

## **TRAINING AT SBA**

**The Small Business Administration offers a variety of classes for business owners in our Entrepreneur Center, located at 455 Market St., 6th Floor in downtown San Francisco.**

The SBA training program is made possible by the generous support of our volunteer teachers and presenters. We appreciate their time and expertise; however, these presentations do not represent an endorsement of their views, opinions, products, or services by SBA. All SBA programs are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made, if requested at least 2 weeks in advance. Contact: Gary Marshall at 415 744-6771.

**To register for classes, go to <http://www.acteva.com/go/sba>**

For more information, please contact Gary Marshall at (415) 744 6771 or [gary.marshall@sba.gov](mailto:gary.marshall@sba.gov)

### **Selling Your Small Company: Preparation and Pitfalls**

10/20

1:30 PM - 3:30 PM

Selling a business is a complicated process with unlimited variables and pitfalls. Learn a methodology and process designed to maximize your chances of closing a deal and minimize deal-killing surprises. Learn how a broker can help you develop market analysis and pricing strategy, prepare and package your business for sale, create and execute a marketing plan, qualify potential buyers, negotiate deal price and terms, arrange acquisition financing, administer paperwork and agreements, supervise escrow and closing. \$20 registration fee. For information, contact SCORE at (415) 744-6827, register at [www.acteva.com/go/sfscore](http://www.acteva.com/go/sfscore)

### **Restaurant Series: Understanding Food Costs**

10/20

6:00 PM - 8:30 PM

A fun and upbeat approach to one of the most daunting challenges for restaurant owners...Food Costing. This class will teach you how to cost your product, packaging on take-out items and catering menus. We will create a fictional restaurant and create a sample menu. You will learn margins of cost and profitability and will receive a costing package that you can immediately incorporate into your own business to help track cost and profit on a daily basis. Please bring to class several vendor invoices. \$30 registration fee; Sponsored by the SF SBDC.

### **Import / Export Essentials**

10/21

9:00 AM – 1:00 PM

An absolute must for anyone considering entry into the business. Subjects covered: essentials of how to succeed in both exporting and importing; restricted merchandise; role of a freight forwarder or customs house broker; and bank assistance in international

trade. \$35 registration fee in advance; or \$40 day of event. For information, contact SCORE at (415) 744-6827, register at [www.acteva.com/go/sfscore](http://www.acteva.com/go/sfscore)

### **The Art of Plastic - The Smart Way to Accept Credit Cards from Your Clients**

10/21

6:00 PM - 8:30 PM

This course will answer the question, "why should I take credit cards?". We will demystify the entire Merchant Account process and make it simple for you to understand. We'll explore who should be looking into opening a merchant account, methods of accepting payments from your customers, current trends, how you can turn a merchant account into greater profits for your business, where you can go to set up a merchant account, how the entire process flows and works, what you should consider before signing on the dotted line, merchant account terminology, and how you can save yourself money.

### **Employee or Independent Contractor?**

10/22

9:00 AM – 12:00 PM

EDD representatives will explain how to determine if someone providing services to your company should be treated as an employee or independent contractor for tax purposes.

### **Email Marketing 101**

10/22

6:00 PM - 8:30 PM

Proactive, outbound Email Marketing should be an important, key component of your overall marketing or customer/member communications strategy. Email marketing is cost effective and easy to measure. Suitable for all experience levels, this session will teach you how to master email marketing communications with a comprehensive look at best practices and winning strategies for getting and keeping quality subscribers, increasing deliverability and open rates, writing good headlines and content, saving time, getting readers to take action, and more.

### **SBA Certification Workshop**

10/23

10:00 AM – 12:00 PM

This workshop is for small firms owned by socially and economically disadvantaged individuals interested in being certified for SBA's 8(a) Business Development Program. The program's goal is to promote the firm's competitiveness in the American economy through business development. Other certifications are discussed. Contact (415) 744-6808 for more information.

### **QuickBooks Introduction**

10/23

1:00 PM – 5:30 PM

Learn the basics of this useful and flexible accounting & bookkeeping application. This overview will discuss setting-up, updating and maintaining customer, vendor, account, and other lists, running financial reports, and efficient procedures for entering your accounting data. Exercises include entering invoices, customer payments, deposits, bills, cash disbursements, and other transactions. Additional topics include setting-up budget, account statement reconciliation, bank reconciliation, and more. This is a hands-on workshop. Participants should have complete Basic Bookkeeping Part I or be familiar with the concepts covered in that workshop.

### **Restaurant Series: Running Operating a Green Business**

10/23

6:00 PM - 9:00 PM

We'll show you how to rethink your business from product to service by adapting useful paradigms of sustainability. You'll become familiar with sustainable practices in Energy, Water, Waste and Procurement. \$20 registration fee. Presented by the SF Small Business Development Center.

