



Register in advance at [www.marylandwbc.org](http://www.marylandwbc.org) 301-315-8091

## Core Workshop Classes:

- Orientation to Small Business Resources** **Fee: \$10**  
 Learn about the MWBC and other resources to help you start and grow your business.  
**Dec. 7 9:30am-10:30am Bowie**
- ABCs of Starting a Business** **Fee: \$35**  
 Join us to find out what it really takes to start your own business. Learn more about the steps involved and discover the many resources available to support you.  
**Dec. 12 1:00pm-4:00pm Rockville**  
**Dec. 13 9:30am-12:30pm Bowie**
- Writing a Successful Business Plan** **Fee: \$35**  
 Understand why you need a strong business plan. Learn how to develop each critical piece of your plan. Workshop includes comprehensive outline and additional resources.  
**Dec. 8 10:00am-1:00pm Rockville**  
**Dec. 11 9:30am-12:30pm Bowie**
- Plan de Negocios Exitoso** **Costo: \$35**  
 Aprenda por que usted necesita un Plan de Negocios sólido y robusto. Aprenda como desarrollar cada parte crítica de su plan. Este taller incluye un esbozo general y le orienta sobre otros recursos adicionales a los que usted puede acceder para elaborar un Exitoso Plan de Negocios en Rockville.  
**Dec. 15 10:00am-1:00pm Rockville**
- Group Counseling** **Fee: Free**  
 Explore topics such as starting and managing a business and key marketing strategies. Space is limited. Must register and be a Prince George's County company.  
**By confirmed appointment only!**  
**Dec. 4 9:30am-12:30pm Bowie**

- Group Counseling** **Fee: Free**  
 Join Counselor Maria Ryan McElhenny to explore the following topics. You must register to participate. Limited space is available.  
**Dec. 11 1:00pm-4:00pm Frederick**  
**Topic: New Business:** We will have an open question and answer forum where you can bring your ideas or explore and find solutions to your challenges. Learn about tools that can help you start or grow your business.

## Non-Core Classes:

- When & How to Use Legal Services Effectively** **Fee: \$15**  
 Do you know when, why and how to use a business lawyer? Discover what to look for when choosing a lawyer, where to find and how to engage a lawyer that understands your business. Jessica Chod, Counsel at Potomac Law Group will answer these questions and discuss the importance of understanding legal contracts.  
**Dec. 5 10:30am-12:00pm Rockville**
- How to Do Market Research** **Fee: \$20**  
 As an entrepreneur or a small business owner you must understand your market and your competition. Market research is critical for any business that is starting up or expanding. Participants will learn how to use market research to make smart business decisions, optimize their market position, and mitigate risks and failures. Andaleep Ahmed of 3DDD Research, LLC will guide you through market assessment and forecasting, competitive analysis, quantitative research and more.  
**Dec. 6 10:00am-12:00pm Rockville**
- Creating A Smart Brand** **Fee: \$25**  
 Creating a solid brand is critical to establishing yourself in the marketplace. Failure to do so could result in loss of market share and revenue. This interactive workshop taught by Maria Ryan McElhenny will explore identifying your unique selling proposition, how it relates to your target market, and how to design your brand in a way that will set you apart and make your business memorable  
**Dec. 12 1:00pm-4:00pm Frederick**

## Locations

Montgomery County • 51 Monroe Street, Plaza East-20 • Rockville, MD 20850  
 Prince George's County • Bowie Business Innovation Center • 14000 Jericho Park Rd. • Bowie, MD  
 Frederick County • 118 North Market Street • 3rd Floor • Frederick, MD 21701

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- **Understanding the Impact HR has on your Business** **Fee: \$20**

If you are a business of "one," it can change to "we" quickly. If you aren't aware of the Human Resource impact that can have on your business, attend this workshop to learn what happens and what to do about it. Stephanie Lomax of HR Pro 4 You, will teach you when to use a 1099 contractor vs W2 employee and how to know the difference. You will learn about the 19 Federal laws you must follow when you hire your first employee and how OFCCP compliance will impact your new federal contract and your company.

**Dec. 14 10:00am-12:00pm Rockville**

- **Bookkeeping for Small Business Owners** **Fee: \$25**

Understanding the importance of accurate financials in your business is critical. Expert Michael Hammelburger will teach you the basics of managing your books, common mistakes business owners make and how to understand your financial reports.

**Dec. 18 9:30am-12:30pm Bowie**

- **How to Develop a Marketing Plan for Small Business** **Fee: \$25**

Creating a strategic marketing plan that identifies your ideal market, outlines actionable steps to reach that market and researches your competition requires a step-by-step plan. Learn how to identify and implement these critical steps with a plan that moves your business toward sustained success.

**Dec. 18 10:00am-1:00pm Rockville**

- **Onboarding Employees and Contractors for Better Results** **Fee: \$25**

Learn how to set up your business for success by correctly planning and implementing an onboarding system that ensures your employees and contractors can perform in a way that will deliver results and a better customer experience.

**Dec.19 1:00pm-4:00pm Frederick**

- **Government Procurement- Meet the Primes and Government Contracting Officers** **Fee: \$35**

You don't want to miss this opportunity to connect with the companies and agencies who can share upcoming contracts for you to bid on. In this speed-dating, match-making style event, you will be given time to rotate among several tables and get information that will help you in deciding the best opportunity to bid on for your company. This event is the conclusion of our 2017 Government Procurement Series but is open, for a \$35 fee, to those who did not participate in at least three of the sessions in the series. Space will fill up fast so don't miss the chance to meet with key decision makers.

**Dec. 19 9am -12:30pm  
Silver Spring Civic Center**

Check out our website for details and to register. [www.marylandwbc.org](http://www.marylandwbc.org)

*The Staff at MWBC wishes you a Happy and Safe Holiday Season.*



#### **Inclement Weather Policy:**

- Rockville follows Montgomery County School closings.
- Bowie follows Bowie State University closings.
- Frederick follows Frederick Public School closings.

**Refund Policy:** No refunds issued for workshops not attended. No walk-ins allowed in Bowie or Frederick. No cash walk-ins allowed in Rockville. Payment must be received prior to being admitted to workshop. Register online at [www.marylandwbc.org](http://www.marylandwbc.org)

*The Maryland Women's Business Center (MWBC) helps women throughout our community start and grow successful enterprises positioned for long-term growth through training, resources and individual assistance. Visit our website to learn how we can help you! Funded in part through a cooperative agreement with the U.S. Small Business Administration.*

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