



AURORA BUSINESS DEVELOPMENT SEMINAR DESCRIPTIONS – 2011

See the on-line calendar: www.aurorabdc.com. Please register: (303) 326-8690 or info@aurorabdc.com.

Basics of Starting a Business — Look before you leap. Want to know how to bring that business idea to reality? This free workshop is for those who want to start a business and increase their probability of success. Topics include entity selection, trade name registration, obtaining the business and sales tax license, recordkeeping, planning and more (*offered monthly*).

Starting a Restaurant — Opening a profitable restaurant requires a good menu. If you are looking for the legalities of opening a restaurant in one convenient location, then this is the seminar to attend. This seminar will cover the health and legal issues you need to solve before opening your doors. The discussion will be about the application and inspection process, fees, licensing, equipment requirements, and basic start-up considerations. *This workshop is in collaboration with the Tri-County Health Department (offered quarterly)*.

Financing Your Business — This free workshop shows you step-by-step how to finance a start-up or growing business. Topics include different financing options, such as bank loans, SBA guaranteed loans, non-bank lenders, private investors, and the myths and realities of grant funding. Learn how successful borrowers pick the right financing options and make their proposals attractive to funding sources. Also, learn how to calculate your financing needs, develop financial projections and how to professionally present your proposal (*offered monthly*).

Before You Sign The Business Lease — Location, Location, Location! Choosing the right location may be the most important decision you make for your business. You must determine if the type of business you are planning is permitted in the zoning code at the location you have chosen, including conducting a business out of your own home (*offered twice a year*).

Writing Your Business Plan — A business plan will help you start, grow, and manage your business. Learn how to develop the key elements of a good business plan, including market analysis, marketing strategy, assessing the competition, promotion, operations and a realistic financial plan. Take four successive business plan seminars and conclude with a completed written business plan (*offered in Feb. & Aug.*).

Smart Marketing / Writing Your Marketing Plan — Developing a marketing plan is one of the most important ways you can help grow your business. This seminar is intended to provide an overview of the importance of market research and analysis, product development, pricing, advertising, promotion, publicity, sales, and customer service. Take four successive marketing seminars and conclude with a completed written marketing plan (*offered in Feb. & Aug.*).

Marketing on a Shoestring — Do you want your marketing budget to go further and be more effective? Would you like a good marketing ROI? Effective marketing is the key to business survival, growth and success, especially in today's challenging economy. Learn practical ways to access and apply many no/low-cost marketing tactics that have been proven successful across many industries worldwide. According to Dun & Bradstreet, one of the main reasons that businesses fail is a poorly focused and executed marketing plan or an inadequate marketing strategy. Don't be a statistic! Achieve maximum results with a minimum budget (*offered six times a year*).

Plan Your Web Site — If you build a web site, be sure you can generate traffic. Learn about essential components of effective e-commerce—a web site that works for you, including understanding hosting services, domain names, your web site budget and Internet demographics, finding new markets, suppliers and competition, getting listed by search engines, log analysis, evaluating good sites and developing an internet business plan (*offered six times a year*).

Legal Aspects of Web Sites and Social Media Marketing — The World Wide Web, Twitter®, Facebook®, YouTube®, Flickr®, Tumblr®, LinkedIn® and other social media offer additional opportunities beyond the traditional for businesses to market their products and services. These tools can provide unprecedented access to new markets at a relatively low cost to the business owner. However, this technology comes with issues, costs, and danger zones for business. Learn about domain name, copyright, trademark, defamation, advertising laws and other issues that arise when developing a website or marketing your product or service online. *(offered twice a year)*.

Legal Rules of Business — Every business owner needs to know the legal ropes to skip and hoops to jump through to avoid unintended consequences and unnecessary legal problems. A business attorney will provide in layman's terms an overview of business and legal issues common to businesses such as: selecting the correct legal entity to conduct business, what to look for when purchasing a business, when to use a non-disclosure / confidentiality agreement, types of financing and security agreements, use of employment agreements, how to protect copyrights and trademarks and other intellectual property, and what to do with the business when it is time to call it quits. This course will help you understand the rules of business *(offered quarterly)*.

Public and Private Contracts 101—At no charge to you, procurement specialists from the city of Aurora, the Procurement Technical Assistance Center (PTAC), Buckley Air Force Base, the SBA and CH2M Hill 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 *(offered quarterly)*.

QuickBooks for Beginners I & II — Session I introduces the highly acclaimed and adopted accounting information system, giving important introductory material to bookkeeping, the accounting principles behind the software and the first steps to using the software. Session II gives hands-on experience using QuickBooks Pro bookkeeping software. Learn how to set up a computerized accounting system, create invoices, add and modify accounts, add and pay vendors; create financial reports and more. *Familiarity with a computer keyboard and Windows operating system required (offered five times a year; space is very limited due to access to computers)*.

Sales and Use Tax 101 — Caron Notarmuzi, a Trainer with the Colorado Department of Revenue, claims, "Most businesses are unaware of the laws surrounding sales and use tax laws in Colorado and commonly find themselves facing unnecessary fines and penalties upon sales/use tax audits." You can avoid these fines along with common sales/use tax myths that can plague business owners. Learn about sales and use tax laws, required sales/use tax licenses for the state and city of Aurora, collection and payment of these taxes, common filing errors, electronic resources, "Home Rule" issues and much more. A must-attend for anyone selling tangible property at wholesale or retail, service businesses, and/or those who prepare returns for Colorado business owners located in Aurora or those doing business in Aurora *(offered quarterly)*.

Marketing Your Food Product — Trying to get your food product to market? Let industry experts share their keys of the trade concerning planning, compliance, labeling, packaging, promotion, advertising, and reaching your customers. *This workshop is in collaboration with the Colorado Department of Agriculture Division of Markets and offered only once each year in mid-April.*

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