

# BUSINESS

PATHWAY FOR

# STARTUP



PATHS OF GROWTH & EXPANSION FOR

# EXISTING

SBDCHelp.Com [bit.ly/Register\\_SBDC](http://bit.ly/Register_SBDC)

For BOTH STARTUP & GROWING

[bit.ly/Training4Entrepreneurs](http://bit.ly/Training4Entrepreneurs)



## 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 Simulcast Webinar. [bit.ly/SBDCEventbrite](http://bit.ly/SBDCEventbrite)



**May 31** Building Your Brand  
6:00-9:00PM

**Jun 28** QuickBooks  
9:00 AM-3:00 PM Leonardtown

**Sep 29** QuickBooks Intermed/Advance  
Saturday 9:00 AM-3:00 PM  
La Plata



## Jun 7



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

Developing Your Business Mindset | Jun 7  
Presenting Your Business Value | Jun 14  
Obtaining and Retaining Talent | Jun 21

**Jun 19&21** Building a Successful Business Plan  
6:30 – 9:00PM | La Plata

Essential for the start-up business owner and for the entrepreneur who is preparing to expand a successful business. Discuss strategic planning, marketing, administration, personnel, finance, and accounting. An effective business plan helps you manage your business; includes a marketing action plan to help you achieve sales goals; financial projections to make better and more informed decisions

**Aug 9** 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 specific 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 applicable business taxes.

**Aug 21** HR Skills for Managers  
6:00-9:00 PM  
Prince Frederick

Discover the essential skills for effective management 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 violations. Prepare to implement management practices that will increase the value of your management team and offer employees the opportunity to expand the scope of their skills and abilities.

Building a Successful Business Plan for Existing too

**Jun 13** Start Right for Success  
6:30-8:30PM La Plata

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

**May 30** Buying a Franchise  
6:00-8:00PM | La Plata

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

**Sep 22** Effective Sales Strategies  
9AM-3PM Hughesville

Locate and qualify your clients/customers. Discover 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 techniques and to learn more about emerging business issues.

**Sep 15** Retail Success Strategies  
9AM-3PM Hughesville

Find solutions to most of the challenges and problems involved in opening and successfully operating 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 opportunity to learn the secrets of hiring the best employees and how to motivate and compensate them effectively.

## The EFEA 4th Annual Investment Marketplace July 19, 2018

Registration is Now Open

**Who:** Existing business owners, entrepreneurs, lenders, investors and investment resource partners are invited to join us. Those in need of working capital, equipment, a line of credit or other financial assistance should attend. Lenders and investors who are interested in meeting with local and regional business owners to discuss their investment needs should attend. **What:** The EFEA Investment Marketplace will provide small businesses and startups the opportunity to share their financial resource needs with lenders, investors and resource partners offering traditional and non-traditional financing options.

[Register Now](#)

**Sep 29** Advertising & Promotion  
9AM-3PM Hughesville

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

