Z

Day By Day

understanding of what they need to know and do to succeed in their business. Learn best practices and insider tips as a moderator and industry experts guide you through the basics of: Business Plans, Insuring Against Risk, Accounting, Legal Structures, Marketing & Sales, and Financing. \$80 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

HUBZone and Women Owned Small Business (WOSB) Program Certifications

1/7, 2/4 and 3/3 10:00 AM – 11:30 AM
This workshop will explain provisions of the HUBZone Program and the Women-Owned Small Business (WOSB) Program. Eligibility requirements, application and certification will be explained. Registration required. Register online at: www.sbatrainings.eventbrite.com

IDEAS TO ASSETS - A Practical Guide to Patents, Copyrights and Trademarks

2/25 6:00 PM – 8:30 PM
In this interactive seminar, volunteer presenter Joe D. Calhoun, will introduce legal principles and considerations likely to be encountered while converting ideas to assets, requirements and procedures associated with protecting an invention (patent), a work of art (copyrights), and a brand (trademark) and transferring intellectual property rights (either acquiring or conveying ownership or use rights by assignment or license), or dealings with others, such as manufacturers and distributors. Time permitting, enforcing (or defending against) claims of possible infringement will be discussed. This class does not constitute legal advice. Registration required. Register online at: www.sbatrainings.eventbrite.com

Income Taxes for Your Small Business

3/2 6:00 PM – 8:00 PM
This workshop will help individuals prepare themselves for tax season. It will show individuals which forms are appropriate for various businesses and how to prepare to avoid problems or delays with their taxes. The information given in this workshop is not legal advice; it is solely for the purpose of informing individuals of various tax forms that may need to be filled out for taxes. Individuals are advised to consult with a tax preparer to accurately prepare and submit their taxes. Registration Required. San Francisco Small Business Development Center Registration at: <http://nc.ecenterdirect.com/Conferences.action>

Jump Start Your Business - Action Planning

1/21 1:30 PM – 3:30 PM
This workshop will cover business and strategic planning for existing and aspiring business owners. Individuals will learn to effectively articulate their Mission Statement, create a sustainable Vision Statement for the future, create an effective strategy to complete stated goals, and begin to develop their quarterly action plan. Registration Required. San Francisco Small Business Development Center Registration at: <http://nc.ecenterdirect.com/Conferences.action>

Leadership and Supervision for Business Owners

3/10 9:00 AM – 12:00 PM
\$45 - Many very talented individuals start and run businesses, but encounter difficulties in their role as a supervisor, manager, or leader. During this seminar several issues will be explored, including: Leadership myths; What leadership is really about; Characteristics of effective leaders; Principles for more effective supervision. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Lessons Learned Starting and Running Restaurants and Food Services

3/7 9:00 AM – 12:00 PM
\$45 - What do you need to consider when you start a restaurant or food service business? Learn from three SCORE Counselors who have successful track records owning their own food service businesses. They will presentation the lessons they have learned and also answer questions. Some of the planned discussion topics include: Why, what, and how do you research as you prepare your business plan? What are the various kinds of opportunities you might consider? How much money will you need and where might you get it? What is a business plan and why is it so important to your success? How do you get and manage the people you will need to run your business? For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Look Good in the Inbox - What to Say and How to Say It

1/15 10:00 AM – 12:00 PM
\$10—Using words and images to craft your email messages; Heard of "location, location, location"? For online marketing, it's "Content, Content, Content!" What you say, and the way you say it (tone, date & time, frequency) is how you will attract, engage and be shareworthy to your audiences. What are the Keys to Great Content? This seminar will teach you the time-saving tips, techniques, and yes, even apps that will help your content - and the way you share it - succeed! You'll learn how to: Create; Curate; Extend ...the content that will help you achieve your goals. We'll cover tidbits like how many links create the most engagement, how to turn questions into high-open subject lines, tips on using graphics, pictures and videos, re-purposing content across multiple platforms, and more. And, we'll give you the structure and tools to make creating your content fast, easy and effective. Registration Required. Register online at www.sanfranciscoscore.eventbrite.com

