

SBDC

Helping to Create the
Business Leaders of Tomorrow



Training



Consulting



Financing

**South Bay Small Business
Development Center**

Workshop Schedule

January - March 2006

310.973.3177

www.southbaysbdc.org



Hosted by El Camino College

1 INTRODUCTION

Welcome to the South Bay Small Business Development Center (SBDC). The SBDC is a non-profit organization that is part of the Los Angeles Regional SBDC network administered by the newly created Lead Center at Long Beach City College. The SBDC is also affiliated with the Small Business Administration (SBA), the California Community Colleges District Chancellor's Office, and El Camino College.

There are more than 1,100 SBDCs throughout the United States designed to deliver up-to-date training, counseling and technical assistance in all aspects of small business management.

Assistance is available to anyone interested in improving or expanding an existing business or starting a business.

The South Bay SBDC offers:
Low or No Cost Workshops
Interactive workshops that cover all aspects of business growth and development are offered, mostly during convenient evening hours. The following pages list a wide variety of events, including workshops in export/import.

No Cost Consulting Services
Customized business consulting is available to help you through the process of expanding or starting a business. Our consultants have expertise in areas such as human resources, finance, sales, marketing, legal and tax issues. Our consultants can also help you apply for financing for your business.

Confidential one-on-one assistance is available at no charge to you. Call 310.973.3177 for details.

How to Register for South Bay SBDC Workshops

Pre-registration, and if applicable, pre-payment is required in order to attend a workshop.

PHONE: Call 310.973.3177. Have your program information ready. Visa/MasterCard are accepted for payment.

IN-PERSON: Visit the SBDC at 13430 Hawthorne Blvd., Hawthorne, CA, 90250. Visa/MasterCard, money orders, or cash (exact change please), are accepted for payment. Sorry-no checks and no refunds.

SBDC business hours are Monday-Friday, 8:00 a.m. - 5:00 p.m., excluding holidays (January - March 2006 holidays: New Year's Day, Martin Luther King, Jr. Day, Lincoln's Holiday, Washington's Holiday).

ONLINE: Visit www.southbaysbdc.org for up-to-the-minute events and registration information. **Online registration is coming soon!**

Brought to you in partnership with:



CALIFORNIA COMMUNITY COLLEGES
ECONOMIC & WORKFORCE
DEVELOPMENT PROGRAM



The Small Business Development Center is partially funded by the U.S. Small Business Administration under a cooperative agreement. SBA's funding is not an endorsement of any product, opinion or service. All SBA funded programs are extended to the public on a nondiscriminatory basis. Special arrangements for individuals with disabilities will be made if requested in advance. Additional funding comes from the California Community College Economic and Workforce Development Program, and El Camino College.

n Access to Capital: How to Get Funding to Grow Your Business-\$25

This workshop provides an overview of the funding options that are available to existing businesses. An evaluation of the different funding sources, an overview of the loan processes and the documentation required will be discussed in this informative session. Upon completion of this session, you will have a checklist for completing a loan application. You will also be able to meet, by appointment, one-on-one with a SBDC counselor to assist with the necessary documentation.

Wednesday, 6:00 p.m. - 8:30 p.m.
March 8, 2006
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

n Connect2Met: How to Successfully Win Contracts-FREE

Get the advantage and edge to win contracts and make your business stand out in the bidding process! Receive information from experts. This workshop will provide you with a general understanding of the procurement process used by the Metropolitan Water District and how small businesses might market their goods and services to the government. Businesses that should attend include IT products, janitorial, landscaping, automotive, electrical equipment, pipes and valves steel, chemical supplies, office products, printing and supplies. The workshop will:

Describe procurement vehicles available to help small businesses work with the local government.

Provide information on procurement strategies.

Describe the appropriate marketing steps required to work with government agencies.

Provide how to find additional resources to learn more about the procurement process.

Wednesday, 8:00 a.m. - 11:00 a.m.
February 15, 2006
Torrance Library
3301 Torrance Blvd.
Torrance, CA 90503

n Effective Web Site Design and Marketing-\$25

Need a website? Want the tools that allow you to get your website up and running? You know you need to get your business on the Internet. An effective website increases recognition and can be another sales vehicle for you, but what is involved?

