



## Core Seminars

### Basics of Starting a Business

FREE

Want to know how to turn that business idea into a reality? This two-hour overview will cover legal structure, trade name registration, business and sales tax licenses, basic business planning--and includes an entrepreneurial assessment! *Recommended companion seminar: **Obtaining Business Financing***

Wed., Jan. 10, 10:00 AM - 12:00  
Tues., Feb. 6, 1:00 - 3:00 PM  
Thur., Mar. 15, 10:00 AM - 12:00  
Tues., Apr. 24, 1:00 - 3:00 PM  
Tues., May 15, 6:00 - 8:00 PM  
Thur., June 14, 10:00 AM - 12:00

Tues., July 10, 1:00 - 3:00 PM  
Tues., Aug. 7, 6:00 - 8:00 PM  
Wed., Sept. 5, 1:00 - 3:00 PM  
Tues., Oct. 9, 10:00 AM - 12:00  
Thur., Nov. 8, 1:00 - 3:00 PM  
Tues., Dec. 4, 10:00 AM - 12:00

### Obtaining Business Financing

FREE

This two-hour overview will cover the different sources of capital including SBA and micro-loans, lending criteria, and fundamentals of the loan application, package and process. A must-attend if you are seeking financing for your business!

Thur., Jan. 11, 10:00 AM - 12:00  
Thur., Feb. 8, 1:00 - 3:00 PM  
Thur., Mar. 15, 1:00 - 3:00 PM  
Wed., Apr. 25, 1:00 - 3:00 PM  
Thur., May 17, 10:00 AM - 12:00  
Thur., June 14, 1:00 - 3:00 PM

Tues., July 17, 10:00 AM - 12:00  
Tues., Aug. 28, 10:00 AM - 12:00  
Wed., Sept. 12, 1:00 - 3:00 PM  
Tues., Oct. 16, 10:00 AM - 12:00  
Tues., Nov. 13, 1:00 - 3:00 PM  
Wed., Dec. 5, 10:00 AM - 12:00

### Writing a Winning Business Plan

\$25/person

A business plan will help you start, grow and manage your business. Learn how to develop the components of a good business plan including goal setting, market research, management, promotion and financial projections. Includes business plan and financial projection templates. *Recommended companion seminar: **Smart Marketing***

Thur., Jan. 18, 9:00 AM - 12:00  
Thur., Feb. 15, 1:00 - 4:00 PM  
Tues., Mar. 20, 9:00 AM - 12:00  
Thur., Apr. 26, 1:00 - 4:00 PM  
Wed., May 16, 1:00 - 4:00 PM

Tues., June 12, 9:00 AM - 12:00  
Wed., July 25, 6:00 - 9:00 PM  
Tues., Aug. 14, 9:00 AM - 12:00  
Tues., Sept. 11, 1:00 - 4:00 PM  
Wed., Oct. 10, 9:00 AM - 12:00

Tues., Nov. 6, 1:00 - 4:00 PM

## Marketing Seminars

### Smart Marketing

\$25/person

Increase sales by understanding and improving your marketing strategies to ensure you are getting your message and products to your customers. Learn how to differentiate your business from competitors, various strategies to attract new customers and keep existing ones, how to increase customer spending, cost-effective promotional ideas, the essentials of target marketing, and more. Don't miss this one! *Recommended companion seminar: **Writing a Winning Business Plan***

Tues., Jan. 23, 9:00 AM - 12:00  
Wed., Mar. 21, 9:00 AM - 12:00  
Tues., May 1, 9:00 AM - 12:00  
Thur., Aug. 9, 9:00 AM - 12:00

### Getting Results from Your Web Site

\$25/person

Learn ways in which you can increase the effectiveness of your Web site. Presenters will discuss fundamental concepts of web marketing and optimization including selection of web developers, site visibility, competitive analysis, site usability, search engine optimization, and paid web marketing strategies.

**Bonus!** Participants receive a FREE one-on-one evaluation of their Web sites using the principles learned from the seminar. Scheduled appointment required.

Wed., Mar. 28, 9:00 AM - 12:00  
Thur., Aug. 16, 9:00 AM - 12:00  
Tues., May 8, 9:00 AM - 12:00

### Marketing Your Food Product

\$35/person in advance; \$45/person at the door

*Location: **Arapahoe/Douglas Works!** 14980 E. Alameda Dr.*

Trying to get your food product to market? Let the industry experts share their keys of the trade for planning, compliance, labeling, packaging, promotion, advertising and reaching your customers. **In cooperation with the Dept. of Agriculture Division of Markets.**

Thur., April 12, 8:00 AM - 4:00 PM

### Aurora BDC Client Showcase

An opportunity for Aurora BDC clients to exhibit at the Aurora Chamber of Commerce's Small Business-to-Business Expo. Space is limited; call today for details.

