

FARMINGDALE SBDC WORKSHOP SERIES

and

CLASS DESCRIPTIONS

January 2017

BEGINNER CLASSES – Recommended for start-ups and business <1 year		
CLASS	DESCRIPTION	INSTRUCTOR
Understanding Business Basics	Learn what you’ll need to successfully start your small business. Topics will include: business entities, government regulations, writing a business plan, basic tax information and financing options for your business.	Christina Loggia, Certified Business Advisor, Farmingdale SBDC
How to Write a Business Plan	This is an interactive class designed to help you develop an effective business plan. You’ll actually start writing part of your plan in class.	Katie Sheridan, Business Advisor, Farmingdale SBDC
Focusing on the Financials - Accounting Principles for your Business	Want to keep track of your business finances in a spreadsheet? In this workshop you will learn how to think about your cash activity choices and how those choices impact your business; gain an understanding of the importance or reconciling your cash activity; learn how to get meaningful financial information using spreadsheets and get a basic understanding of the three basic financial statements and how you can use them to grow your business.	Laura Sabbagh, CPA, P.C.
Creating a Marketing Plan	Learn how to create a blueprint to spread the word about your business and grow. You’ll discover the various communication methods including: social media channels, email marketing, creating timelines, using links and more.	Doreen Motton, Business Advisor, Farmingdale SBDC

INTERMEDIATE CLASSES – Recommended for businesses >2 years		
CLASS	DESCRIPTION	INSTRUCTOR
Deep Dive into Your Website	This class is dedicated to examining your individual business’s website, so be prepared for suggestions and critiques. We’ll review how to convert visitors into customers, effective “calls-to-action”, optimizing your website with content, keywords and links.	Doreen Motton, Business Advisor, Farmingdale SBDC
Financing Your Business Growth	Discover how to obtain financing to start or grow your business through: <ul style="list-style-type: none"><li>504 / Grow Loan Program-SBA Grow Loans (formerly called 504 loans)</li><li>7a / Advantage Loan Program- to secure capital when you do not qualify for traditional financing</li><li>EGF Smart Loan Program- the EGF SmartLoan™ offers loans up to \$100,000 with a simple online application process and funding in less than 5 days. The flexible requirements make it possible to get funded even if you’ve been declined by another bank or loan institution.</li></ul>	Richard Amsterdam, Senior VP, NY Development Corp
PR & Branding: What’s Your Message? What’s Your Brand	This workshop will teach you how to: 1) Write and create a winning PR plan. 2) Effectively utilize the media/blogs to grow your business and increase brand awareness. 3) Leverage your social media network to effectively position your business/brand and as an expert.	Karen Taylor Bass, PR expert, best-selling author, speaker and contributor to the Huffington Post.
Creating a Marketing Plan	Learn how to create a blueprint to spread the word about your business and grow. You’ll discover the various communication methods including: social media channels, email marketing, creating timelines, using links and more.	Doreen Motton, Business Advisor, Farmingdale SBDC