Maintaining Tax Records

1/19, 2/2 and 3/15 3:00 PM–5:00 PM
\$35 - Learn the money-saving tax strategies of the pros in this fun interactive course, and learn how to effectively create the tax records necessary for proper IRS reporting. Receive a valuable overview of how to use technology to simplify your life with online banking and QuickBooks. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Marketing for Your Small Business

2/2 6:00 PM – 8:00 PM
This workshop will focus on various marketing tools that small businesses can utilize with little to no money. Workshop will cover the following topics: advertising, promotion, target market, social media, and e-mail marketing, to name a few. Registration Required. San Francisco Small Business Development Center Registration at: <http://nc.ecenterdirect.com/Conferences.action>

Marketing Made Easy

2/3 6:00 PM – 8:30 PM
Volunteer presenter, Ken Stram, will provide a good introduction or refresher to entrepreneurs who want to take their marketing plans to the next level. You will better understand the variety of marketing tools available and the information will help you focus on choosing and mastering tactics for your target market. Topics will include: identifying your target market; establishing a framework for evaluating and monitoring your marketing efforts; designing signature marketing tactics and building systems. Registration required. Register online at: www.sbatrainings.eventbrite.com

Marketing Magic: 5 Secrets to a Successful Marketing Plan

3/16 6:00 PM – 8:00 PM
Learn from volunteer presenter, Minette Riordan, the one shift you must make now in order to gain marketing traction, the surprising marketing piece you may have underestimated and how to master it's use. Registration Required. Register online at www.sbatrainings.eventbrite.com

Marketing Made Simple

1/26 6:00 PM – 8:00 PM
Volunteer presenter, Barney Kramer, will discuss old and new marketing techniques and principles. Learn information to design and use your marketing plan with the right tools to engage your target market. Hear real life solutions to real life challenges that you may have in your businesses. Registration Required. Register online at www.sbatrainings.eventbrite.com

Principles of Success for Small Business

1/12 6:00 PM – 8:00 PM
Participants will learn from volunteer presenter, Justin Morgan that success in business starts with its mindset, how that mindset will differentiate their brand in different ways, and understand the importance of over delivering while creating powerful connections. Registration Required. Register online at www.sbatrainings.eventbrite.com

Raising Money, An Angel Investors View

1/12 9:00 AM – 12:00 PM
\$45—Learn about fund raising from seasoned angel investors. Topics such as the following will be covered: How to find and select the angels; What do angles look for; What prompts them to fund an enterprise; Due Diligence process. Attendees will be provided with a generic pitch, valuation methods and term sheets. Presented by SF

SBA 8(a) Business Development Certification Program Workshop

2/4 12:00 PM—1:30 PM
Choosing a Retirement Solution for Your Small Business
2/4 1:30 PM—3:00 PM
Federal/State Basic Payroll Tax Seminar
2/10 9:00 AM—3:00 PM
Understanding the Financial Structure of Your Business
2/11 9:00 AM—1:00 PM
RS II: Benchmarking Performance and Financial Reporting Tools
2/11 6:00 PM—8:00 PM
Financial Analysis for Small Business
2/16 1:30 PM—3:30 PM
Corporations and LLCs Offer Different Options
2/16 3:00 PM—5:00 PM
How to Manage Unemployment Insurance Cost Tax Seminar
2/17 8:00 AM—1:00 PM
Taxes and Your Business, How to Prepare Schedule C
2/17 6:00 PM—8:30 PM
Communication in the Workplace
2/18 6:00 PM—8:00 PM
The 1% of dot coms that work—
2/22 12:30 PM—2:30 PM
Small Business Taxes
2/23 3:00 PM—5:00 PM
How to Do Business with GSA
2/25 1:00 PM—3:00 PM
IDEAS TO ASSETS: A Practical Guide to Patents, Copyrights and Trademarks
2/25 6:00 PM—8:30 PM
How to Start and Manage a Small Business
2/29 8:30 AM—5:00 PM

