

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 of 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 |
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| 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">• 504 / Grow Loan Program-SBA Grow Loans (formerly called 504 loans)• 7a / Advantage Loan Program- to secure capital when you do not qualify for traditional financing• 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. | 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 |