

Spring 2019 Workshops

Illinois Small Business Development
and International Trade Center



“The Illinois SBDC International Trade Center assisted me with expanding our international presence in Europe and establishing channels of distribution. The Center’s international trade specialist provided valuable insight and quickly connected us to the right people overseas.”

**- Dan Livingston, Owner
Livingston Innovations
www.FreedomTrax.com**

Livingston Innovations manufactures all terrain, electric wheelchairs for individuals with adaptive equipment needs.



Call: (847) 543-2033
Email: illinoisSBDC@clcillinois.edu
Visit: www.clcillinois.edu/sbdc-itc



START-UP AND PLANNING

STARTING YOUR BUSINESS IN ILLINOIS

Starting a business in Illinois is exciting, but also challenging. This workshop gives the entrepreneur a realistic view of the requirements to start a business and the resources available to support a new venture. Learn the basic elements of starting a successful business and get answers to the most frequently asked questions!

7092 TBSM 10-001 Grayslake Campus
Tuesday, February 5 1 Session
6-8 p.m.
\$20 E121 M. Bienvenue

7093 TBSM 10-002 Southlake Campus
Wednesday, March 6 1 Session
9-11 a.m.
\$20 TBA M. Bienvenue

7094 TBSM 10-003 Grayslake Campus
Thursday, April 4 1 Session
9-11 a.m.
\$20 E118 M. Bienvenue

7151 TBSM 10-004 Southlake Campus
Tuesday, May 7 1 Session
6-8 p.m.
\$20 TBA M. Bienvenue

ACCOUNTING AND FINANCE

INTRODUCTION TO QUICKBOOKS

Gain a better understanding of QuickBooks accounting software for your own business or your employer's company with this 8-hour class, which is designed for users who have less than six months' experience working with QuickBooks. Topics include the setup of new files, processing bank transactions, accounts receivable and accounts payable entries, reconciliation of bank and credit card accounts and running basic financial reports. This class does not cover the cloud/online version of QuickBooks. Materials are included in the course fee. *Prerequisite: Ability to use Microsoft Windows products.*

7069 TBSM 20-001 Grayslake Campus
Thursday, February 7 1 Session
8 a.m. to 5 p.m.
\$195 TBA B. Ritzwoller

7070 TBSM 20-002 Grayslake Campus
Wednesday, May 1 1 Session
8 a.m. to 5 p.m.
\$195 TBA B. Ritzwoller



INTERMEDIATE QUICKBOOKS

Enhance your existing knowledge of QuickBooks and learn how to analyze financial data to better understand your business; create and customize reports; as well as track and pay sales tax. Learn payroll functions such as setting up payroll information and schedules, payroll tracking and processing payment of payroll taxes in this intensive class. Materials are included in the course fee. *Prerequisite: Introduction to QuickBooks or working knowledge of QuickBooks software.*

7071 TBSM 21-001 Grayslake Campus
Wednesday, May 15 1 Session
8:30 a.m. to 12 p.m.
\$115 TBA B. Ritzwoller

NEW! FINANCING A BUSINESS STARTUP

Many businesses fail because of poor financing. Some never come into existence at all because financing is unavailable. Small business financing does not have to be a difficult task, but business owners must learn the basics of business finance, the types of financing generally available to startups and the different types of financing sources. Once the business owner has secured adequate money, they need to know how to manage it to ensure business success. Topics include financing basics, types of financing available, cash flow basics and understanding operating capital.

7260 TBSM 15-001 Grayslake Campus
Monday, March 4 1 Session
11:30 a.m. to 1 p.m.
\$25 E118 S. Stang

NEW! FINANCING OPTIONS TO GROW A BUSINESS

You need money to make money. Savvy entrepreneurs know that growing businesses often requires additional funding. They also know what sources they can look to for growth capital. During this workshop, you will review traditional and non-traditional financing solutions and identify pros and cons for each and you will gain a greater understanding of ways to finance current and future business growth needs. Workshop topics include knowing what to ask for, friends and family financing, non-traditional financing, equipment leasing and bank financing and SBA loans.

7261 TBSM 40-001 Grayslake Campus
Monday, April 8 1 Session
11:30 a.m. to 1 p.m.
\$25 E118 B. Kornit

NEW! MANAGING CASH FLOW

Understanding how to manage cash flow, and the tools available to small business owners is vital to properly plan for growth. Some of the most important tools include managing receivables, payables and liquidity. Loan options, accounting options and developing cash flow projections are also critical to success. This workshop includes case studies and tips for avoiding pitfalls that could put your business in difficult cash flow situations. Topics include understanding revenue trends and planning for growth, avoiding a "cash crunch" and understanding options for proper cash flow management.

