



**The North Metro Small Business Development Center** offers quality counseling and training for start-up and

existing businesses. We can assist you with a wide range of solutions including legal matters, financial analysis, marketing strategies, and management development; providing you, the entrepreneur, with crucial information that can mean the difference between success and failure.

We have consultants available with an array of expertise to meet your needs, such as tax saving strategies, obtaining financing, regulatory compliance, and marketing. Call (303) 460-1032 for your free and confidential one-on-one counseling session.

To register for a workshop call 303-460-1032 or register online at [www.coloradosbdc.org](http://www.coloradosbdc.org)

### WORKSHOPS AND SEMINARS

#### **Start-up Orientation \*\***

Learn about legal structures, registration, licenses, market research, business planning, obtaining financing, insurance, taxes, employer responsibilities, and sources of assistance. Instructor: Jesse Esparza, North Metro SBDC

SBDC 1001-001	T	(01/12/10)	06:30pm - 08:30pm	\$25
SBDC 1001-002	T	(03/09/10)	06:30pm - 08:30pm	\$25
SBDC 1001-003	T	(05/11/10)	06:30pm - 08:30pm	\$25

#### **Tax 101 \*\***

This workshop will focus on learning the basics of business taxes, including forms of different business entities, business use of home and car, record keeping, Schedules C, SE, and ES Form 1040 and more. Instructor: Fran Coet CPA, CVA, & CFP, Coet & Coet P.C.

SBDC 1013-001	TH	(01/21/10)	06:00pm - 09:00pm	\$40
SBDC 1013-002	TH	(02/18/10)	06:00pm - 09:00pm	\$40
SBDC 1013-003	TH	(03/25/10)	06:00pm - 09:00pm	\$40
SBDC 1013-004	TH	(04/29/10)	06:00pm - 09:00pm	\$40
SBDC 1013-005	TH	(05/20/10)	06:00pm - 09:00pm	\$40

#### **Insurance 101 \*\***

This seminar will focus on introducing business owners and leaders to the world of insurance. Topics covered include: Life, Executive benefits, estate planning issues, workmen's comp and rate development, policy pricing considerations, and discussing the audit process. Instructors: Fran Armendariz, New York Life; and Terri Hauk, Hauk Agency.

SBDC 1026-001	TH	(01/28/10)	06:30pm - 09:00pm	Free
SBDC 1026-002	TH	(03/11/10)	06:30pm - 09:00pm	Free
SBDC 1026-003	TH	(05/13/10)	06:30pm - 09:00pm	Free

#### **Colorado Leading Edge: Nx Level Entrepreneurship\*\***

Do you own an existing business and need to write a business plan? Looking for a course that will walk you through everything that you need for your business plan? This 15-week intensive course will provide you with all the tools and resources you need to finish your business plan by the end of the course. The course fee includes registration for two participants and one course text. An additional course text may be purchased for \$100. The NxLevel Entrepreneurial Training program is an award winning business training course designed for entrepreneurs seeking knowledge and practical skill for starting, managing and growing their businesses. By combining education, counseling and networking, the NxLevel Entrepreneurial Training Program helps entrepreneurs strategically plan their business' NxLevel of Success! This course is offered in two formats: face to face and online. Both start January 20, 2010 and meets until May 5, 2010. The face to face meeting meets every Wednesday. Participants in the online section will meet on 1/20/10 at 6pm for online orientation and to receive class text.

SBDC 2040-001	W	(01/20/10 to 5/05/10)	06:00pm - 09:00pm	\$400
SBDC2040-502	Online	(01/20/10 to 5/05/10)		\$400

#### **Business Planning Boot Camp\*\***

Looking to jump start your business concept? This 8-week Boot Camp will help you quickly develop your business plan and determine the feasibility of launching your business. This workshop will consist of 12 hours of training and cover Entrepreneurial Essentials, Marketing, Organizational Issues, and Financial Overview. In addition, each participant will be required to schedule 3 hours of free, one-on-one counseling with an SBDC counselor. The goal of this Boot Camp is to allow participants to have business plan or feasibility study completed in 8 weeks. Classes will meet every other week to allow participants time to complete assignments and meet with their counselor. The course fee includes registration for two participants and one set of materials. An additional set of materials is available for \$40. This Boot Camp is for anyone thinking of starting a business. A needs based scholarship is available for Adams County Residents to subsidize most of the cost of this program. Call 303-460-1032 for more information. The online class will meet at 6pm on 1/5/09 to orient participants to the online system and receive texts.

