



**AURORA SMALL BUSINESS DEVELOPMENT CENTER  
2012 SEMINAR DESCRIPTIONS**



**Core Topics**

**Business Basics**— Introduces the state of entrepreneurship in the current economy. Attendees will learn the elements of successful entrepreneurs, idea and opportunity generation, spotting trends, positioning for market opportunities, profiling your target customer, learning from the competition, marketing strategies and promotion, financing resources and feasibility analysis.

**Starting a Business**— Introduces the attendee to the business, economic, and legal requirements of self-employment. Attendees of this workshop will learn the process of selecting the most appropriate business structure, business requirements, and taxation fundamentals.

**Marketing Your Business**— Introduces marketing principles, concepts and tactics for a business. Attendees will learn the concepts of product, price, place and promotion. Learn how to research and identify the characteristics of a customer, conduct market research through electronic databases, develop marketing tactics and strategies to promote products and services, and explore the elements of a marketing plan.

**Business Planning**— Introduces essential elements of a business plan. Attendees will learn how the business plan functions as a feasibility study, loan proposal and operating guide for the business. In addition, attendees will explore locations for researching each of the elements of the business plan.

**Financing Your Business**— Introduces attendees to the requirements for obtaining financing for a business. Attendees will learn about SBA loan programs, non-traditional financing sources and the components of a comprehensive loan package.

**Sales and Use Tax 101**— Introduces the attendee to the practical issues of assessing and collecting sales and use tax. Attendees will learn about home rule, licensing requirements, sales tax rate application, how a nexus is formed for sales taxation, sales tax-exemption, use tax liabilities, using online services and appropriate sales and use tax forms.

**Special Topics**

**Legal Rules of Business**— Introduces the lay business owner to the issues and complications of doing business as a social agency. Learn about entity selection, issues related to purchasing a business, uses of non-disclosure agreements and confidentiality agreements, types of financing and security agreements, use of employment agreements, and cessation of business.

**Marketing on a Shoestring** — Examines low-cost, efficient methods of promoting and advertising a business. The attendee will learn how to identify the appropriate strategy for your audience, provide the right information to them and how to motivate the customer to close the deal. Topics will consist of turning local newspapers into a publicity partner, bartering for print and radio advertising, creating copy, and distributing effective do-it-yourself promotional materials, including direct mail, fliers and brochures, and how to incorporate this into an effective media.

**Before You Sign the Business Lease**— Explores the commercial and legal issues a business owner faces in leasing commercial property. Attendees will learn about: using a tenant broker; understanding the relationship between the broker, lessee and lessor; lease terms, letter of intent, exclusivity, triple net leases, and common area maintenance; sections of the lease that bind the landlord and tenant.

**Starting a Restaurant**— Introduces the attendee to the economic and compliance issues of starting a restaurant. Learn the conceptual and practical business requirements of starting a restaurant, and the city and county requirements in transferring ownership or developing a new restaurant. This workshop is in collaboration with Tri-County Health Dept.

**Building a Blog and Website with WordPress**— Introduces the fundamentals of creating an online presence with free software. The attendee will learn how to harness the power of a WordPress Blog, build and modify a WordPress site, use and modify themes, install widgets, use WordPress content management system, create menus, modify the CSS (cascading style sheets) behind the theme, and add video and podcasts. Every student will set up and create a web site and customize it. *Familiarity with a computer keyboard and Windows operating system required.*

**Social Media Marketing**— Introduces techniques used in social media marketing as an integral component of marketing campaigns for building brand awareness and promoting business. The attendee will learn tools which include internet forums, message boards, blogs, wikis, podcasts, picture sharing, video sharing, and social networking.

**QuickBooks for Beginners I**— Explores how effective recordkeeping is an essential part of financing a business. Attendees of this workshop will explore the basics of accounting principles, bookkeeping systems, accepted internal control procedures, creating an information system that will enhance other business functions, and creating a business information system with QuickBooks (a two-session class).

