

The following is a convenient listing of workshop topics by date.

July 2006

Tuesday, July 11

Entrepreneur Assessment-Free, 3:00 p.m. - 5:00 p.m., Carson WiN

Thursday, July 13

Federal and State Basic Payroll Taxes-Free, 9:00 a.m. - 3:00 p.m., Carson WiN

Tuesday, July 18

Government Subcontracting-Free, 9:00 a.m. - 12:00 p.m., BTC

Wednesday, July 19

Help! I Want to Start a Business-\$15, 6:00 p.m. - 9:00 p.m., BTC

Small Disadvantaged Business & 8(a) Program-Free,

6:00 p.m. - 9:00 p.m., BTC

Thursday, July 20

Introduction to Copyrights, Trademarks and Patents-Free,

9:00 a.m. - 11:00 a.m., Inglewood One-Stop

Thursday, July 27

Business Survival: Avoiding Common Mistakes-Free,

6:00 p.m. - 8:00 p.m., Torrance Library

August 2006

Wednesday, August 2

Access to Capital: How to Obtain Funds to Start Your Business-\$15,

6:00 p.m. - 8:30 p.m., BTC

Thursday, August 3

How to Select the Right Business Structure for Your Company-Free,

3:00 p.m. - 5:00 p.m., Carson WiN

Tuesday, August 8

Getting Started with Government Contracting-Free,

9:00 a.m. - 10:00 a.m., Inglewood One-Stop

Wednesday, August 9

Federal and State Basic Payroll Taxes-Free, 10:00 a.m. - 4:00 p.m., BTC

Help! I Want to Start a Business-\$15, 6:00 p.m. - 9:00 p.m., BTC

Thursday, August 17

Contracting with Community Colleges-Free, 9:00 a.m. - 12:30 p.m., BTC

Introduction to Copyrights, Trademarks and Patents-Free,

6:00 p.m. - 8:00 p.m., Torrance Library

August 2006, Continued

Saturday, August 19

Help! I Want to Start a Business (Spanish version)-\$15,

9:00 a.m. - 12:00 p.m., BTC

Tuesday, August 22

Employee or Independent Contractor-Free, 9:30 a.m. - 12:00 p.m., BTC

(This session is geared towards the cosmetology industry employer).

Thursday, August 24

Small Disadvantaged Business & 8(a) Program-Free, 6:00 p.m. - 9:00 p.m., BTC

How to Select the Right Business Structure for Your Company-Free,

6:00 p.m. - 8:00 p.m., BTC

Friday, August 25

Government Contracting 101-Free, 9:00 a.m. - 12:00 p.m., BTC

Government Proposal Preparation-Free, 1:30 p.m. - 3:30 p.m., BTC

Saturday, August 26

Help! I Want to Start a Business-\$15, 9:00 a.m. - 12:00 p.m., BTC

Wednesday, August 30

Access to Capital for Expansion: How to Get Money to Grow Your Business-\$25, 6:00 p.m. - 8:30 p.m., BTC

Basic Accounting-\$25, 6:00 p.m. - 9:00 p.m., BTC

September 2006

Wednesday, September 6

How to Write a Business Plan-Free, 6:00 p.m. - 8:00 p.m., BTC

QuickBooks Level 1-\$25, 6:00 p.m. - 9:00 p.m., BTC

Monday, September 11

Help! I Want to Start a Business-\$15, 6:00 p.m. - 9:00 p.m., BTC

Restaurant Operations: Theft Defense and Accounting Controls-\$25,

6:30 p.m. - 9:00 p.m., BTC

Tuesday, September 12

Entrepreneur Assessment-Free. 9:00 a.m. - 11:00 a.m., Inglewood One-Stop

Wednesday, September 13

Access to Capital: How to Get Funds to Start Your Business (Spanish version)-\$15, 6:00 p.m. - 8:30 p.m., BTC

Quick Books Level 2-\$25, 6:00 p.m. - 9:00 p.m., BTC

Monday, September 18

Increasing Sales with Effective Marketing-\$25, 6:00 p.m. - 9:00 p.m., BTC

Restaurant Operations: Food Costing and Inventory Control-\$25,  
6:30 p.m. - 9:00 p.m., BTC

Tuesday, September 19

How to Do Business with the State of California-Free,  
1:00 p.m. - 3:00 p.m., BTC

Wednesday, September 20

Marketing on a Shoestring-Free, 6:00 p.m. - 8:00 p.m., BTC

QuickBooks Level 3-\$25, 6:00 p.m. - 9:00 p.m., BTC

Thursday, September 21

Business Survival: Avoiding Common Mistakes-Free,  
3:00 p.m. - 5:00 p.m., Carson WiN