MARCH 2016

Free and Low Cost Resources for Your Business

3/2 9:00 AM—11:00 AM
Starting a Business in San Francisco
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3/2 3:30 PM—5:30 PM
How to Become a Small Business Professional (Paid) Speaker
3/2 6:00 PM—8:00 PM
Income Taxes for Your Small Business
3/2 6:00 PM—8:00 PM

SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Restaurant Series I: Checklist for Starting a Restaurant
1/14 6:00 PM – 8:00 PM

This workshop takes new and budding restaurateurs through the basics of opening a new restaurant. Topics include business plan development, sources and uses of funds, financial modeling, jurisdictional compliance, location and lease feasibility, pre-opening marketing strategies, HR fundamentals, POS and bookkeeping, vendor relationships and cash-flow management. Registration Required – Visit: San Francisco Small Business Development Center Registration at: <http://nc.ecenterdirect.com/Conferences.action>

Restaurant Series II: Benchmarking Performance and Financial Reporting Tools
2/11 6:00 PM – 8:00 PM

Individuals will learn how to develop an effective operating budget for their restaurant based on industry average target cost ratios to include key expense categories and important profit line. Weekly and period-end reporting strategies will be demonstrated, comparing actual performance budget and how to turn variances into actionable goals. Registration Required. San Francisco Small Business Development Center Registration at: <http://nc.ecenterdirect.com/Conferences.action>

SBA 8(a) Business Development (BD) Certification Workshop
1/7, 2/4 and 3/3 12:00 PM – 1:30 PM

This workshop is for small firms owned by socially and economically disadvantaged individuals interested in being certified for SBA's 8(a) Business Development Program. Registration required. Register online at: www.sbatrainings.eventbrite.com

Small Business Bookkeeping
1/19 1:30 PM – 3:30 PM

Existing and prospective business owners will have the opportunity to learn about various bookkeeping aspects to help their business. Topics include cash vs. accrual accounting, proper accounting data flow processes, budgeting, the purpose of different financial reports, differences in computer accounting systems, cash management and much more. Registration Required. Visit: San Francisco Small Business Development Center Registration at: <http://nc.ecenterdirect.com/Conferences.action>

Small Business Taxes
1/26, 2/23 and 3/22 3:00 PM – 5:00 PM

Save money on your taxes by learning the IRS rules and regulations that apply to small-business owners, and get answers to your tax questions in this informative, interactive live seminar covering tax deductions, incorporations, LLCs, and commonly used tax strategies. \$35 registration fee. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Starting a Business in San Francisco
1/6, 2/3 and 3/2 11:00 AM - 12:30 PM

In this informative class you will hear directly from the San Francisco Office of Small Business on rules, regulations, and important considerations for starting a business in San Francisco. Learn how to register your business, file a fictitious business name, and obtain other permits and licenses. You will also receive information on city programs and resources, including small business loans, tax credits and incentives, and technical assistance providers. Registration required. Register online at: www.sbatrainings.eventbrite.com

Taxes and Your Business, How to Prepare Schedule C
2/17 6:00 PM - 8:30 PM

Learn what the IRS wants to know from you and how to report it on the Schedule C for your business. This is a class for business owners who need a basic understanding of their 1040 Schedule C tax forms and what to do with the numbers once you have them. Taking this class won't guarantee you won't get audited, but this class will make it less likely. Registration required. Register online at: www.sbatrainings.eventbrite.com

The 1% of dot coms that work
2/22 12:30 PM – 2:30 PM

\$45 - There is a tremendous amount of misinformation out there about what kinds of business ideas will succeed on the internet. Just start a blog! Have a facebook page! Use keywords on every page, and they will come! No, they won't. Let a very experienced dot

commer save you time and effort by telling you what won't work, what can't work, and what will never work. You will learn what business models still work on the internet, how to research them, and how to launch an online presence for as low a cost as possible. Specifics and actual examples are elaborated on; generalities and *multisyllabic* paradigms are shunned. Come and listen as a SF SCORE representative walks you through the steps to start your own business online. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Troubleshooting Your Website plus SEO and Social Media Tips
1/7, 2/4 and 3/3 10:00 AM – 12:00 PM

\$35—OK, so you're finally getting ready to hire someone to develop your company's website. Or, you already have a site and you're not seeing results. Deciding a domain name, or where to host your site can pose a problem; What do you need to know about design to serve your business? How do you develop a site for easy navigation? What's SEO and why is it important? Focus group discussion on your site or idea. Come listen to and talk with a pro about the basics of website development plus learn SEO and Social Media tips. Presented by SF SCORE Chapter 10. Registration Required. Register online at www.sanfranciscoscore.eventbrite.com or call 415-744-6827 for more information.

