

# 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 Two and half hour session. Cost: \$45.00**

**Time :** 5:30 pm- 8:30 pm

**Dates:** College Park: Wednesday, 4/2  
Wheaton: Tuesday, 5/6  
College Park: Wednesday, 6/4

### 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:** Wheaton: Thursday, 4/17  
College Park: Wednesday, 5 /14  
Wheaton: Wednesday, 6/18

## April - June 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](http://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 prepare a winning package. **One three hour session.**

**Cost:** \$55.00

**Time:** 2:00 -5:00 pm

**Dates:** Wheaton: Friday, 4/25  
College Park: Thursday, 5/22  
Wheaton: Thursday, 6/26

### 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 two and a half hour session. Cost: \$45.00**

**Time:** 5:30 -8:00 pm

**Dates:** College Park: Thursday, 6/12

### Open For Business:

#### 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 -8:00 pm

**Dates:** College Park: Tuesday, 4/29

### 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:** College Park: Thursday, 4/24  
Wheaton: Wednesday, 5/21  
College Park: Tuesday, 6/17

## Developing a Strategic Mindset

The Growth CoachR, the nation's leader in business coaching, delivers a unique, proven, strategic-focusing process that delivers high-end results. Their guaranteed Strategic MindsetR coaching process is designed for small business owners, self-employed, and commissioned professionals who want to achieve greater success while maintaining a healthy balance in their lives. Clients learn how to simplify their lives, clarify their vision, and maximize their productivity. Make an impact on your business and your personal life! Learn how to set a strategic plan for the next 90 days and begin balancing your life and driving success! **One Two hour session. Cost: \$40.00**

**Time:** 6:00 pm -8:00 pm

**Dates:** Wheaton: Wednesday, 5/7

## 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:** College Park: Tuesday, 5/20

## 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 hour session. Cost: \$65.00**

**Time:** 9:00 am - 1:00 pm

**Dates:** College Park: Wednesday, 4/30

## 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**

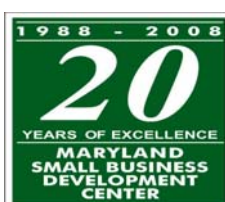
**Time:** 5:30 pm - 7:30 pm

**Date:** Wheaton: Thursday, 5/8

## 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: 3/11

## Strategic Marketing for Small Businesses

Learn the key issues to starting your marketing campaign. An expert will walk you through the maze of new marketing avenues, how to determine your target market and most importantly, how to reach them in an innovative, cost-effective fashion. **One 2 hour session Cost: \$30.00.**

**Time:** 6:00 pm - 8:00 pm

**Dates:** College Park: Thursday, 5/1

Wheaton: Wednesday, 6/25

## Buying or Selling a Business

Learn key information on buying or selling a business! Learn how to determine what a good acquisition target is. What information do you need to obtain in due diligence (financial/legal)? What contingencies are necessary in the contract? Asset purchases as opposed to stock purchases, what is best for you? Which liabilities/contracts will be assumed? Gain information on obtaining the approval of landlords, franchisors, and key suppliers. **One 2 hour session. Cost: \$30.00.**

**Time:** 6 pm - 8 pm

**Dates:** College Park: Wednesday, 6/11

**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](http://www.capitalsbdc.umd.edu)**  
**301-403-0501 x 11**  
**[training@mdsbdc.umd.edu](mailto: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

**\*Free Parking**

Funded in part through a cooperative agreement with the U.S Small Business Administration. Also funded by the State of Maryland and the University of Maryland. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.