This workshop will cover:

How to prepare your business to be web ready

What tools will allow you to do it yourself

Learn what hiring a professional can bring to the table

How to get noticed once your website is up

How to use your website to increase sales and marketing of your business and more!

Wednesday, 6:00 p.m. - 8:30 p.m.
March 22, 2006
Business Training Center
13430 Hawthorne Blvd.,
Hawthorne, CA, 90250

3 ESTABLISHED BUSINESSES

n Federal/State Basic Payroll Tax Seminar-FREE

Get information on federal and state payroll taxes in this informative seminar! Learn how to withhold, pay and report employment taxes, and how to distinguish between an employee and an independent contractor. Information will also be provided on independent contract reporting and ways to obtain assistance with your payroll taxes.

Wednesday, 10:00 a.m. - 4:00 p.m.
February 22, 2006
Business Training Center
13430 Hawthorne Blvd.,
Hawthorne, CA, 90250

This workshop is presented by the State of California. Please register online at www.edd.ca.gov/taxsem/

n How to Manage Unemployment Insurance Costs-FREE

Get the information that you need to save on the costs of unemployment insurance. Learn what affects your unemployment insurance, tax rate, and unemployment insurance tax rate schedules and calculations. Understand how to manage federal regulations and be informed!

Thursday, 10:00 a.m. - 1:00 p.m.
March 23, 2006
Business Training Center
13430 Hawthorne Blvd.,
Hawthorne, CA, 90250

This workshop is presented by the State of California. Please register online at www.edd.ca.gov/taxsem/

n Improve Your Bottom Line with Cash Flow Management-\$25

A healthy cash flow is an essential part of any successful business. Without enough cash to pay your suppliers, creditors, or your employees, you're out of business! This workshop will cover understanding cash flow, how to analyze your cash flow and develop a budget, how to improve your cash flow and filling in cash flow gaps, and handling any cash surplus.

Tuesday, 6:00 p.m. - 8:30 p.m.
March 14, 2006
Torrance Library
3301 Torrance Blvd.
Torrance, CA 90503

n Protect Your Business: Get Up-to-Date on Labor Law Issues-\$25

Jeffrey L. Malek, an attorney specializing in labor law, will provide information on changes in labor and employment practices. He will discuss sexual harassment prevention training requirements, HIPPA requirements, OSHA changes and requirements, and general wage and hour issues. Mr. Malek is a trial attorney with offices in Torrance, Irvine and San Francisco. He specializes in labor matters on behalf of management. He is president of the California Society of Safety and Security Professionals and teaches at California State University Dominguez Hills and UCLA.

Wednesday, 6:00 p.m. - 7:30 p.m.
February 22, 2006
Location TBD

This event is co-sponsored by the Asian Business Association (ABA), www.aba-la.org. Please contact the ABA for information and to register at 323.264.ABA7.

n Responding to Requests for Proposals (RFPs) from the Federal Government-FREE

This in-depth workshop covers everything you need to know about responding to federal RFPs including how to locate government RFPs, deciding whether or not to develop a proposal, knowing the key elements of proposal formats, being able to develop a requirements matrix, how to develop a proposal team and coordinate subcontractor proposals, being able to define the scope of work, understanding the administrative tasks on non-complex and complex proposals, knowing how to finalize the proposal and prepare for negotiation, and how to obtain valuable feedback after the contract is awarded.

Wednesday, 9:00 a.m. - 12:00 p.m.
January 18, 2006
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

This workshop is presented by the Federal Technology Center. Please register online at theftc.org.

Additional Session
Date to be determined.
9:00 a.m. - 11:30 a.m.
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

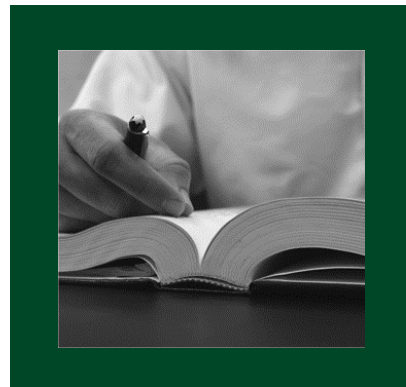
This workshop is presented by the L.A. County Office of Small Business/Procurement Technical Assistance Center. Please register online at www.laosb.org.