SBDC 2024-001	F & Sat	(01/15/10 & 01/16/10)	10:00am -4:00pm	\$120
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### Lease a Space, Prepare the Space and Open Your Business On-Time\*\*

This free workshop is designed to educate small business owners about how to avoid financial pitfalls that are common in leasing and finishing a space. We will discuss the basics about lease issues, construction issues and the typical landlord's process. Topics include; condition and delivery of the space, construction allowance, rent commencement date, hiring an architect and general contractor, construction issues, obtaining the proper construction permits, landlord's pre-construction meetings, notice of non-liability and contractor's indemnity requirements. Instructor: David Bragg,

SBDC 1018-001	W (1/13/10)	06:30pm - 08:30pm	Free
SBDC 1018-002	T (3/16/10)	06:30pm - 08:30pm	Free
SBDC 1018-003	T (5/04/10)	06:30pm - 08:30pm	Free

## Web 2.0 Academy:

### Web 2.0 Tools for your Small Business\*\*

Does Your Business Blog, Tweet or Poke? Which businesses are using Blogging, Social Network Sites (SNS), Podcasting, Wiki, Twitter and Flickr? These are all new web applications that can augment your marketing and customer service. This seminar is an overview of Web 2.0. Instructor: Chris Luchs, North Metro SBDC

SBDC 2023-001	TH (01/14/10)	06:00pm -09:00pm	Free
SBDC 2023-002	W (03/03/10)	06:00pm -09:00pm	Free

### Google Applications\*\*

This workshop will introduce participants to various Google tools that they can access. These tools include Google Docs, Maps, Ad Words, Ad Sense, and Analytics. Participants will be introduced to the world of cloud computing and will be shown how to use Google Docs for your company. Instructor: Chris Luchs, North Metro SBDC

SBDC 2033-001	M (02/08/10)	06:00pm -09:00pm	Free
SBDC 2033-002	M (04/19/10)	06:00pm -09:00pm	Free

### Twitter and Your Business\*\*

Twitter is one of the most popular social networking tools for individuals and businesses. Twitter allows for quick office conversations, coordinating events in progress, delivers immediate customer service, and offers a novel way to market your business and expertise. During this workshop you will be provided with how to get started, how Twitter affects businesses, strategies for twitter implementation, and tools for managing your twitter account. You can follow the North Metro SBDC on twitter, just search for northmetrosbdc. Instructor: Chris Luchs, North Metro SBDC

SBDC 2031-001	M (01/11/10)	06:30pm -08:00pm	Free
SBDC 2031-002	W (03/31/10)	06:30pm -08:00pm	Free

### Geolocation Applications for Business\*\*

The purpose of this workshop is to provide attendees with examples on how to implement geolocation into their small business. Geolocation utilized GPS technologies to augment the virtual and physical environment that the customer experiences. Participants will also become familiar with readily available tools that will allow them to explore geographical spaces, increase their location-awareness and tag their businesses for GPS enabled devices. Instructor: Chris Luchs, North Metro SBDC

SBDC 2035-001	M (01/18/10)	06:00pm -08:00pm	Free
SBDC 2035-002	W (03/10/10)	06:00pm -08:00pm	Free

### Small Business Software Essentials\*\*

This seminar will introduce participants to some of the best free software tools available to small businesses. Specifically, participants will learn how to use Google Applications for email and collaboration, SugarCRM for customer relationship management and Drupal to create powerful websites that are easy to maintain. Instructor: Jonathan Stoddard, Kahuna Technology Group, Inc.

