

Seminars & Workshops for Entrepreneurs



Start or expand your business with help from the Capital Region SBDC !

Since 1980, the Maryland Small Business Development Center Network (SBDC) has provided professional counseling and low cost training to start-up and existing businesses throughout the state of Maryland. The **Capital Region SBDC** was established to serve the specific needs of businesses in Prince George's and Montgomery Counties.

Smart Start - Entrepreneur 101

Learn how to avoid common pitfalls, explore the feasibility of your idea and increase your chance for success! Professionals will discuss the legal forms of business and basic tax and accounting issues that start-ups face. You'll also receive a start-up manual with all the forms necessary for registering your business in Maryland! **One Three hour session. Cost: \$45.00**

Time : 5:30 pm- 8:30 pm

Dates: Wheaton : Tuesday, 7/1
College Park: Tuesday, 8/5
Wheaton: Wednesday, 9/10

Writing a Winning Business Plan

A well written business plan will help you define your business idea, evaluate your competition, analyze risks and estimate costs. This comprehensive seminar will explain and illustrate the business plan format, provide tips on research, marketing, cashflow and more.

Note: If you have not started a business, consider starting with the "Smart Start" seminar. One Two hour session. Cost: \$45.00

Time : 5:30 pm- 7:30 pm

Dates: College Park: Wednesday, 7/9
Wheaton: Thursday, 8/7
Wheaton: Thursday, 9/11

How to Access Capital: Small Business Financing

How will you finance your business venture? Are there grants available? Do you qualify? This informative class has all the answers. You'll learn what programs are available to seed start up businesses, what you'll need to qualify, and what lenders look for in a loan package. **One two and a half hour session. Cost: \$25.00**

Time: 5:30 pm -8:00 pm

Dates: Wheaton: Wednesday, 7/16
College Park: Tuesday, 8/12
College Park: Thursday, 9/25

July-September 2008

Dates & times are subject to change. For the latest update, visit our website or call the SBDC

Capital Region SBDC
www.capitalsbdc.umd.edu

Government Certification 8 (a)/SDB/MBE

Each year, federal, state, and local governments award millions of dollars in contracts to small businesses throughout the state. If you're in business with a product or service the government can use, this class is for you! Receive professional guidance on the certification process and what you'll need to qualify for Federal and State/Local Certifications. Learn how to prepare a winning package. **One three hour session.**

Cost: \$55.00

Time: 2:00 pm -5:00 pm

Dates: College Park: Friday, 7/18
Wheaton: Thursday, 8/28
College Park: Friday, 9/26

Leveraging Your 8(a)

Effective marketing of your 8(a) certification closes the gap between the capture and proposal process. In this course, we teach you how to interact with the government to be perceived as a partner and subject matter expert who understands the agency's needs and can deliver what the government really wants. Topics include: learning and understanding agency requirements to effectively maximize your 8(a), preparing effective leave-behinds, meeting with agency staff, responding to Sources Sought, using your 8(a) to partner with other companies. **One three hour session.**

Cost: \$55.00

Time: 5:30 pm -8:30 pm

Dates: Wheaton: Thursday, 7/17

Opening a Restaurant: The Recipe for Success

If you're interested in opening a restaurant, beat the odds by attending this informative seminar. You'll learn about budgeting for equipment and day to day operational expenses, managing food costs, staffing, point of sale systems, menu development and more. **Prerequisite: Smart Start 101. One three hour session. Cost: \$45.00**

Time: 5:30 pm - 8:30 pm

Dates: College Park: Tuesday, 9/30

Starting a Successful Retail Store

Learn the key issues to starting and managing your own retail operation. Topics include: vendor selection, inventory management, product placement, promotion, keys to profitability, cashflow, increasing sales, customer satisfaction, point-of-sale systems, payroll, loss prevention and more. You'll receive expert instruction and a workbook with valuable resources. **Pre-requisite: Smart Start 101. One two and 1/2 hour session. Cost: \$45**

Time: 5:30 pm -8:30 pm

Dates: College Park: Thursday, 7/10

becoming a Strategic Business Leader

Do you feel like a prisoner to your business? Are you not sure how to create a strategy for your business? During this period of economic turbulence, are you prepared to make the most of opportunities, or will you approach the next 90 days as reactively as the last 90? If you would like to learn how to become a strategic business leader, or if you have taken the program before and would like to reset your 90 day plan, then The Growth Coach's Strategic MindsetR Workshop is for you!