n Government Proposal Preparation (RFPs)-FREE

This course will give you the basic steps to read and respond to a broad range of government (county, state, and federal) proposals and solicitations. Concepts covered includes how to review and respond to RFPs and decide whether or not to develop a proposal, understanding the key elements of proposal formats, including the cost proposal selection, being able to identify the scope of work, understanding the administrative tasks of non-complex and complex proposals, how to finalize the proposal and prepare for negotiation, and how to get valuable feedback after the contract is awarded. Bring any proposals that you may be working on for individual questions.

Date to be determined.
1:30 p.m. - 4:00 p.m.
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

This workshop is presented by the L.A. County Office of Small Business/Procurement Technical Assistance Center. Please register online at www.laosb.org.



5 ESTABLISHED BUSINESSES

n **How to Improve Your Credit-FREE**

Having good credit is a must as a business owner. If you have credit issues, learn how to improve and manage your credit at this free workshop.

Topics covered includes how to:
Legally and permanently remove derogatory credit from your records
Settle with the IRS

Deal with collectors

Manage your finances and rebuild your credit profile.

Wednesday, 6:00 p.m. - 8:30 p.m.
February 8, 2006
Location to be determined

This workshop is co-sponsored by Certified Federal Credit Union and Operation Hope. For more information and to register for the workshop, please call Certified Federal Credit Union at 323.859.2279.

n **State Basic Payroll Tax Seminar-FREE**

In this workshop presented by the State of California Employment Development Department (EDD), you will learn how to report state payroll taxes, the basic definitions of employee, wages and employer, and how to get help with your payroll tax issues.

Thursday, 10:00 a.m. - 4:00 p.m.
February 16, 2006
Workforce Investment Network
One Civic Plaza, 5th Floor
Carson, CA 90745

This workshop is presented by the State of California. Please register online at www.edd.ca.gov/taxsem/.

n **Tax Smarts for Small Businesses-\$25**

Virtually every business decision you make has tax consequences that can affect your bottom line. This class will give you valuable strategies that will free you to do what counts: running your business and running it effectively. A qualified tax expert will cover deducting current and capitalized expenses, recordkeeping to head of trouble with the IRS and Franchise Tax Board, deducting home office expenses, tax breaks from business losses, comparing the advantages of different legal structures, and handling a tax audit.

Thursday, February 9, 2006
6:00 p.m. - 8:30 p.m.
Business Training Center
13430 Hawthorne Blvd.,
Hawthorne, CA, 90250

NEW ANNUAL PASS PROGRAM

If you plan to take more than one workshop, why not buy one of our annual passes?

For just \$40, you can take as many SBDC workshops as you desire for an entire year!

For more information and to purchase your pass, call the SBDC at 310.973.3177.

This is a limited time offer so call today!

n Help! I Want to Start a Business!-\$15

This workshop will take you through all the steps that are essential in starting a small business. Learn what it takes to be an entrepreneur, tax and license requirements, what is needed to secure funding (access to capital), and general qualifying criteria. You will also learn how to structure a business plan, which is critical in starting a small business. It is also essential in obtaining a loan. Learn everything you need to start a small business in this information-packed session! Upon completion of the workshop, you will be able to meet, by appointment, one-on-one with a SBDC counselor to continue with the specific development of your business.

Thursday, 6:00 p.m. - 9:00 p.m.
January 12, 2006
Torrance Library
3301 Torrance Blvd.
Torrance, CA 90503

Wednesday, 6:00 p.m. - 9:00 p.m.
January 25, 2006
Business Training Center
13430 Hawthorne Blvd.,
Hawthorne, CA, 90250

Thursday, 6:00 p.m. - 9:00 p.m.
February 9, 2006
Business Training Center
13430 Hawthorne Blvd.,
Hawthorne, CA, 90250

Wednesday, 6:00 p.m. - 9:00 p.m.
February 22, 2006
Business Training Center
13430 Hawthorne Blvd.,
Hawthorne, CA, 90250

Thursday, 6:00 p.m. - 9:00 p.m.
March 9, 2006
Business Training Center
13430 Hawthorne Blvd.,
Hawthorne, CA, 90250

