



## WORKSHOP SCHEDULE January - March 2020

SCORE East Bay, Serving Alameda, Contra Costa & Solano Counties

To Learn More and Register, go to [www.eastbay.score.org](http://www.eastbay.score.org)

<b>Date</b>	<b>Workshop</b>	<b>Location</b>	<b>Cost</b>
Wed, Jan 15 8:30 am - 4:30 pm	<b>Effective Consulting with Joel Kaufmann</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$70
Wed, Jan 15 12:00 pm - 5:30 pm	<b>How to Write a Compelling Business Plan with Jim Carlson and Mike Harris</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$45
Thurs, Jan 16 8:30 am - 12:30 pm	<b>Finding Customers / Marketing Your Idea With Bill Perttula</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$40
Thurs, Jan 23 1:00 pm - 4:00 pm	<b>The Franchise Roundtable with Diane Pleuss</b>	SCORE East Bay 492 9th St., Suite 350, Oakland	\$40
Thurs, Feb 6 10:00 am - 1:00 pm	<b>Legal Issues for Small Business with Neil Rubenstein</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$40
Mon, Feb 10 1:00 pm - 5:00 pm	<b>Owning and Operating a Restaurant with Leland Dear</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$40
Mon, Feb 10 3:00 pm - 5:00 pm	<b>Retail Basics with Larry Tessler</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$40
Wed, Feb 12 8:30 am - 12:30 pm	<b>Finding Customers/Marketing Your Idea With Bill Perttula</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$40
Wed, Feb 19 9:00 am - 12:00 pm	<b>Planning For Profit with Mike Harris</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$40
Thurs, Feb 20 1:00 pm - 4:00 pm	<b>Franchise Workshop with Diane Pleuss</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$40
Thurs, Feb 20 8:30 am - 4:30 pm	<b>Business Startup Basics with Larry Tessler</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$45
Tues, Feb 25 2:00 pm - 5:00 pm	<b>Search Marketing: They Are Looking For You! with Tom Petty</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$40
Thurs, Feb 27 9:30 am - 12:00 pm	<b>Business Accounting Ted Hilliard</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$40
Wed, Mar 11 12:00 pm - 5:30 pm	<b>How to Write a Compelling Business Plan with Jim Carlson and Mike Harris</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$45
Wed, Mar 11 1:00 pm - 4:00 pm	<b>The Franchise Roundtable With Diane Pleuss</b>	Location TBD	\$40
Wed, Mar 18 8:30 am - 12:30 pm	<b>Finding Customers / Marketing your Idea with Bill Perttula</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$40
Thurs, Mar 19 1:00 pm - 4:00 pm	<b>Quickbooks Basics with Walter Moeller</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$40
Thurs, Mar 26 10:00 am - 1:00 pm	<b>SEO Optimization for Small Business with Beth Devine and Matt Kellogg</b>	Cal State University East Bay 1000 Broadway, Suite 109, Oakland	\$45