Thurs., July 26th, 5:30 - 7:30 PM

## Special Seminars

### QuickBooks For Beginners

\$45/person - a two-session seminar (3 hrs. each)

*Location: **MLK Library, Computer Lab***

QuickBooks is an easy-to-use tool that can simplify your business bookkeeping system. Learn how to set up a computerized business accounting system, create invoices, reconcile accounts, generate financial reports and more. Includes a step-by-step manual. *Familiarity with Windows operating system required.*

Wed., Jan. 24 & 31, 1:00 - 4:00 PM  
Tues., Mar. 6 & 13, 1:00 - 4:00 PM  
Wed., May 2 & 9, 1:00 - 4:00 PM  
Wed., July 18 & 25, 1:00 - 4:00 PM  
Wed., Sept. 19 & 26, 1:00 - 4:00 PM  
Thur., Nov. 1 & 8, 1:00 - 4:00 PM

### Starting a Restaurant or Food Business

\$25/person

Opening and operating a restaurant or food business is not as easy as you think! Representatives from Tri-County Health Dept. and the Aurora BDC will inform you of food establishment state laws, the application and inspection process, fees, licensing, equipment requirements and basic start-up considerations. Includes financial projections and sample business plans. *Recommended companion seminar: **Writing a Winning Business Plan***

Wed., Feb. 21, 1:00 - 4:00 PM  
Tues., May 15, 1:00 - 4:00 PM  
Thur., Aug. 23, 9:00 AM - 12:00  
Tues., Oct. 23, 1:00 - 4:00 PM

### Doing Business with the Government

FREE

A procurement analyst from Buckley Air Force Base will discuss opportunities to do business with federal and state agencies. The procurement process includes finding solicitations, communication protocol and resources to help land the contract.

Wed., Feb. 7, 9:00 AM - 3:00 PM  
Wed., Apr. 11, 9:00 AM - 3:00 PM  
Wed., June 13, 9:00 AM - 3:00 PM  
Wed., Aug. 8, 9:00 AM - 3:00 PM  
Wed., Nov. 14, 9:00 AM - 3:00 PM

### Sales Tax Made Simple

FREE

Representatives from the Dept. of Revenue and city of Aurora will cover sales and use tax, types of licenses, sales tax collection, overview of tax forms, filing a sales tax return, Home Rule issues, and much more!

Wed., Feb. 14, 9:00 AM - 3:00 PM  
Thur., May 10, 9:00 AM - 3:00 PM  
Thur., Sept. 13, 9:00 AM - 3:00 PM  
Wed., Nov. 7, 9:00 AM - 3:00 PM

## Clases en Español

### Clases de Pequeños Negocios con Cultura Business Communications

*Location: **El Centro Municipal de Aurora**  
15151 E. Alameda Pkwy., en el piso 3, cuarto Lowry*

Estos seminarios serán impartidos por especialistas en diferentes áreas de negocios que le ayudarán a elevar su negocio a un nivel superior. Favor de llamar al (303) 337-6282 para más informes, o llame Santos Blan, (303) 326-8693.

6:30 - 9:30 PM ➤ 18 de enero ➤ 17 de mayo ➤ 13 de septiembre

## The Business of Art

A collaboration with **The Other Side Arts (TOSA)**, these workshops are geared for emerging artists throughout the metropolitan area and cover the following business topics:

*Location: **TOSA, 1400 Dallas St., Aurora 80010***

### Art Legal-ese

\$20/person in advance; \$25 at the door

Learn about copyright law, trademarks, and other legal issues.

Sat., March 10th, 1:00 - 5:00 PM

### Art Marketing

\$35/person in advance; \$45 at the door

Presenters will address the artist's portfolio, presentation and pricing of artwork, public art opportunities, art marketing practices and resources and business assistance for artists.

Sat., August 11th, 9:00 AM - 4:00 PM

## Registration

**Seminar registration is required due to limited seating:**

➤ (303) 326-8690 ➤ info@aurorabdc.com

**Cost:** Seminars are payable at the door, by cash or check only, to the *Aurora BDC*. Select two \$25 seminars and pay only \$45 at the first registered class; a voucher will be issued upon receipt of payment. Ask about the Aurora Chamber of Commerce member and City of Aurora employee discount.

**Location:** The seminars will take place at the Aurora BDC unless otherwise noted (see map on back panel). When calling to register, please confirm the location and request specific directions.