Wednesday 6:00 p.m. - 9:00 p.m.
March 22, 2006
Business Training Center
13430 Hawthorne Blvd.,
Hawthorne, CA, 90250

n Ayudenme! Voy Abrir mi Propio Negocio!-\$15

Este taller es de apoyo e información para los actuales y futuros empresarios, le da información acerca de las etapas previas a la formación de la empresa, le enseña todos los pasos necesarios para empesar su

pequeno negocio. El taller cubre información acerca de: 1) Las características que debe tener un (a) empresario(a), 2) Aspectos relacionados con la obtencion del financiamiento y los requisitos para calificar, 3) Como debe prepararse el plan de negocios, documento fundamental para la iniciacion del negocio y para solicitar financiamiento. Se le informara de todos los aspectos requeridos para estructurar un negocio. Aprendera todo lo que necesita

saber para empesar un pequeno negocio! A la conclusion de los aspectos informativos de este taller, usted podra hacer una cita para reunirse con uno de los consultores de SBDC para desarrollar a fondo su proyecto de negocios.

Miercoles, 6:00 p.m. - 9:00 p.m.
Febrero 8, 2006
Business Training Center
13430 Hawthorne Blvd.,
Hawthorne, CA, 90250

Delicieuse French Cafe & Boutique, Redondo Beach, CA

Patricia Samson turned her dreams of owning a business into reality in April 2005.

She and her father, who had studied under a famous ice cream maker in France, had developed an innovative method of blending French and Philippine ice cream processes. They had several years of experience in the ice cream making business. Their ice cream products sold very successfully in outdoor markets from Beverly Hills to Santa Monica and beyond.

All during this time, Patricia dreamed of one day owning her own ice cream shop. That day came when she spotted a French pastry business for sale in Redondo Beach.

Needing help with management and financing issues, Patricia contacted the Small Business Administration who referred her to the South Bay SBDC.

Jerry de los Rios, a South Bay SBDC business consultant, helped her evaluate the business venture, and assisted with obtaining financing to purchase the business.

Patricia opened her cafe in the summer of 2005. The new business provided two full-time employment opportunities for the community. She expanded her menu and in addition to ice cream, offers a complete range of sandwiches, salads, drinks, and other specialty items. She hopes that her business will evolve into a franchise opportunity.

UBUYWERUSH, Long Beach, CA

In April 2003, Cesar and Miriam Carranza launched an internet-based service selling small items on eBay. Over the next 18 months, they achieved an annual sales volume of \$500,000.

In April 2005, the Carranzas came to the South Bay SBDC with a desire to expand their business operations by opening a Post Net franchise and a Cyber-Cafe in the City of Lynwood.

South Bay SBDC counselors Jerry de los Rios and Ben Martin helped them evaluate the business potential of both new ventures. After discovering that the Post Net franchise would not provide the desired return on investment, the Carranzas chose to proceed with a UPS store franchise that complemented their existing Internet sales business.

The SBDC counselors then assisted the couple with developing their business plan and structuring both businesses, negotiating with UPS for the franchise, and negotiating a lease for the two new enterprises.

Jerry de los Rios was able to help the Carranzas obtain the financing needed to launch their business in November 2005.

Resources

For information on financing and sample business plans, visit www.sba.gov.

To purchase books and software for a variety of business topics, visit www.southbaysbdc.org and click on the SBDC store.

Are You Ready?**Is Entrepreneurship for You?**

In business, there are no guarantees. There is simply no way to eliminate all the risks associated with starting a small business - but you can improve your chances of success with good planning, preparation, and insight. Start by evaluating your strengths and weaknesses as a potential owner and manager of a small business. Carefully consider each of the following questions:

Are you a self-starter?

It will be entirely up to you to develop projects, organize your time, and follow through on details.

How well do you get along with different personalities?

Business owners need to develop working relationships with a variety of people including customers, vendors, staff, bankers, and professionals such as lawyers, accountants or consultants. Can you deal with a demanding client, an unreliable vendor, or a cranky receptionist if your business interest demands it?

How good are you at making decisions?

Small business owners are required to make decisions constantly—often quickly, independently and under pressure.