Understanding the Financial Structure of Your Business
2/11 9:00 AM – 1:00 PM

\$55 - This seminar enables you to develop an understanding of the financial parameters of your company and provides the tools for making the best financial and planning decisions. The following topics will be covered: Startup Costs; Sales Forecasting; Operating Expenses; Cash Flow; Breakeven Analysis; Financial Reports. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

What You Need to Know to Write a Business Plan
3/29 9:00 AM – 4:00 PM

\$75 - Whether you are planning to start a new business or developing the potential of your existing company, a business plan is a critical foundation. In this hands-on workshop, we will demystify the process. You will also develop a template for your own business that covers: Products/Services, Organization, Marketing, Customers, Finances and Market Research. Presented by SF SCORE. For more information, contact San Francisco SCORE Chapter 10 at 415-744-6827 or www.sanfranciscoscore.eventbrite.com

Women in Management - Soar as a Leader
1/13 6:00 PM – 8:00 PM

Learn from former "Black Hawk Pilot", volunteer presenter Elizabeth McCormick, how to unlock the key to boosting your confidence and business bottom line; principles that raise your productivity; how to influence others and how to soar to a higher level of success in business management. Registration Required. Register online at www.sbatrainings.eventbrite.com

Writing a Successful Business Plan
3/10 1:30 PM – 3:30 PM

This workshop is an introduction to creating a "one page business plan". This plan can be used to summarize one's business proposition and provides a great first step to getting organized. This mini-plan can be useful when pitching one's business to potential investors or partners. Registration Required. San Francisco Small Business Development Center Registration at: <http://nc.ecenterdirect.com/Conferences.action>

Classes listed in this calendar are conducted at:
San Francisco SBA Entrepreneur Center
455 Market Street, Suite 600
San Francisco, CA 94105
Website: www.sba.gov/ca/sf

Bring Your Business Cards Free Networking Event

3/3 8:00 AM—9:30 AM

HUBZone and WOSB Program Certifications

3/3 10:00 AM—11:30 AM

Troubleshooting Your Website plus SEO and Social Media Tips

3/3 10:00 AM—12:00 PM

SBA 8(a) Business Development Certification Program Workshop

3/3 12:00 PM—1:30 PM

Lessons Learned Starting and Running Restaurants and Food Services

3/7 9:00 AM—12:00 PM

Corporations and LLCs Offer Different Options

3/8 3:00 PM—5:00 PM

Federal/State Basic Payroll Tax Seminar

3/9 9:00 AM—3:00 PM

Leadership and Supervision for Business Owners

3/10 9:00 AM—12:00 PM

Writing a Successful Business Plan

3/10 1:30 PM—3:30 PM

Business Law Explained Simply for Startups

3/14 12:30 PM—2:30 PM

Maintaining Tax Records

3/15 3:00 PM—5:00 PM

Franchising 101: Is Franchising Right for Me?

3/15 6:00 PM—8:00 PM

Employee or Independent Contractor

3/16 8:00 AM—1:00 PM

Marketing Magic: 5 Secrets to a Successful Marketing Plan

3/16 6:00 PM—8:00 PM

Developing a Sales Strategy

3/17 1:30 PM—3:30 PM

Small Business Taxes

3/22 3:00 PM—5:00 PM

12 BIG Mistakes Small Employers Make

3/22 6:00 PM—8:00 PM

Effective Consulting—How to Start (or Improve) Your Consulting Business

3/23 8:30 AM—3:30 PM

How to Start and Manage a Small Business

3/28 8:30 AM—5:00 PM

Writing an Effective Business Plan

3/29 9:00 AM—4:00 PM