## Customized Training

If your organization has a need for training on specific small business topics, contact us to develop and deliver a custom program for you. Topics may include, but are not limited to:

- Basics of starting a business
- Developing a business plan
- Marketing basics
- Advertising
- Presentations
- Networking
- Web site marketing
- Retail marketing and operations
- QuickBooks or general bookkeeping



Call (303) 326-8690 and set an appointment with an Aurora BDC advisor to discuss your specific business needs.

## Specialized Resources

The Aurora BDC advisors are here to help you make better business decisions. However, there are times when an expert in a specialized field is really who you need.

The **Aurora Technical and Business Advisors Team (ATBAT)** offers our clients a network of independent business professionals who have agreed to provide up to one hour of expert advice at **NO CHARGE**. This means that you have access to experts in the fields of legal, accounting, marketing, insurance, human resources, computers and more. Contact an Aurora BDC advisor for complete details, (303) 326-8690.

## Business Resource Center

The Business Resource Center at the Aurora Central Library has a great collection of business information and a computer lab--excellent for business and marketing plan research. Go to [www.auroragov.org](http://www.auroragov.org) or click on Virtual Business Library at [www.auroralibrary.org](http://www.auroralibrary.org).

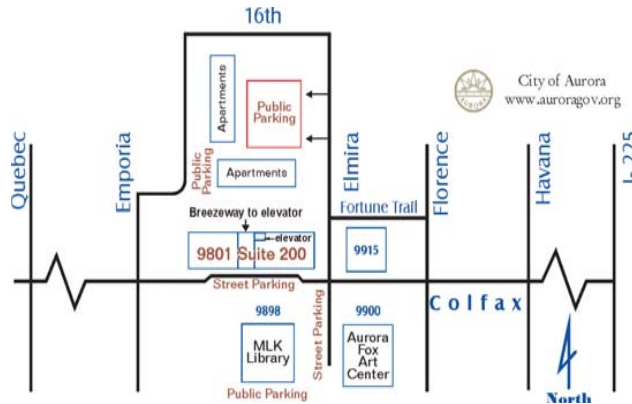


## Aurora BDC

### Aurora Business Development Center

Florence Square  
9801 E. Colfax Ave., Suite 200  
Aurora, CO 80010-2154

(303) 326-8690 \* Fax: (303) 361-2953  
info@aurorabdc.com \* www.aurorabdc.com



Location: In Original Aurora, approximately 1-1/2 miles east of Quebec and 1-1/2 miles west of I-225 (five blocks west of Havana St.), on the north side of Colfax Ave., across the street from the Martin Luther King, Jr. Library and Municipal Services Center.

Denver Business Centers is the proud print sponsor of this brochure. For your printing, marketing, web page design, shipping and mailing fulfillment needs, please call Tanya at (720) 253-7094.



#### Inside the UPS Stores:

Aurora - 3140 S. Peoria St., Suite K  
(303) 745-7948

Centennial - 8200 S. Quebec, #A3  
(303) 770-5800

t\_english@denverbusinesscenter.com

Printing \* Copying \* Meeting \* Marketing \* Connecting

## Aurora 2007 Business Development Center

Services & Seminars Inside

### Navigate Your Way To Business Success



Ofrecemos clases y consejos en español tambien. Llame por favor!

## Business Advising

Whether you are starting, building or expanding a small business, our professional advisors can help you navigate your way to success. Confidential business advising is available at **NO CHARGE** and by appointment. Our team can assist you:

- Determine the feasibility of start-up or expansion plans
- Understand the start-up process and requirements
- Develop your business or marketing plan
- Formulate effective marketing campaigns
- Conduct market research
- Generate financial projections
- Identify sources of capital & prepare loan packages

Although not required, it is recommended that you take advantage of our seminars prior to meeting with an Aurora BDC advisor in order to make your time with them as productive as possible.

## Low-Cost Seminars

A variety of seminars are offered to help you realize your entrepreneurial dreams, grow your business or sharpen your business skills. For a complete listing of seminars, dates and times, please refer to the inside panels of this brochure, or visit [www.aurorabdc.com](http://www.aurorabdc.com).

## Loan Programs

### Revolving Loan Fund

A Small Business Revolving Loan Fund (RLF) is available to businesses within Aurora's city limits, with particular emphasis on aging commercial corridors, including Colfax, Havana and Montview. Priority will be given to businesses that meet criteria based on the redevelopment goals of the city. Maximum loan amount is \$75,000 with terms of up to seven years. Some uses of the RLF funds include equipment, fixtures, inventory, leasehold improvements or working capital.

### SBA Community Express Loan Program

The Aurora BDC is a certified Technical Assistance Provider for the U.S. Small Business Administration's Community Express Loan Program. Our counselors will assist you in preparing the loan application and provide technical assistance and counseling to you at no charge for the term of the loan.