Do you have the physical and emotional stamina to run a business?

Business ownership can be exciting, but it's also a lot of work. Can you face six or seven 12-hour work days every week?

How well do you plan and organize?

Research indicates that poor planning is responsible for most business failures. Good organization of financials, inventory, schedules, and production can help you avoid many pitfalls.

Is your drive strong enough?

Running a business can wear you down emotionally. Some business owners burn out quickly from having to carry all the responsibilities for the success of their business on their shoulders. Strong motivation will help you survive slowdowns and periods of burnout.

How will the business affect your family?

The first few years of business start-up can be hard on family life. It's important for family members to know what to expect and for you to be able to trust that they will support you during this time. There may also be financial difficulties until the business becomes profitable, which could take months or years. You may have to adjust to a lower standard of living or put family assets at risk in the short-term.

Why Small Businesses Fail

- n Lack of experience
- n Insufficient capital (money)
- n Poor location
- n Poor inventory management
- n Over-investment in fixed assets
- n Poor credit arrangements
- n Personal use of business funds
- n Unexpected growth
- n Competition
- n Low sales

Buying a Business

Many find the idea of running a small business appealing, but lose their motivation after dealing with business plans, investors, and legal issues associated with start-ups. For those disheartened by such risky undertakings, buying an existing business is often a simpler and safer alternative.

Advantages

The main reason to buy an existing business is the drastic reduction in start-up time, money, and energy costs.

In addition, cash flow may start immediately thanks to existing inventory and receivables.

Other benefits include pre-existing customer goodwill and easier financing opportunities, if the business has a positive track record.

Disadvantages

The biggest block to buying a small business outright is the purchasing cost. Because the business concept, customer base, brands, and other fundamental work has already been done, the financial costs of acquiring an existing business is usually greater than starting one from nothing. Other possible disadvantages include hidden problems associated with the business and receivables that are valued at the time of purchase, but later turn out to be non-collectible. Good research is the key to avoiding these problems.

Important Web Sites

www.southbaysbdc.org

Provides information and an up-to-the minute events and workshops.

Check out our newest addition, the SBDC bookstore by clicking on SBDC Store on our home page. Also coming soon is online registration for workshops!

<http://elcamino.citd.org>

If you're interested in exporting your products or starting an importing business, this is the site for you. Lots of helpful information and links on how to get involved in the export/import business are provided.

www.sba.gov

The SBA's website is a must for business expansion and start-ups. This website offers a wealth of information, articles on business topics, links to other helpful sites and more.

<http://toolkit.cch.com>

Provides a small business guide that contains thousands of pages of information and tools to help you start, run and grow and successful small business.

SBDC FAX REGISTRATION FORM 10

Preregistration and if applicable, prepayment for workshop attendance is required. **Please Print:**

You are thinking of or are in the process of starting a business.

You have an existing business.

Name: _____

Name of Business: _____ Business Fax: (____) _____

Business Address: _____
Street City State Zip Code

Business Phone: (____) _____ Business E-mail: _____

Home Address: _____
Street City State Zip Code

Home Phone: (____) _____ E-mail: _____

Workshop Title	Date	Fee*

\$40 Annual Pass \$ _____

*For workshops without a fee, write n/a.

Total \$ _____

Payment Options

Credit Card: Visa Mastercard Expiration Date: _____

Card # _____ - _____ - _____ - _____ (Card number must be 16 digits)

Cardholder Name: _____

Authorized Signature: _____

Fax completed form to 310-973-3132, or by mail: South Bay SBDC Workshop Registration, 13430 Hawthorne Blvd., Hawthorne, CA, 90250. Questions? Call the South Bay SBDC at 310-973-3177 for assistance.

The Center for International Trade Development (CITD) is a full-service trade assistance center. Funded by the Chancellor's Office of the State of California, it's one of 14 CITDs throughout the California created to promote the state's international trade and competitiveness, assist exporters and importers, and advance economic and job growth.

Whether you are a new or experienced company, small or large, we have experts and resources on every aspect of international trade ready to help take your business to the next level. Assistance includes:

Exporting Basics Orientation-FREE*

This group consultation session provides an overview of the basic considerations for getting started in export field. Topics include company structure and legal requirements, capital and time investments, product strategy, finding suppliers and buyers, shipping and getting paid.