7262 TBSM 42-001 Grayslake Campus
Wednesday, April 24 1 Session
11:30 a.m. to 1 p.m.
\$25 E119 A. Murcia & A. Christacos

MARKETING AND SALES

NEW! GROWING YOUR CUSTOMER BASE

Selling today is more competitive than ever before. If you plan to keep your business and make a profit, you must continually gain new customers. The good news is that growing your customer base is within your control and it doesn't have to be complicated. This workshop is designed with small business owners in mind – those who may not have fancy sales tools and processes. You will gain insight into business growth strategies, new client prospecting techniques and effective sales strategies.

7266` TBSM 13-001 Grayslake Campus
Thursday, March 14 1 Session
11:30 a.m. to 1 p.m.
\$25 E118 R. Poirot

NEW! CONDUCTING SALES PRESENTATIONS

Discover how to turn prospective clients into paying clients. During this workshop you will learn how to read your customers, assess their needs and goals and ensure they understand their WIIFM - What is In It for Me! You will discover innate sales skills and put them to use in sales presentation formats that compel customers to make purchase decisions. Workshop topics include selling yourself, selling your product and selling your company.

7263 TBSM 16-001 Grayslake Campus
Wednesday, March 27 1 Session
11:30 a.m. to 1 p.m.
\$25 E118 P. Herbert

NEW! PROMOTING YOUR BUSINESS WITH YOUTUBE

By 2020, 80% of Internet traffic will be video based. Video content has exploded across all the major social media platforms and YouTube has staked its claim as the second largest search engine, Google being #1.

Our three-part series will teach you how to take advantage of this powerful phenomenon and leverage YouTube to drive customers to your business.

Presented by Bruce Himmelblau, Producer/YouTube Strategist with Blue Sky Video Productions in Lake Forest.

CREATING YOUR BUSINESS YOUTUBE CHANNEL

Learn how to set up a YouTube channel that will help grow your business. This workshop will provide step-by-step instruction on how to create your YouTube account and optimize your channel for better search and discovery. Learn essential strategies for channel creation, how to design artwork and share tips for using YouTube cards and captions.

PRODUCING EXCITING YOUTUBE CONTENT

Discover the business and technical aspects of posting YouTube content. The workshop will help define your target audience and set goals for your channel. We'll cover basic video production techniques for pre-recorded and live video, introduce editing platforms and encode, and upload videos to YouTube.

REACHING YOUR AUDIENCE

Learn how to build up your subscriber base and convert clicks into action or commerce. Discover how to define key performance indicators that matter to your business and use channel analytics to gain insights into your channel and individual videos to reach your goals and get results.

7450 TBSM 57-001 Southlake Campus
Tuesdays, April 2, 16 and 30 3 Sessions
11:30 a.m. to 1 p.m.
\$59 TBA B. Himmelblau

NEW! GETTING BUSINESS REFERRALS

Referrals are one of the top ways to grow a business and your best source for new business is referrals from happy customers. The strongest sales leads are those that have been sent your way as a result of strong referrals. The key is to get satisfied customers to promote you and your business within their social and professional networks. This workshop shows you how to ask your customers for referrals and, most importantly, teach them how to send high value sales leads your way.

7267 TBSM 14-001 Grayslake Campus
Tuesday, April 9 1 Session
11:30 a.m. to 1 p.m.
\$25 E118 A. Jackson

DIGITAL MARKETING STRATEGIES

The prospect of marketing your business can be overwhelming, especially when you are a small business with an even smaller budget. The good news is that there are marketing tools that won't break the bank. Learn how to get found online, attract new customers and grow your business.

Series presented by Norbert Barszczewski, President of JP NetQuest, Inc., the company he founded in 2007. His areas of expertise include web development and online marketing (email, social media, pay per click and search engine optimization).

TAKE THE FOUR-PART SERIES AND SAVE! BRING YOUR LUNCH AND JOIN US!

7273 TBSM 52-001 Southlake Campus
Individual classes meet: 4 Sessions
February 12, February 18,
March 12, March 20
\$75 Room TBA N. Barszczewski

All sessions held at College of Lake County, Southlake Campus | Vernon Hills, Room TBA, 12-1:30 p.m. Series classes can be taken individually for \$25 per session. Series Cost: \$75 (A \$25 savings!)

GROW YOUR BUSINESS WITH GOOGLE

Understanding the benefits of using Google products helps business owners make better decisions. Discussion will focus heavily on Google's advertising platform (Google Ads), Google Analytics and Google My Business.

7072 TBSM 56-001 Southlake Campus
Tuesday, February 12 1 Session

DIGITAL MARKETING – GET READY FOR TAKEOFF!

Digital marketing is the marketing of tomorrow and that means providing each customer and prospect with a tailored message. Learn how to engage an audience that will increase sales and provide valuable metrics that you can analyze.