Monday, September 25

E-Mail Marketing-\$25, 6:00 p.m. - 9:00 p.m., BTC

Restaurant Operations: Labor Cost Controls and How to Manage Your Staff-\$25, 6:30 p.m. - 9:00 p.m., BTC

Wednesday, September 27

Help! I Want to Start a Business-\$15, 6:00 p.m. - 9:00 p.m., BTC

QuickBooks Level 4-\$25, 6:00 p.m. - 9:00 p.m., BTC

Thursday, September 28

How to Manage Unemployment Insurance Costs-Free,  
10:00 a.m. - 12:00 p.m., BTC

Employee or Independent Contractor-Free, 1:00 p.m. - 4:00 p.m., BTC

Saturday, September 30

Help! I Want to Start a Business (Spanish version)-\$15,  
9:00 a.m. - 12:00 p.m., BTC

**Access to Capital for Expansion: How to Obtain Funds 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 an SBDC counselor for confidential assistance with the loan application process.

Wednesday, 6:00 p.m. - 8:30 p.m.

August 30, 2006

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA 90250

**Basic Accounting-\$25**

Accounting is the language of business. Learn to understand and speak the lingo in this informative workshop. Topics covered include basic accounting principles for small business, chart of accounts, basic bookkeeping entries and an overview of basic financial statements. This workshop is recommended prior to taking QuickBooks workshops.

Wednesday, 6:00 p.m. - 9:00 p.m.

August 30, 2006

Business Training Center

13430 Hawthorne Blvd.,

Hawthorne, CA, 90250

Note: If you plan to take QuickBooks, consider taking Basic Accounting.

**Business Survival: Avoiding Common Mistakes-FREE**

Learn how you can avoid the common mistakes that many business owners make. From a financial prospective, learn how to manage cash flow, price your goods and services accordingly, and make sound procurement decisions. Learn what to consider when signing contracts and negotiating leases. Identify ways to limit liability through legal structure and insurance.

Thursday, 6:00 p.m. - 8:00 p.m.

July 27, 2006

Torrance Library

3301 Torrance Blvd.

Torrance, CA 90503

Thursday, 3:00 p.m. - 5:00 p.m.

September 21, 2006

Carson WiN

One Civic Plaza, 5th floor

Carson, CA 90745

### **Contracting with Community Colleges-FREE**

California Community Colleges buy more than \$750 million in supplies, materials and services every year. Don't miss this opportunity to learn how you can get your share of this business! Contracting with Community Colleges, brought to you by The Federal Technology Center (The FTC), and the California Community Colleges Economic & Workforce Development Program, is a program to provide free small business training in how to sell products or services to California community colleges. Through this program, small businesses can receive training and counseling related to the California community college procurement processes and contracting opportunities.

Thursday, 9:00 a.m. -12:30 p.m.

August 17, 2006

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA, 90250

Counseling appointments are available following the workshop.

This workshop is presented in conjunction with The Federal Technology Center. Please register online at [www.theftc.org](http://www.theftc.org).

### **E-mail Marketing-\$25**

Executed properly, e-mail marketing can generate the most qualified leads and boost response rates, is extremely cost effective, and can acquire and retain lifetime customers- if you have the right tools and strategies at your fingertips. Learn the secrets for developing an effective e-mail marketing campaign in this workshop!

Monday, 6:00 p.m. - 9:00 p.m.

September 25, 2006

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA, 90250

### **Employee or Independent Contractor?-FREE**

Incorrectly classifying your workers can be a costly mistake. If you have incorrectly treated employees as independent contractors, you could be liable for back taxes, penalties, and interest. This workshop will cover the factors that will assist you in determining whether workers are employees or independent contractors.

Tuesday, 9:30 a.m. - 12:00 p.m.

August 22, 2006

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA, 90250

Note: The August session is focused on the cosmetology industry employer and will also cover income and tip reporting.

Thursday, 1:00 p.m. - 4:00 p.m.  
September 28, 2006  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA, 90250

These workshops are presented in conjunction with the State of California. Please register online at: [www.edd.ca.gov/taxsem/](http://www.edd.ca.gov/taxsem/)

**Federal/State Basic Payroll Tax Seminar-FREE**

Get information on federal and state payroll taxes in this educational 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.

Thursday, 9:00 a.m. - 3:00 p.m.  
July 13, 2006  
Carson WiN  
One Civic Plaza, 5th Floor  
Carson, CA 90745

Wednesday, 10:00 a.m. - 4:00 p.m.  
August 9, 2006  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA, 90250

These workshops are presented in conjunction with the State of California. Please register online at: [www.edd.ca.gov/taxsem/](http://www.edd.ca.gov/taxsem/)

**Government Contracting-FREE**

This workshop covers certification qualifications, benefits and application websites for federal and state certifications (SBA and State of California).