Importing Basics Orientation-FREE*

This group consultation session provides an overview of the basic considerations for getting started in import field. Topics include company structure and legal requirements, capital and time investments, finding suppliers and buyers, shipping, custom clearance and getting paid.

*Alternating orientation sessions are held on Thursdays, 10:30 a.m.-12:30 p.m. Call for session dates.
Business Training Center
13430 Hawthorne Blvd., Hawthorne, CA, 90250

Low Cost Export-Import Workshops

Certificate programs are available. See page 12 for current workshops.

Free Export-Import Consultation

Call for an appointment for expert advice on getting started in exporting/importing, developing new markets, making sales and getting paid.

Free Export Readiness Assessment

Our easy-to-use, computerized diagnostic assesses your export strengths and weaknesses and provides information on ways to improve your readiness.

Customized Market Research

Our CITD website is the best of its kind for export-import and its all free. Visit <http://elcamino.citd.org>.

Customized Market Research

We'll help you develop an export market plan that identifies your best markets and recommends best entry strategies for each market.

Free Listing in CITD Export-Import Directory

Provides an excellent resource to help promote your company and products to the world.

Trade Finance

We can help you get export financing, including pre-export working capital, transaction financing, and export credit insurance.

\$\$\$\$ Export Enabler Program \$\$\$\$

A comprehensive seven-step turnkey program offering customized, hands-on assistance at every phase of your export development, from getting ready to getting paid. **Call today for information on how to receive a FREE on-site competitiveness audit (estimated value \$2,000+).**

Learn How to Expand Your Market and Your Profit with the Export Seminar Series!

If you're only selling your product in the United States, you're only reaching five percent of the world's population and only one-third of the world's purchasing power.

The Export Seminar Series will teach you how to expand your markets and take your business to a profitable new dimension in today's global economy. Experts will present the topics in practical how-to terms, sharing their knowledge, experiences and insights. You will learn how to assess your own export potential, protect yourself internationally, identify markets that need your products and make ongoing export sales and best of all, get paid!

A CITD trade specialist will be present at each seminar for free on-site counseling and follow-up as needed.

Torrance Chamber of Commerce Export Seminar Series

International Matchmaking-\$45
Learn how to find, screen and select qualified buyers and distributors, negotiate favorable contracts and agreements, and maintain the partner relationship over time.

Tuesday, 9:00 a.m.-12:00 p.m.
March 21, 2006
Torrance Chamber of Commerce
3400 Torrance Blvd., #100
Torrance, CA, 90503

Upcoming Classes:

Making Export Sales & Getting Paid
Legal Do's and Don'ts for Exporters
Freight and Logistics-Delivering Export Goods

Los Angeles Chamber of Commerce Export Seminar Certificate Series

Fundamentals of Export-\$55
Gain a basic understanding of the role of exporting in a global economy and the steps involved in the export process. Learn to evaluate a company's export readiness and potential; conduct research, identify markets, develop export market strategies, and find buyers and distributors.
Thursday, 9:00 a.m.-12:00 p.m.
January 19, 2006

Other workshops include:

Finding and Entering New Export Markets
Thursday, 9:00 a.m. -12:00 p.m.
February 23, 2006

Internet Export Marketing
Thursday, 9:00 a.m. - 12:00 p.m.
March 16, 2005

The above workshops will take place at the Los Angeles Chamber of Commerce, 350 South Bixel Street, Los Angeles, CA, 90017

Call the Center for International Trade Development for more information on any of our workshops and to register.



**Center for International Trade Development
Business Training Center
13430 Hawthorne Blvd.,
Hawthorne, CA, 90250
310.973.3173
<http://elcamino.citd.org>
E-mail: elcamino@citd.org**

The following classes are offered in partnership with El Camino College Community Education & Professional Development and the SBDC. For information and/or to register, please call Community Education at 310.660.6460 or visit www.ECCommunityEd.com.