**QuickBooks for Beginners II**— Builds on QuickBooks I and provides hands-on practice. Attendees will create invoices, add and modify accounts, add and pay vendors, create sales tax items and groups, add inventory items, add fixed assets and write checks. *Familiarity with a computer keyboard and Windows operating system required.*

**QuickBooks I is a pre-requisite.**

**Legal Aspects of Social Media and Websites**— Introduces the legal foundations of the Internet and social media. The attendees will learn about trademarks, copyrights, patents, domain names, and linking and framing issues that arise when developing a Website.

**Expand Your Sales By Exporting**— Introduces the principles of exporting goods and services to other countries. The attendee will learn about the reasons to export, export resources, funding exports, financial risks of exporting, protection against risk, methods of payment, setting payment terms, collection sight drafts, and export letter of credit cycle.

**Importing 101**— Introduces principles of importing goods to the United States. The attendee will learn about sales terms, the Incoterms (International commercial terms) that bind seller and purchaser of goods, Incoterm groupings, freight brokering, and types of import methods of payment.

**Writing a Marketing Plan (a four-part series)** — A more detailed approach to the Marketing Your Business workshop, building upon the general concept with practical application. Attendees will write a marketing plan by incorporating materials learned in each previous workshop. Focus is on the marketing vision, identification of the ideal customer, unique selling proposition, core strategy, product/service innovation, marketing materials, web plan, lead generation, lead conversion, service experience, marketing schedule, sales forecast, and marketing expense budget.

**Writing a Business Plan (a four-part series)** — A more detailed approach to the Business Planning workshop, building upon the general concept with practical application. Attendees will write a complete business plan, incorporating content learned in each previous workshop. Topics will focus on the executive summary, production/business description, marketing plan, operations plan, and financial plan.

**The Business Side of Art**— Artists' creative endeavors are their business wares, and they often have legal issues unlike many other business owners. This seminar examines the legal interests of artists, such as fine artists, composers, writers, graphic designers and photographers. Learn about entity selection, securing copyrights and trademarks, and protecting works of art in contracts and when advertising artistic services.

**Arts Marketing**— Introduces the fundamentals of marketing art and artists to reach new audiences and cultivate loyalty from current audiences. Learn about the essentials of identifying the market, product, price, place, and promotion of artistic work and organizations. Topics to be discussed include: creating an effective marketing plan, utilizing low-cost tactics, strategies, and using technology to brand your work.

## **SBA Classes at the Aurora SBDC:**

**Government Contracts** — City of Aurora and SBA procurement specialists will discuss the ins and outs of finding solicitations, establishing communication protocol, getting certifications and using resources to help land government contracts.

### **Financial Literacy -- in cooperation with the SBA**

Your accountant prepares your financial statements, but do you know what they mean? After this class you will begin to understand the statements and know how to use them for building business success.

### **Financing your Business with the Help of the Small Business Administration**

This is a brief update on the SBA supported loan programs. It includes information on the terms you can expect and how to best approach the bank.

### **SBA Plans and Programs**

What does the Small Business Administration do? Learn about the resources available to you and your Small Business thru the SBA.

### **Registration Information**

Pre-registration is required due to limited seating:

**1<sup>st</sup> step:** Sign in on-line at [www.coloradosbdc.org](http://www.coloradosbdc.org).

**2<sup>nd</sup> step:** Click on 'SBDC Workshops' and find the seminar(s) of interest (search by location – we are the Aurora SBDC).

**3<sup>rd</sup> step:** Click on 'Register'. You only have to complete the form once with your information; then you'll then be ready to register for any of the classes offered through the Colorado SBDC Network.

### **\$\* Fees for classes are (unless offered for "FREE"):**

Generally, a three-hour class is \$30 for Aurora residents/businesses/Colorado SBDC Network customers; \$40 for all others. Take two or more classes and receive a discount if paid in advance at the first registered class.

**PAYMENT:** Seminars are payable at the door, by cash or check only, payable to the city of Aurora. Credit cards accepted only by receiving an invoice from Aurora SBDC and paying at the city's Cashier.

**LOCATION** confirmed upon pre-registration. Unless otherwise indicated, seminars will take place at the Aurora Municipal Center (AMC); free parking.

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