Tuesday, 9:00 a.m. - 10:00 a.m.  
August 8, 2006  
Inglewood One-Stop  
110 S. La Brea Ave.  
Inglewood, CA 90301  
Parking validation not available.

Getting Started with Government Contracting is presented in conjunction with the Federal Technology Center. Please register online at [www.theftc.org](http://www.theftc.org).

**Government Contracting 101-FREE**

This workshop covers where your company fits into the government market including the county, state and federal government, the government purchasing process, how to research government contract opportunities, certification programs for small businesses, and where to go for assistance.

Friday, 9:00 a.m. - 12:00 p.m.

August 25, 2006

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA 90250

Government Contracting 101 is presented in conjunction with the L.A. County Office of Small Business/ Procurement Technical Assistance Center. Please register online at [www.laosb.org](http://www.laosb.org)

**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.

Friday, 1:30 p.m. - 3:30 p.m.

August 25, 2006

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA 90250

Government Proposal Preparation is presented in conjunction with the L.A. County Office of Small Business/Procurement Technical Assistance Center. Please register online at [www.laosb.org](http://www.laosb.org)

### **Government Subcontracting-FREE**

Covers the basics for prime contractors who are managing subcontractors working with primes or managing other subcontractors. Discussion includes obtaining consent to subcontract, project management and controls, subcontract administration, marketing to prime contractors, common errors, and payment issues from the perspective of both primes and subs.

Tuesday, 9:00 a.m. - 12:00 p.m.

July 18, 2006

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA, 90250

### **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. - 12:00 p.m.

September 28, 2006

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA, 90250

This workshop is presented in conjunction with the State of California. Please register online at: [www.edd.ca.gov/taxsem/](http://www.edd.ca.gov/taxsem/)

### **How to Do Business with the State of California-FREE**

Learn how you can increase your sales by contracting with the State of California. Topics include contracting opportunities available with the State, how to find government contracts quickly and easily, and the benefits of getting your small business “certified.”

Thursday, 1:00 p.m. - 3:00 p.m.

September 19, 2006

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA, 90250

**Increasing Sales with Effective Marketing-\$25**

A marketing plan is essential to growing your business. This workshop provides an overview of basic marketing principals including how to develop an annual marketing plan with realistic goals, how to expand your business using cost-effective marketing methods, and how to use customer incentives to retain business.

Monday, 6:00 p.m. - 9:00 p.m.  
September 18, 2006  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA, 90250

**Introduction to QuickBooks-\$25**

Basic set-up functions and how the process affects your business will be discussed. Setting up accounts, customers, vendors, general preferences along with navigating through QuickBooks will be illustrated. Workshop consists of a two-hour presentation and a one-hour hands-on exercise. Workshop limited to 16 attendees.

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

**QuickBooks Level 2-\$25**

Learn how to invoice customers and pay vendors. Topics include: how to create a sales invoice, receive a customer payment, create a purchase order and how to pay a vendor.

Wednesday, 6:00 p.m. - 9:00 p.m.  
September 13, 2006  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA, 90250

**QuickBooks Level 3-\$25**

Learn how to track inventory, manage bank accounts and make payroll decisions. Topics include: tracking inventory items, adjusting physical counts, reconciling the bank account, and setting up the payroll function.

Wednesday, 6:00 p.m. - 9:00 p.m.  
September 20, 2006  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA, 90250

**QuickBooks Level 4-\$25**

Learn how to prepare business reports. Topics include: journal entries, general ledger, preparing financial statements, and budgeting.

Wednesday, 6:00 p.m. - 9:00 p.m.

September 27, 2006

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA, 90250

Sign up for all four QuickBook workshops for \$75! A certificate of completion will be awarded upon attendance of all four classes.

Each workshop consists of a two-hour presentation and a one-hour hands-on exercise. Workshop limited to 16 attendees.

**Recipe for Success: Restaurant Operations**

According to industry statistics, approximately seven out of 10 restaurants fail within the first five years of operation. Operational incompetence and a lack of systems/controls are cited as the primary reasons for this trend. Whether you own or manage a restaurant, or are a restaurant employee, these workshops will provide you with the knowledge to take control of operational costs.

**Theft Defense and Accounting Controls-\$25**

Reviews why, when and how employees may steal and methods to prevent theft, menu pricing and engineering, point of sales systems and chart of accounts.

Monday, 6:30 p.m. - 9:00 p.m.

September 11, 2006

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA, 90250

**Food Costing and Inventory Controls-\$25**

Instructs on how to properly take inventory, valuing the inventory, food cost percentages, adjustments to food costs, inventory turnover, reorder points, purchasing controls, food receiving controls and related worksheets.

