



2010 No Cost Business Workshops



Knowledge is power, especially in today's world of small business ownership. The North Valley Regional Chamber of Commerce and VEDC offers workshops and seminars that provide a solid business foundation of proper practices, procedures and philosophies from which to build your successful business.

All About Business Loans

Attend the All About Business Loans workshop to learn about the different financing options available to your business and how the loan process works. Taught by an actual loan officer, we will explore use of funds, interest rates and other pertinent information for SBA, microenterprise, minority, veteran and special loan programs

FREE • 4:00pm – 5:00pm • Day Varies

Van Nuys: (Wednesdays) 7/7, 7/21, 8/4, 8/18, 10/6, 10/20, 11/3, 11/17, 12/1, 12/15

West Valley: (Tuesday) 7/27

Downtown: (Thursdays) 7/22, 8/5, 8/19, 9/9, 9/23, 10/7, 10/21, 11/18, 12/9

Northridge: (Tuesdays) 8/24, 10/26, 11/23, 12/21

Customer Service

Just because you're nice doesn't mean that your business provides good customer service. Customer service is a combination of systems. This workshop will teach you how to treat your customers, keep your customers, different styles of service and how to appropriately negotiate customer complaints.

\$10 • 4:00pm – 6:00pm • Thursdays

Van Nuys: 8/11, 11/10

Entrepreneurial Mentoring Group

We invite those who've participated in VEDC's Entrepreneurial Training Program (ETP) to join this mentoring group for a 2-hour troubleshooting and brainstorming session on the second Thursday of every month. Who knows the trials and tribulations of starting a small business better than your fellow ETP graduates?

FREE • 6:00pm – 8:00pm • Thursdays

Van Nuys: 7/8, 8/12, 9/9, 10/14, 12/9

Google Apps for Small Businesses

Learn how to utilize Google Apps, Google's web-based communication, collaboration and security applications, to work for your business. By switching to Google Apps, with its minimal administration and no extra hardware or software required, reduce IT hassles and save time & money.

\$10 • 6:00pm – 8:00pm • Thursdays

Van Nuys: 9/16, 11/4

Business Plan Essentials

If your company is seeking financing or direction and you want to know the basics of how to write a business plan – sign up here. Entrepreneurs typically allow daily operations to steer the direction of the business. Without proper planning, goals, objectives, bench marks and checks and balances in place businesses often veer from their original course into a dead end. Avoid pitfalls and detours – go directly to success with this hands-on Business Plan workshop that will teach you how to best identify goals and objectives in relation to marketing, sales, distribution, management and finance.

\$10 • 4:00pm – 6:00pm • Wednesdays

Van Nuys: 7/7, 8/4, 9/8, 10/6, 11/3, 12/1

Entrepreneurial Training Program (ETP)

If your dream is to start a business then this eight (8) week workshop series is for you. We use the business plan as a tool to learn how to start-up a business and manage it operationally and financially. Each week we delve into a new section of the business plan and then you apply this knowledge to your unique concept. On week eight (8) you will have a working draft of a business plan.

FREE* (If you qualify) • Time Varies • Day Varies

Van Nuys: (Thursdays: 6:00pm – 9:00pm)

Series I: starts 8/5 – ends 9/4

Series II: starts 9/30 – ends 11/18

West Valley: (Wednesdays: 5:00pm – 8:00pm) starts 9/28 – ends 11/16

**Qualifying entrepreneurs must: Be located within the City of Los Angeles, show proof of income or assistance and residence (copy of utility bill), and complete the application.

Federal & State Basics of Payroll Taxes

As an employer it is your legal responsibility to withhold the proper amount of payroll taxes. Withhold too much or too little and your business could be penalized. Attend this workshop, put on jointly by the IRS (federal) and EDD (state) to learn about the following:

- California payroll reporting requirements: forms, employer obligations, reporting and payment.
- Independent contractor reporting requirements.
- Electronic filing and payment requirements and options.
- Federal payroll reporting requirements: Forms 940, 941, 1099, W-2, W-4, W-9, and alternative filings.

FREE • 9:00am – 3:00pm • Tuesdays

Van Nuys: 8/24, 10/26, 11/16

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Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.

Contact us at (818) 907-9922 to make arrangements.



Marketing 101 for Business Owners

The best product won't sell if no one knows about it! Learn how to develop a practical marketing plan. The majority of business failures are attributed to a lack of a formal and effective marketing strategy. What to think or re-think about how you attract people to your business. Learn about the 4 P's in marketing: Product, Place, Price & Promotion.

\$10 • 4:00pm – 6:00pm • Thursdays

Van Nuys: 8/19, 10/14, 12/2

Sales & Negotiating for Non-Salespeople

Learn more about networking and sales in two hours than in a semester of traditional learning. Sally Wells Cook is a dynamic expert who knows business-building from the kitchen table to the corporate boardroom. Ms. Cook will teach you how to see opportunities that others pass over. Challenge yourself to two hours that could change the future of your business.

\$10 • 4:00pm – 6:00pm • Wednesdays

Van Nuys: 8/11, 10/13

QuickBooks Tutorial

Whether you are new to QuickBooks software or an experienced user, everyone will get something out of this overview workshop. For the experienced users, bring your toughest QuickBooks questions and let experts from Gazal Consulting Bookkeeping help you with them.

\$10 • AM 9:00 – 11:30, PM 5:00 – 7:30 • Wednesdays

Van Nuys: AM 7/14, 9/15, 11/17; PM 8/25, 10/13, 12/8

Start-Up Do's and Don'ts

Are you thinking of starting a new business? Start-up Do's and Don'ts is a great first step. This two hour workshop introduces you to what it takes to start-up a new business from permits and DBA's to research and business plans; learn from other's mistakes and start the right way.

\$10 • 4:00pm – 6:00pm • Thursdays

Van Nuys: 10/19, 12/14

To sign up for classes, please contact Lucero Montañez:

Phone: (818) 907-9922

Fax: (818) 907-9720

E-mail: LMontanez@vedc.org

Online: www.vedc.org

Workshop Locations:

Van Nuys

Women's Business Center
5121 Van Nuys Blvd, 3rd Floor
Van Nuys, CA 91403
(818) 907-9922

West Valley

Canoga Park WorkSource Center
21010 Vanowen St.
Canoga Park, CA 91303
(818) 596-4103

Northridge

North Valley Regional Chamber of
Commerce
9401 Reseda Blvd., Suite 100
Northridge, CA 91324

**** Class schedule subject to change & cancellation. Must be pre-registered. ****

SIGN ME UP!

Please fax to (818) 907-9720

I would like to register for: _____

Name of Class

Date/Time

Location

Your Name

E-mail Address

(____) _____
Phone #

Additional Guest(s) Name(s)