7073 TBSM 53-001 Southlake Campus
Monday, February 18 1 Session

HARNESS THE POWER OF LINKEDIN

Learn best practices for a successful LinkedIn profile and discover how your small business can use this platform to gain visibility, develop relationships and drive sales. Discover strategies for quality content that drives engagement and integrate LinkedIn into your marketing mix.

7074 TBSM 29-001 Southlake Campus
Tuesday, March 12 1 Session

THE POWER OF EMAIL MARKETING

Learn about different types of newsletters, permission-based email marketing and how to become a trusted sender, increasing deliverability and open rates.

7075 TBSM 55-001 Southlake Campus
Wednesday, March 20 1 Session

BUSINESS GROWTH AND DEVELOPMENT

NEW! THE POWER OF SWOT

As the old saying goes, “The right tool for the job.” When building your business, whether new or existing, having the right tools can be the difference between failure and success. Understanding your business’s SWOT (Strengths, Weaknesses, Opportunities and Threats) will make all the difference. During this workshop, you will analyze internal and external forces that influence business success and use that information to strengthen your position and manage risk. Topics include business indicators, your unique SWOT, courses of action to strengthen your business, competitive SWOT and employee SWOT.

7259 TBSM 8-001 Grayslake Campus
Wednesday, February 13 1 Session
11:30 a.m. to 1 p.m.
\$25 E124 M. Thompson

NEW! CYBER SECURITY FUNDAMENTALS

From computer viruses to phishing attacks to ransomware, cyber security threats are everywhere and are quickly becoming a more prevalent part of our everyday lives. This workshop will provide you with techniques for protecting you, your networks, devices and home. Topics include reasons why we are targets, common threats that exist “out in the wild” and protective measures.

7256 TBSM 38-001 Grayslake Campus
Wednesday, February 20 1 Session
11:30 a.m. to 1 p.m.
\$25 E124 B. Sosa

INTERNATIONAL TRADE

NEW! EXPORT CONTROLS AND ENFORCEMENT

All parties to U.S. export transactions must ensure their exports fully comply with all statutory and regulatory requirements to avoid any violations. Learn first-hand from a subject matter expert about export control policies, regulations and procedures to help your company minimize the risk of noncompliance. Special Agent Peter Zube will discuss export enforcement including the export control and enforcement community, identifying red flags, best practices for export compliance, and reporting and disclosing potential violations of the Export Administration Regulations (EAR). Active Q & A is encouraged!

Presented by Peter Zube, Special Agent, Chicago Field Office of the Office of Export Enforcement (OEE), Bureau of Industry and Security (BIS) of the U.S. Department of Commerce.

7163 TBSM 87-001 Southlake Campus
Thursday, February 21 1 Session
11 a.m. to 1:30 p.m.
\$30 TBA P. Zube

NEW! NAFTA-USMCA UPDATES

Illinois exports more of its products and services to Mexico and Canada than to any other country, but understanding export documentation and the shipping process can be challenging. Learn the rules to qualify and classify products under the NAFTA Agreement. Understand the NAFTA Certificate of Origin Document, its uses, how to complete it and the difference between an annual vs. single use form. This workshop will help you analyze your current practices and maintain proper export documentation and shipping processes to Mexico and Canada. Expect to hear updates on USMCA with a comparison/contrast to NAFTA.

Presented by Lisa Victoria Waller, Vice President and Co-owner of BDG International, Inc. (BDG), located in Elgin, Illinois. BDG has been in business since 1983 and is an international freight forwarder, U.S. Customs Broker and Letters of Credit Specialist.

7437 TBSM 96-001 Southlake Campus
Thursday, March 14 1 Session
11 a.m. to 12:30 p.m.
\$30 TBA L. Waller

NEW! EXPORTING 101

Are you looking to grow your business through exporting? This workshop provides an entry-level overview of the requirements, procedures and best practices for a successful exporting program. Learn how to determine if exporting is right for your company, the different export models used and the resources available to assist you. We will discuss export readiness, product classification, market research and prioritization, export compliance, methods of payment, finding the right partners, documentation, insurance and overseas transportation.

Presented by Kevin Kim, MBA, CGBP and International Trade Specialist at the SBDC International Trade Center at the College of Lake County. Kevin supports clients’ efforts to enter, succeed and expand in international trade markets.

7264 TBSM 32-001 Grayslake Campus
Tuesday, April 2 1 Session
11:30 a.m. to 1 p.m.
\$20 E118 K. Kim

Illinois SBDC International Trade Center is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA), the Illinois Department of Commerce and Economic Opportunity, and the College of Lake County. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact the center at (847) 543-2033 or TDD: (847) 223-0134.



INTERNATIONAL TRADE CENTER

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