### **How to Start and Manage a Small Business**

10/27

8:30 AM - 4:00 PM

Speakers who are experts in their fields will discuss an array of topics new businesses face such as financing, accounting, legal structure, marketing, business planning, and insurance. \$50 registration fee in advance; or \$60 on day of event. For information, contact SCORE at (415) 744-6827, register at [www.acteva.com/go/sfscore](http://www.acteva.com/go/sfscore)

### **Restaurant Series: 21st Century Restaurant Marketing**

10/27

6:00 PM - 9:00 PM

This class will present a panel discussion to help you take advantage of new media to attract patrons. Effective use of blogging, review sites and online social networking are some of the new techniques presented to promote your restaurant. \$30 registration fee. Presented by the SF SBDC.

### **Best Practices for Managing Employees Performance**

10/28

10:00 AM - 12:00 PM

Kaiser Permanente will be providing small businesses with Human Resource training to enable entrepreneurs and business leaders to be key employers. We'll discuss ways entrepreneurs can enhance the skills to recruit, manage and retain employees. Taught by experienced Kaiser Permanente subject matter experts, our workshops are tailored to fit entrepreneurs in any stage of their business. Topics covered will include Setting Performance Expectations; Coaching; On-going Feedback/Corrective Action; and Reviewing Progress.

### **Sell Your Business**

10/28

6:00 PM - 7:30 PM

This class is for small business owners who are considering a sale of their business (\$500,000 to \$20 million in revenues). Basic topics will include: motivation for selling, pricing, how to package the business, finding buyers, screening buyers, purchase agreements, and guiding the negotiations through the close of escrow.

### **Five Easy Ways to Attract Targeted Website Visitors for Free**

10/28

6:00 PM - 8:30 PM

Over 98% of websites get fewer than 5 visitors each day. Attracting high-quality website visitors doesn't have to cost a fortune. With a little direction, you can accumulate strategic one-way inbound links and watch the targeted traffic pour in!

### **What Store Owners Want -**

#### **Renaissance Center Fashion Industry Network workshop series**

10/29

6:00 PM - 8:30 PM

A panel of retail store owners will discuss what they are looking, and how they want to be approached, by (local) designers. This workshop is for apparel and accessory business owners. Facilitated by Julie Arvan, Founder of the Gymboree Stores.

Registration \$30 per class at [www.acteva.com/go/rec](http://www.acteva.com/go/rec)

### **Intermediate QuickBooks**

10/30

1:00 PM - 5:30 PM

Learn intermediate QuickBooks techniques and processes that will increase your effectiveness and profitability. Topics consist of preparing 1099s, payroll, setting preferences, restoring files, and list maintenance including your chart of accounts, customer, vendor, and class lists. Exercises include customizing templates and report modification. This is a hands-on workshop. Participants should have completed Basic Bookkeeping Part I and Introduction to QuickBooks or be familiar with the concepts in these workshops. \$60 Registration fee. Presented by the SF SBDC. For more information call: 415-841-4050.

### **Small Business Financial Literacy**

10/30

6:00 PM - 8:30 PM

Gain insights and tips that you can use to put your business on a sound financial footing. Join the San Francisco Hispanic Chamber of Commerce, the California Society of Certified Public Accountants, and the Latino Business Professionals at a special workshop that will cover Tips for Getting Started; Tax Tips for Small Businesses; How to Finance Your Business; Insurance for Small Businesses; Small Business Retirement Plans; Things to Think About When Selling Your Business; Succession Planning; Effective Websites.

## **OUR PARTNERS PRESENT:**

a weekly feature of events offered by organizations and groups outside SBA. These events are not sponsored by SBA and are not held at our Entrepreneur Center.

### **ALSO**

#### **East Bay Small Business Training**

The East Bay SBDC offers more than 20 different seminars that teach entrepreneurs and business leaders how to implement new strategies, skills and ideas across varied business disciplines; workshops tailored to fit entrepreneurs in any stage of the business development process.

Check out the SBDC training in a city near you

<http://www.eastbaysbdc.org/pages/seminars.php>

### **ALSO**

#### **Is your company ready for exporting or importing?**

The Bay Area Center for International Trade Development hosted by Skyline College in collaboration with the United States Commercial Service, is hosting this international trade seminar series.

Attend one or all of the following seminars and gain valuable information on the export/import business. This program is funded by the Economic and Workforce Development Department of California Community Colleges.

Please join us at 250 Montgomery Street, 14th Floor (corner of Pine and Montgomery), San Francisco, CA 94104 for the following seminars. The admission is \$30.00 per seminar. To register, [www.acteva.com/go/bayareacitd](http://www.acteva.com/go/bayareacitd)

10/22/08 How to enhance your business with Free Trade Agreements 9 AM - 1 PM

11/05/08 Importing Requirements (Basic and Advanced) 9 AM – 1 PM

Please join us 493 South El Camino Real, San Mateo, CA 94403 (between 4th and 5th Avenues) for the following seminars.