Monday, 6:30 p.m. - 9:00 p.m.

September 18, 2006

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA, 90250

### **Labor Cost Controls and How to Manage Your Staff-\$25**

One of the largest expenses in the operation of a restaurant is labor costs. Learn how to manage costs through smart scheduling. This session provides information on how to develop and build a cost-effective schedule, and how to properly manage your staff for optimum performance.

Monday, 6:30 p.m. - 9:00 p.m.  
September 25, 2006  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA, 90250

Sign up for all three restaurant operations workshops for \$50. A certification of completion will be awarded for attendance at all three workshops.

### **Small Disadvantaged Business (SDB) Certification & 8(a) Program**

This workshop covers eligibility criteria for the SDB and 8(a) programs. Also covers how to get certified as an SDB, advantages of SDB certification to the contractor and prime contractors, and a review of the application form.

The 8(a) section covers the certification timeline, how 8(a) contracts operates, timeline and stages of program participation, and how the program is exited.

Wednesday, 6:00 p.m. - 9:00 p.m.  
July 19, 2006  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA, 90250

Thursday, 6:00 p.m. - 9:00 p.m.  
August 24, 2006  
Business Training Center  
13430 Hawthorne Blvd.

### **Access to Capital: How to Obtain Funds to Start Your Business-\$15**

This workshop provides an overview of the funding options that are available to start your business. 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.

Wednesday, 6:00 p.m. - 8:30 p.m.  
August 2, 2006

Spanish version

Wednesday, 6:00 p.m. - 8:30 p.m., September 13, 2006

Location for workshops:

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA 90250

**Entrepreneur Assessment: Do You Have What it Takes?-FREE**

If you're thinking of starting your own business, find out what it requires on a personal level before committing valuable time and resources. This session will focus on the personal characteristics that successful entrepreneurs possess, goal setting and strategies for goal attainment plus how to assess your capacity for executing your strategies.

Tuesday, 3:00 p.m. - 5:00 p.m.

July 11, 2006

Carson WiN

One Civic Plaza, 5th floor

Carson, CA 90745

Tuesday, 9:00 a.m. - 11:00 a.m.

September 12, 2006

Inglewood One-Stop

110 S. La Brea Ave.

Inglewood, CA 90301

Parking validation not available.

### **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 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!

Wednesday, 6:00 p.m. - 9:00 p.m.  
July 19, 2006, August 9, 2006,

Saturday, 9:00 a.m. - 12:00 p.m.  
August 26, 2006

Monday, 6:00 p.m. - 9:00 p.m.  
September 11, 2006

Spanish Version  
Saturday, 9:00 a.m. - 12:00 p.m.  
August 19, 2006, September 30, 2006

Location for workshops:  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA, 90250

### **How to Select the Right Business Structure for Your Company-FREE**

One of the first decisions that you will have to make as a business owner is how the company should be structured. This decision will have long-term implications, so it's important that you select the form of ownership that is right for your business. Corporations, LLCs, and Limited Partnerships will be discussed.

Thursday, 3:00 p.m. - 5:00 p.m.  
August 3, 2006  
Carson WiN  
One Civic Plaza, 5th Floor  
Carson, CA 90745

Thursday, 6:00 p.m. - 8:00 p.m.  
August 24, 2006  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA, 90250

### **How to Write a Business Plan-FREE**

A business plan provides a working document that gives structure to your business, describes the products/services and provides an analysis of the economic viability. Often required by lending institutions, it is especially important for business owners who seek funding. The workshop will cover how a business plan is structured and the information required.

Wednesday, 6:00 p.m. - 8:00 p.m.

September 6, 2006

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA, 90250

### **Introduction to Copyrights, Trademarks and Patents-FREE**

Do you know the difference between a copyright, a trademark and a patent? Don't miss this opportunity to learn about these topics and how the information can be used to protect your intellectual property.

In some cases, protecting your ideas can be inexpensive and easy! This workshop is taught by a legal expert who will provide an overview of the process of protecting your intellectual property, as well as information on common laws, federal laws and ways to get started.

Thursday, 9:00 a.m. - 11:00 a.m.

July 20, 2006

Inglewood One-Stop

110 S. La Brea Avenue

Inglewood, CA 90301

Parking validation is not available.

Thursday, 6:00 p.m. - 8:00 p.m.

August 17, 2006

Torrance Library

3301 Torrance Blvd.

Torrance, CA 90503

### **Marketing on a Shoestring-FREE**

The secret to creating a high-impact marketing plan is to optimize your limited budget. This workshop will give you insight into how to use low-budget marketing to get your message out to your customers on a regular basis, while you sit back and watch sales revenue grow.

Wednesday, 6:00 p.m. - 8:00 p.m.

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA, 90250