Small Business Success: Steps to Start-Up Certificate Series

Starting a business requires knowledge and skills that are clearly demonstrated in this Small Business series. You will learn how to go from plan to practice—preventing rather than merely solving problems along the way. As an added feature, you will have the opportunity to meet one-on-one with an SBDC counselor, at no cost, to discuss any other questions you may have. A Certificate of Achievement will be awarded to participants who attend all five sessions and complete the required documents.

Instructor Kevin Farmer is a dedicated professional with many years of teaching experience in accounting and business subjects at the college level and is the administrative accountant for a local city.

n Business Overview: Getting Started--Course 1 of 5

Learn the characteristics of successful entrepreneurs, the types of business opportunities available, how to formalize your business concept and how to develop a mission and vision statement.

Monday, 6:30 p.m. - 9:30 p.m.
March 20, 2006 #6791

n Marketing, Sales and Promotion--Course 2 of 5

Topics will include identifying a market niche, choosing the best strategies for advertising and promotion, conducting cost-effective market

research, pricing for profit and positioning yourself as an expert to gain publicity.

Monday, 6:30 p.m. - 9:30 p.m.
March 27, 2006 #6792

n Planning for Success: Your Business Plan--Course 3 of 5

Learn the power of a business plan and how to develop one for starting your business, how to use it in seeking financing and operating the business, estimating start-up costs, projecting cash-flow and generating short- and long-term plans of action.

Monday, 6:30 p.m. - 9:30 p.m.
April 3, 2006 #6793

n Operations & Management--Course 4 of 5

Discover the key success factors needed to operate your business venture: legal forms of ownership, federal, state and local start-up requirements, policies and procedures, what equipment and supplies are needed to start or expand the business, and how to attract professional support resources.

Monday, 6:30 p.m. - 9:30 p.m.
April 17, 2006 #6794

n Finances & Record Keeping--Course 5 of 5

Learn basic accounting practices for running a small business, how to separate personal and business records, using accounting software, the importance of timely financial information, and where to go in seeking out financing.

Monday, 6:30 p.m. - 9:30 p.m.
April 24, 2006 #6795

Room: El Camino College Social Sciences 105 all classes. Sign up for individual classes for \$39 or all 5 at the same time for \$165 + \$25 materials fee to the instructor, same material all classes. No Early Bird Discount.

Leadership Development for Women

A new study shows that women leaders are more persuasive, assertive, and willing to take more risks than men. Explore your own leadership style and find your strength and inner power, allowing you to be more confident, influential, and willing to take charge by making courageous choices. Gain knowledge of tools and techniques to reinforce leadership skills, unwritten rules of business, improving effectiveness through interpersonal communication, and negotiating the workplace through coaching and mentoring.

This interactive, experiential workshop will be held:

Monday, 6:30 p.m. - 9:30 p.m.
April 3, 2006 #6550
El Camino College Social Sciences Building, Room 205.
Cost: \$49 plus \$10 material fee due to the instructor.

Supervision Series I

Today's worker needs to have all the skills and abilities available to him or her. This series will help you gain the skills you need to enhance your current capabilities. Learn the skills required; gain the ability to be an effective manager or supervisor while learning to motivate, delegate and resolve problems and conflict. Sign up for one class or all three!

A certificate of achievement will be awarded to participants who attend all three sessions and complete the required documentation.



**El Camino College
Community Education**

AND PROFESSIONAL DEVELOPMENT

Classes include:

Introduction to Supervision-Course 1 of 3

Monday, 6:30 p.m. - 9:30 p.m.
March 13, 2006 #6547

Effective Communication for Supervisors/Mgrs-Course 2 of 3

Monday, 6:30 p.m. - 9:30 p.m.
March 20, 2006 #6548

Performance Management-Course 3 of 3

Monday, 6:30 p.m. - 9:30 p.m.
March 27, 2006 #6549

El Camino College Social Sciences Building Room 205. Cost: \$49 each or all three classes at the same time for \$129, plus \$10 material fee per class due to the instructor. No Early Bird Discount.

Instructor Shirley Harris has 20 years of experience as management/supervisory trainer and has a master's degree in business administration. She will teach Leadership Development for Women and the Supervision Series I workshops.

For a complete list of classes, offered by Community Education, visit:

**www.ECCommunityED.com.
El Camino College also offers for credit classes in business and other related areas at:**

www.elcamino.edu