

**Aurora Business Development Center
2010 Seminar Descriptions**

Basics of Starting a Business

Look before you leap! Want to turn that business idea into reality? Topics include entity selection, trade name registration, business and sales tax licenses, basic business planning--and includes an entrepreneurial assessment. This is an excellent first step to increase your probability of success.

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Writing a Business and Financial Plan

A business plan will help you start, grow, and manage your business. Learn how to develop the elements of a good business plan including market analysis, marketing strategy, assessing the competition, promotion, and a financial plan, including financing options. Attendees will receive a CD of sample plans and financial statement templates.

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Shoestring Marketing

Effective marketing is the key to business survival, growth and success -- especially in today's challenging economy.

- Do you want to make your marketing budget go further?
- Make all the money you spend on marketing effective?
- Have a good marketing ROI?

Then this workshop is for you! It's packed full of practical ways to grow your business. You'll learn how to access and apply many no/low-cost practical and effective 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!

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Smart Marketing

Increase revenue by improving customer service and energizing sales. Differentiate your business from competitors, attract new customers and keep existing ones, increase customer spending, define your niche, learn the essentials of target marketing and use practical and cost-effective promotional ideas that get results!

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Plan Your Web Site

Do you need a web site? Learn about web site development stages, web hosting service and domain names, developing a web site budget, electronic commerce, Internet demographics, finding new markets and suppliers, finding your competition, evaluating e-commerce web sites, developing an internet marketing plan, generating traffic to your web site, getting listed by search engines, log analysis and key pieces of an internet business plan.

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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 contains the basic information that you need to help you understand the rules of business.

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Meet the Lenders

Get up close and personal with area lenders and receive an overview of the lending process. Learn about SBA loan programs, including the Community Express loans, other micro-loan programs and nontraditional sources of financing. This seminar gives you one-stop access to your financing options. There will be time for a Q&A.

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QuickBooks Part I & II

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. **Part II includes hands-on training; must have taken Part I. Familiarity with a computer keyboard and Windows operating system required.**

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Public and Private Contracts 101

Procurement specialists from Buckley Air Force Base, the SBA, city of Aurora, 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.

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Sales & 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 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.

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Starting a Restaurant

Opening a profitable restaurant requires a game plan. A representative from Tri-County Health Department will inform you of food establishment state laws, and an Aurora BDC specialist will provide you with a timeline to opening and keeping your business open. Learn about the application and inspection process, fees, licensing, equipment requirements and basic start-up considerations. Participants receive sample financial projections and business plans.

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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. Held only once a year and filled to the brim with great information! Lunch included.

In cooperation with the Colorado State Department of Agriculture Division of Markets.

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Fundamentos de un Negocio

Mira antes de saltar. ¿Quieres saber cómo lograr que la idea de negocio a la realidad? Los temas incluyen la selección de la entidad, el registro de nombre commercial, las ventas de licencias de impuestos, registros, planificación y más. Para aquellos que quieren empezar un negocio y aumentar su probabilidad de éxito.

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