MHCC Small Business Development Center
Ph: 503-491-7658
18633 SE Stark St, Suite 302, Portland, OR 97233
OregonSBDC@mhcc.edu
https://oregonsbdc.org/

Business Seminars and Workshops

***To register go to http://learn.mhcc.edu*, select the Small Business catalog.**
You must register for the class a minimum of 72 hours before the start date.

Business Startup Basics

Recommended for individuals planning to start, ready to launch, or just started a business and want to make sure they have followed all the steps to be in compliance.
Learn how to test feasibility of your business idea, pros and cons of legal business structures, steps to formalize a business, and the importance of business plans. The professional advising team at the MHCC Small Business Development Center (SBDC) invites you to this business startup basics session to prepare you to discuss your business in detail. They will show you how to schedule a follow up with your assigned business advisor.
Dates: First Wednesday of each month: 10/2 or 11/6 or 12/4
Time: 8:30 am to 10:30 am
Fee: $25
Location: SBDC Office

Conceptos Básicos de Inicio de Negocios

Recomendado para personas que quieren planear, están por lanzar, o acaban de empezar un negocio y quieren asegurar que siguieron todos los pasos necesarios para estar en cumplimiento.
Aprenda cómo probar la viabilidad de su idea, los pros y contras de las estructuras legales de negocios, pasos para formalizar el negocio, y la importancia de los planes de negocios. El equipo profesional de asesoría del Centro de Desarrollo de Pequeños Negocios (SBDC) de MHCC le invita a esta sesión que cubre los conceptos básicos de iniciar un negocio para prepararlo a explorar su negocio en más detalle. Le mostraran como programar un seguimiento con su asesor de negocios asignado.

Fechas: Segundo jueves de cada mes: 10/10 o 11/14 o 12/12
Horario: 8:30 am a 10:30 am
Costo: $25
Lugar: Oficina de SBDC

Business Plan Bootcamp

This course is offered as online format that includes many online videos to guide you in the process of building your business plan. 13 short videos plus one on one appointments with an adviser to help you build a complete business plan.
Available on Demand
Once you are registered you will receive login information
Fee: $70

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Real Estate Broker Pre-License
This accelerated course prepares you to qualify for the Oregon Real Estate Broker's License Exam in just 10 weeks. It is a hybrid course, combining live lecture with on-line home study to meet the 150-hour requirements of the Oregon Real Estate Agency (OREA). Attendance is recommended at all evening sessions as well as the Exam Preparation Day on Saturday following the last evening class. The course and instructor are certified by the OREA.

Date: 9/19 to 11/21, meets every Thursday for 10 weeks plus all day on 11/23 from 9 am to 5 pm.
Time: 6 to 9 pm
Fee: $600
Location: Zoom Video Conference

Property Manager Pre-License Course
Get prepared to take the State of Oregon Property Manager License Exam. This course is the fastest way to qualify to take the exam which covers the role of property managers, tenant relations, fair housing, lease agreements and more. You must attend all evening class sessions through Zoom and have online capacity to complete the self-study portion of this course. All class materials will be provided. Taught by an experienced Property Manager.

Date: 10/1 to 11/12, meets every Tuesday for seven weeks
Time: 6 – 8 p.m.
Fee: $600
Location: Zoom Video Conference

Marketing

WebMentor: Complete Business Website in 6 Short Sessions
Have an expert Web Designer guide you through the steps of building a website for your business. Through six classes and individual mentor sessions, WebMentor will guide you through the process of building an effective professional business website and social media tools:

Session 1: How to plan for your website
Session 2: Competitive analysis
Session 3: 10 essential pages
Session 4: Keywords and copy writing
Session 5: Marketing with social media
Session 6: Analyzing your traffic.

Available on Demand
Once you are registered you will receive login information
Fee: $225 includes training and learning material

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Marketing for Startups
You started your new business, and you need to get the word out. How do you even get started? This workshop will teach you the basics of creating a marketing plan: defining your marketing goals, determining your target audience, developing key performance indicators (KPIs) and metrics, deciding on a budget, creating a website, a sneak peek at finding the right social channels for your startup, and testing, testing, testing.

Date: 9/17
Time: 1-3 p.m.
Fee: $60
Location: SBDC Office

Lights, AI, Action: Transform Your Business on YouTube Without a Camera
Unleash the power of AI and revolutionize your business's online presence with our course, to build a YouTube channel for your business without a camera. Discover how to craft captivating videos, optimize content, and engage your audience—all without needing to step in front of a camera. Whether you're a small startup or an established brand, this course equips you with the tools and strategies to leverage AI technology for exponential growth on the world's largest video platform. Join us today and embark on a journey towards YouTube success, camera-free!

Date: 10/15
Time: 1-3 p.m.
Fee: $60
Location: SBDC Office

Skyrocket Your Business: Anybody Can Be an SEO Expert
Dive into the world of SEO and watch your customer base soar with our course. According to Shark Tank, the #1 reason entrepreneurs want investors is to fund SEO. In this course, we unveil the secrets behind effective search engine optimization strategies tailored to your business. Learn how to climb search rankings, attract quality leads, and convert them into loyal customers. Don't miss out on this opportunity to revolutionize your online presence and maximize your business's growth potential. Enroll now and start reaping the rewards of SEO success!

Date: 11/12
Time: 1-3 p.m.
Fee: $60
Location: SBDC Office

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AI Revolution: Harnessing Free Tools for Business Growth and Innovation
Discover the game-changing potential of AI with our course. From crafting compelling articles to producing engaging videos and even making strategic decisions, AI is the ultimate ally for modern businesses. This course equips you with the knowledge and skills to leverage a range of free AI tools effectively. Learn how to streamline workflows, boost productivity, and unlock new avenues for growth—all without breaking the bank. Don't miss out on this opportunity to stay ahead of the curve and propel your business to new heights. Enroll today and unleash the full potential of AI for your business success!

Date: 12/10
Time: 1-3 p.m.
Fee: $60
Location: SBDC Office

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