



Pro Bowl Series

(for seasoned businesses)



Strengthen Your Offense: Marketing Smarts II

\$25/person

Quarterback your business to edge out the competition through winning marketing tactics that will not only advance you down the field but move your profits toward the goal line. Learn creative techniques to stretch your marketing budget with public relations and pricing strategies, customer relationship management and networking ideas, marketing materials development and other yard gainers from our expert marketer's playbook!



Score! With Your Web Site

\$25/person

Launching a web site gets you in the game, but it doesn't guarantee that you'll put points on the board. Learn how to "score that touchdown" with your web site! Topics covered are fundamental concepts of web site marketing, including the selection of web developers, site visibility and usability, competitive analysis, search engine optimization and fee-based marketing strategies.



Rules of the Game: Legal Smarts

\$25/person

Not understanding the "rules" of business ownership and operations can result in unintended consequences or a host of legal problems. A legal "coach" will provide an overview of common issues with agreements (leases, buy/sell, etc.), forms of organization, product licensing, copyrights/trademarks/patents, employment issues and disputes.



Improve Your Stats: Financial Smarts II

\$25/person

Once you understand the financial state of your business, use it to grow or sustain your business through techniques to manage by the numbers, use internal financing, identify resource leakages, find assets to finance operations and create an index to measure potential financial problems years before they occur.

Super Bowl Series

(for start-up ventures)



Kick Off Your Business

FREE

Kick off your business with the ultimate "summer camp" for start-up ventures. Save yourself valuable time and money by starting up the right way, the first time. Learn about legal structures, business registration, licenses, taxes, basic business planning, bookkeeping, employees and much more.



Build a Good Offense: Marketing Smarts I

\$25/person

Sitting on the sidelines waiting for customers to come to you will not likely achieve the sales you want. Put together a good offensive and defensive plan to attract customers or intercept them from your competition. Energize your marketing efforts with fundamentals to increase customers and their spending, cost-effective promotional and advertising campaigns, free publicity and target marketing strategies.



Know Your Stats: Financial Smarts I

\$25/person

Knowing and managing the "numbers" or financials of your business will enable you to make sound decisions so you can stay ahead of the game. Learn how to create viable financial projections, develop profitable pricing strategies and build achievable budgets. Also, find out about financing options and understand the numbers that bankers and investors are seeking.



A Winning Game Plan

\$25/person

Starting and managing your business without a plan can be the difference between success and disappointment. Translate your ideas, strategies, processes and projections into a cohesive, well-thought-out business plan to include market research, operations, promotion and the financial management of your business. You will achieve "Super Bowl" status with your completed business plan!

Special Teams



Avoid Sales Tax Fumbles

FREE

Avoid the common sales tax issues and mistakes that plague small businesses. Tax coaches from the Dept. of Revenue and city of Aurora will cover sales and use tax issues, types of licenses, sales tax collection, overview of tax forms, filing a sales tax return, Home Rule and much more. A must-attend for retail AND service businesses!



The Big League: Public and Private Contracts

FREE

Are you ready to play among the ranks of the big guys? Procurement specialists from Buckley Air Force Base, city of Aurora, the SBA and other organizations will discuss the ins and outs of government and corporate contracting and sub-contracting programs. The procurement process includes finding solicitations, establishing communication protocol, getting certifications and using resources to help land that contract.



Go Pro! with QuickBooks Pro®

\$45/person -- a two-session seminar (3 hrs. each)
Bookkeeping is the Most Valuable Player when operating a well-organized business. QuickBooks® is an easy-to-use tool that can simplify your business bookkeeping system. Learn how to set up a computerized accounting system, create invoices, reconcile accounts, generate financial reports and much more to effectively manage your business finances. **Familiarity with Windows operating system REQUIRED.**



Concession Stand



1st and Ten: Starting a Restaurant

\$25/person

Just take 10 yards at a time BEFORE reaching your goal of starting a restaurant and avoid those pesky penalty flags on the field! New restaurateurs will learn about food establishment state laws, application and inspection processes, fees, licensing, equipment requirements and basic start-up considerations; includes financial projections, sample business plans and information from Tri-County Health Dept.



Half Time: Marketing Your Food Product

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

Location: TBA -- Call (303) 326-8690

It's half time, and your fans are ready to buy that tasty morsel at your concession stand. If you're trying to get your food product to market, let the industry experts share their winning secrets for compliance, labeling, packaging, promotion, advertising and reaching your customers. **In cooperation with Colorado Dept. of Agriculture Div. of Markets.** Thurs., April 23rd, 8:00 AM - 4:00 PM

Clases en Español



Fundamentos de un negocio

FREE

Favor de llame Santos Blan, (303) 326-8693, para más informes.

Registration

Seminar registration is required due to "sell-out crowds":



(303) 326-8690 **info@aurorabdc.com**



Cost: Seminars are payable at the door, by cash or check only, to the *Aurora BDC*. Select a seminar series and pay the discount 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: Seminars will take place at the Aurora BDC unless otherwise noted (see map on back panel or online). When calling to register, please confirm the location and request specific directions.