The Growth CoachR, the nation's leader in business coaching, delivers a unique, proven, strategic-focusing process that delivers superior results. Through this proprietary process, clients of The Growth CoachR learn how to simplify their lives, clarify their vision, and maximize their productivity. **One Two hour session. Cost: \$40.00**

Time: 6:00 pm -8:00 pm

Dates: Wheaton: Wednesday, 9/24

Top 10 Legal Mistakes Small Businesses Make

Each year, small businesses lose thousands or pay even more in legal penalties due to lack of proper legal council. Learn the top 10 legal mistakes many small businesses make and specific steps on how to avoid them. An attorney will discuss contracts, employee and lease agreements, landlord tenant matters, financial issues and more! Get hundreds of dollars of legal advice. **One Two hour session. Cost: \$25.00**

Time: 6:00 - 8:00 pm

Dates: Wheaton: Thursday, 7/24

Federal Government Procurement for Technology Companies

If you're a technology company that is 8(a), SDB and Hub Zone certified trying to do business with the Federal Government, this workshop is for you! Learn how to successfully bid on government contracts, key strategies for selling to the government and more! **One 4.5 hour session. Cost: \$69.00**

Time: 8:30 am - 1:00 pm

Dates: Wheaton: Wednesday, 7/30

Developing a Dynamic Website

Learn how to effectively use your website to promote your business, how to ensure the right message gets to the right customer and more! You'll get tips on driving traffic to your site, and ways to ensure visitors find what they're looking for. Determine how and when to create a site and who should build and maintain it. **One 2 hour session. Cost: \$25.00**

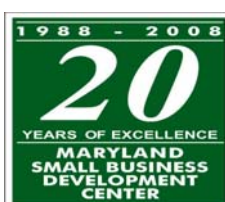
Time: 6:00 pm - 8:00 pm

Date: Wheaton: Tuesday, 7/29

Please note:

Registration and payment is due at least 4 business days prior to the class. No Walk-Ins will be permitted to enter the day of the class.

U.S. Small Business Administration



Federal Contracting 101

This half day class provides prospective contractors and offerors with a fundamental understanding of the federal procurement process. The focus is to eliminate the mystery of federal procurement and to serve as the basis for advanced procurement classes. The target audience is everyone interested in learning the steps in the federal procurement process and how to submit bids or proposals in response to federal solicitations. **One 4 hour session. Cost: \$65.00**

Time: 9 am - 1 pm

Dates: Bowie: Tuesday, 9/9

Networking Made Simple

Does the thought of networking make you uncomfortable? Does scheduling to attend a networking event sound almost as appealing as a root canal? If this sounds familiar, then worry no longer. After this class, you will have a solid framework for your networking and increased confidence in how to make it work for you. This class will cover the following areas: 1) Defining your target market 2) Deciding on which networking venues are right for you and your business 3) Crafting a memorable elevator speech 4) Defining networking goals and 5) Developing a networking action plan. **One 2 hour session. Cost: \$30.00.**

Time: 6:00 pm - 8:00 pm

Dates: College Park: Wednesday, 8/6

How to Win and Develop More Profitable Customers

Learn how companies and organizations like yours are using a customer-centric approach to finding more of the best customers and creating a relationship that can generate more revenue over time. This workshop will show how the integration of sales, marketing and communications, using sales force automation (SFA) and customer relationship management (CRM) tools, can provide you a strategic advantage no matter what type of business or organization you operate. **Cost: \$30.00.**

Time: 6 pm - 8 pm

Dates: Wheaton: Tuesday, 7/22

Training dates and times are subject to change.
For the most updated information or a registration form, visit our website at
www.capitalsbdc.umd.edu
301-403-0501 x 11
training@mdsbdc.umd.edu

Course Locations

College Park* Capital Region Training Center
7100 Baltimore Avenue, 4th floor
College Park, MD 20740

Wheaton* Wheaton Business Innovation Center
Westfield Building South
11002 Veirs Mill Road, Suite 700
Wheaton, MD 20902
(Near Wheaton Mall, next to Circuit City and Checker's)

Bowie* Bowie City Hall
2614 Kenhill Drive, Bowie, MD 20715

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