The admission is \$30.00 per seminar. To register, [www.acteva.com/go/bayareacitd](http://www.acteva.com/go/bayareacitd)

For inquiries or additional information, please call 650-738-7098 or email

feunee@smccd.edu

10/21/08 How to enhance your business with Free Trade Agreements 9 AM – 1 PM

For inquiries or additional information, please call 650-738-7098 or email [feunee@smccd.edu](mailto:feunee@smccd.edu)

**ALSO**

**Bay Area Capital Connections III: Investment and Business Resources for Companies**

The Alliance for Community Development and the Bay Area Council will host Bay Area Capital Connections III: Investment and Business Resources for Companies in Urban Markets on Friday, October 24, 2008 at the Computer History Museum in Mountain View, CA. This is an annual conference for Asian, minority, and urban businesses that seek to learn about how to access venture and angel capital and to network with private investors. Keynotes from ethnic minority business leaders, workshops on how to prepare for equity investments, deal presentations to investor panel for selected companies. For more conference information, see [www.allianceforcommunitydevelopment.org/news.html](http://www.allianceforcommunitydevelopment.org/news.html).

Registration : [www.acteva.com/booking.cfm?bevaaid=160403](http://www.acteva.com/booking.cfm?bevaaid=160403)

**ALSO**

**The San Francisco LGBT Community Center's Economic Development Program Announces "Business Plan Loan Factory" Workshop Series II**

This five week course will take place every Tuesday from 8:00 AM -10:00 AM through November 4 at the San Francisco LGBT Community Center 1800 Market Street (@ Octavia).

A special evening program will be held on November 18, 2008 to introduce entrepreneurs to lenders.

RSVP: To register or for more information, please contact Tracey Williams at 415.865.5611 or [traceyw@sfccenter.org](mailto:traceyw@sfccenter.org)

**ALSO**

Partner with NAWBO and ABL-SF, BiztechDay – Technology Learning Bootcamp for Small Business Owners will be held on October 25, 2008 in San Francisco at the Hilton Hotel Downtown.

Learn how to grow your business using the power of the Internet & Web 2.0 tools and meet the most influential business experts, internet mavericks, bloggers, podcasters, social media gurus, technology experts, like-minded entrepreneurs and business owners including:

- Tim Ferris - New York Time Best Seller and Author of Four Hour Work Week
- George Wright – VP of Marketing from Blendtec (WillitBlend – one of the most successful Business YouTube Campaigns – 700% increase in Revenue)
- Megan Casey - Editor in Chief from Squidoo.com (Top 500 websites in the World!)
- Stephan M. Spencer – SEO Guru & Founder of Netconcepts.com

[Register Today!](http://biztechday.com/register) Or Visit <http://biztechday.com/register>

Visit the [BiztechDay website \(http://biztechday.com\)](http://biztechday.com) for details on this interactive learning experience, featuring experts who have done it and been there. For example:

- How to Use LinkedIn/Facebook/Yelp to Promote Your Business (+ 20 more websites)
- How to Collect Money Online Using Paypal, Google Checkout & Amazon Payment
- How to Develop Your Own YouTube Video & Podcast to Market Your Business
- How to Setup a High Traffic Business Website & Basics to Search Engine Optimization
- How to Setup a Successful Email Marketing Campaign
- How to Create Your Own Social Network and Build Your Customer Base
- How to Promote Your Event & Get Hundreds of People

### **ALSO**

#### **How to Get a Flood Of Referrals To Grow Your Business**

FREE Interactive Small Business Workshop @ the SF LGBT Community Center  
Wednesday, October 22, 2009 6:00 PM – 8:00 PM.

Presented by The Center's Business Development Program and the Golden Gate Business Association

RSVP: E-mail [kens@sfccenter.org](mailto:kens@sfccenter.org) or call 415.865-5515 for further information.

Now you can learn how to get referral clients to come to you. Based on more than ten years of research, this new system shows you how to get more and better referrals. Learn how you can grow your business by 25% to 250% in one year.

Topics Covered:

- How to pick a target market so you get exactly the type of business you want
- How to find many referral sources at one time
- How to work with referral partners to maximize referrals
- How to leverage your referral relationships to get even more new clients

**ALSO**

Golden Gate Restaurant Association presents

**New Immigration and Customs Enforcement Regulation and How it Applies to You**

October 20, 2:30 PM - 5:00 PM

Harris' Restaurant, 2100 Van Ness Ave.  
San Francisco 94109

Come meet and talk to an Immigration and Customs Enforcement (ICE) Program Coordinator speak about recent regulation changes, and then hear from an attorney who specializes in Immigration and Nationality Law.

ICE will present on the following:

New Regulation and How it Applies to you; How to properly complete an I-9; Identifying fraudulent Green Cards, Licenses and Social Security Card; How to use e-Verify to check new hires and current employees; Best Practices to Keep Your workforce free of illegal aliens; Learn about ICE Mutual Agreement between Government and Employers (IMAGE) and how you can get a safe harbor.

[http://e2ma.net/go/1401661093/1278191/46952334/goto:http://files.e2ma.net/15718/assets/docs/ice\\_is\\_heating\\_up.pdf](http://e2ma.net/go/1401661093/1278191/46952334/goto:http://files.e2ma.net/15718/assets/docs/ice_is_heating_up.pdf)" \o

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Registration and more information are available from the Golden Gate Restaurant Association, <http://www.ggra.org/>

Attendance will not be tracked.