

PATHWAY FOR STARTUP



PATHS OF GROWTH & EXPANSION FOR

EXISTING



BUSINESS

[REGISTER](#)

For BOTH STARTUP
& GROWING

[MORE INFORMATION](#)



Monthly

Ready, Set, Go! How to Start a Business
FREE workshop for those interested in starting
their first business. Find out what to expect. SBDC
staff will share resources to help you navigate
research and planning stage. Classroom and Sim-
ulcast Webinar. [Register](#)



Jan 16 & 23

Advertising & Promotion
6:30-9PM Leonardtown

This 5 hour class covers an analysis of media, de-
veloping an advertising plan, planning an advertis-
ing budget, controlling production costs, and de-
veloping methods to measure the effectiveness of
your advertising. Effectively design, place and
evaluate advertising - to save you money!



Jan 24

NEW! The Franklin Entrepreneurial Series-
Choose Strategic Business Management
and get all 3

Developing Your Business Mindset		Jan 24
Presenting Your Business Value		Feb 7
Obtaining and Retaining Talent		Feb 21



Jan 17

Buying a Franchise
9:00-11:00AM
Prince Frederick

Franchises can eliminate much of the startup risk.
This courses will focus on working with an ex-
isting company and a proven concept to increase
your chances of succeeding.

Jan 24

Start Right for Success
6:00-8:00PM
Prince Frederick

Evaluate your business concept; determine the
market potential; Learn about LLC, Corp; record
keeping needs; financial plan; business plan.

Jan 30 & Feb 6

Records Management
for the Small Business
5:30-8PM Leonardtown

Learn how to start and maintain a balanced set of
books that will sustain an IRS audit and provide
you with a profit/loss statement each month. Get
detailed discussion of forms of business organiza-
tion and ask questions to determine which one is
right for you. Other topics in this 5 hour class in-
clude: financial statements, loan packages, profit
development, cash flow, tax reduction strategies,
and payroll taxes. Come to the second part of this
class with your questions and examples for re-

Feb 8

HR Skills for Managers
6:00-9:00 PM
Prince Frederick

Discover the essential skills for effective manage-
ment of your human resources' responsibilities in
this 6 hour class. Improve interviewing techniques
to hire employees with the skills to do the job and
how to keep good employees. Identify legal issues
in hiring and dismissing employees to avoid viola-
tions. Prepare to implement management practic-
es that will increase the value of your manage-
ment team and offer employees the opportunity to
expand the scope of their skills and abilities.

Jan 31 & Feb 7

Building a Successful Business Plan
6:30-9:00 PM | La Plata | Essential both for the
start-up business owner and for the entrepreneur
who is preparing to expand a successful business.
Discuss strategic planning, marketing, administra-
tion, personnel, finance, and accounting. An effec-
tive business plan helps you manage your busi-
ness; includes a marketing action plan to help you
achieve sales goals; financial projections to make
better and more informed decisions . . .

Mar 20 & 22

Effective Sales Strategies
6:30-9:00 PM
Leonardtown

Locate and qualify your clients/customers. Discov-
er the one question you need to ask in qualifying
a prospect. Develop an effective sales strategy
that responds to your customer's needs more
efficiently. Communicate more effectively. When
to stop and move to the next prospect. Attend the
second session for a critique of your sales tech-
niques and to learn more about emerging busi-
ness issues.

Feb 13

Retail Success Strategies
6:30-9:00 PM
Leonardtown

Find solutions to most of the challenges and prob-
lems involved in opening and successfully oper-
ating a retail business. Discover how vendors can
be a valuable asset to your business. Take the
mystery out of financial info; learn to interpret
reports: income statement, inventory records and
calculating the margins. Don't miss this oppor-
tunity to learn the secrets of hiring the best em-
ployees and how to motivate and compensate
them effectively.

Feb 13

Financing Your Small Business
7:00-9:00PM | La Plata
Whether you are starting a
new business or expanding a successful existing
business, it is essential to know the financial
sources that are available to you. Evaluate
sources of business financing. Prepare for the
process of securing business financing; identify
the lenders considerations in granting credit. Dis-
cuss federal, state and local loan/loan guarantee
programs. Prepare to work with an SBDC counse-
lor to finalize your business plan and loan applica-
tion.

May 15

Legal & Records Management
9:00 AM-2:00 PM Prince Frederick
An attorney will cover the legal issues and answer
specific questions. An accountant will present the
tax and accounting information and answer spe-
cific questions. Examine legal challenges; Know
your rights and liabilities under the law and how
to limit risk. Develop a tax reduction strategy to
support profit development. Know the payment
schedules for payroll and sales tax and other ap-
plicable business taxes.

Apr 11

Building Your Brand
6:00-9:00PM

Feb 16

QuickBooks
9:00 AM-3:00 PM Leonardtown

May 18

QuickBooks Intermed/Advance
9:00 AM-3:00 PM
Prince Frederick

Building a Successful Business Plan for Existing too

Financing Your Small Business for Existing too