SBDC 2045-001	T (02/02/10)	06:30pm -08:30pm	Free
SBDC 2045-002	T (04/20/10)	06:30pm -08:30pm	Free

### Power of Email Marketing \*\*

This free interactive seminar will provide you with valuable information regarding best practices and winning strategies in email marketing as well as showing you how to get and keep quality subscribers, increase deliverability and open rates, tips for writing compelling content and more! Learn from valuable case studies of how other businesses have effectively used email marketing to boost their business. Come and get valuable information to help you formulate a customer communication strategy that really works! Instructor: Zak Barron, Constant Contact

SBDC 2038 - 001	W (02/03/10)	6:30pm to 9pm	Free
SBDC 2038 -002	M (04/26/10)	6:30pm to 9pm	Free

### Intro to SEO\*\*

This two hour class will introduce participants to the world of Search Engine Optimization (SEO). This seminar focuses on providing business owners with a basic

look at SEO and discusses search engine process, HTML content, links, SEO strategies and best practices for making your website relevant to search engines.

Instructor: Chris Luchs, North Metro SBDC

SBDC 2039 -001	W (02/24/10)	6:30pm to 8:30pm	Free
SBDC 2039 -002	W (04/07/10)	6:30pm to 8:30pm	Free

### Starting your Second Life \*\*

Receive a two hour introduction to the Immersive Virtual Reality known as Second Life. See opportunities for social networking, entertainment, and business creation. Participants will also learn how to create an avatar, navigate, and communicate in Second Life. Participants will be provided a computer lab with Second Life installed on it. Class size is limited 10. Participants are required to register a minimum of 72 hours prior to the class to allow for logins to be created.

Instructor: Chris Luchs, North Metro SBDC

SBDC 2003-001	W (02/17/10)	06:00pm - 08:00pm	Free
SBDC 2003-002	M (05/10/10)	06:00pm - 08:00pm	Free

## Internet Sales & Marketing:

### Guide to Local Internet Domination\*\*

Yellow pages, classifieds, and magazine ads are becoming more costly and less effective. Every day more consumers are turning to the internet for buying decisions. In fact, 88% of online consumers use the internet to research goods and services (DecisionAnalyst.com). Are you utilizing the power of the internet for your business? This free workshop will introduce business owners to time-tested internet marketing strategies ranging from how to craft a marketing message for increased customer loyalty, the most cost effective ways to market your specific business, how to create "free money" by testing, and even how to completely dominate your market and virtually eliminate your online competition. This workshop will be perfect for you if you already have a website and are looking to get better results with your marketing efforts. Every attendee will leave with an internet marketing blueprint. Instructor: Nic Mitchell, Top Tier Marketing

SBDC2025-001	T (02/01/10)	6pm – 9pm	\$75
SBDC2025-002	Sat (04/10/10)	1pm – 5pm	\$75

### Colorado Leading Edge: Social Media and Web 2.0\*\*

Social Media and Web 2.0 are different. There has been a paradigm shift in how consumers view marketing, customer relations, public relations and even word of mouth referrals. This 20 hour course focuses on developing business strategies for the big 4 social media applications: Twitter, Facebook, LinkedIn, and YouTube. Participants will develop of an action plan tailored to their business. In addition to mastering the 4 most popular platforms, the course will also cover: Background of Web 2.0 & Social Media, how to integrate social media tools into marketing and business processes, discussing legal, ethical, and risk issues associated with social media, development of social media policies for your business, and assessing social media campaigns. Participants will work with their instructors to incorporate social media applications into their business planning and processes.

This course is intended for existing businesses and start-ups that are about to open. The course fee includes registration for two participants. Individual registration on a per class basis is available for \$25 per class. Call 303-460-1032 for more information. Instructor: Chris Luchs, North Metro SBDC

SBDC 2040 – 003	M (2/22/10 – 4/12/10)	6:30pm to 9pm	\$200
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**You can find more information on the North Metro SBDC by going to the following sites:**

[www.coloradosbdc.org](http://www.coloradosbdc.org)

Twitter: Northmetrosbdc

**\*\* Refunds:** Individuals who drop 48 hours prior to the first class session will receive a complete refund. We are unable to provide refunds after this time.

**Cancellations:** Classes not meeting minimum enrollment may be cancelled; a full refund will be provided.

The Westminster Small Business Development Center (WSBDC) is partially funded by the US Small Business Administration. The support given by the US Small Business Administration through such funding does not constitute an express or implied endorsement of any of the co-sponsors' or participants' opinions products or services. The WSBDC is a partnership between the Colorado Office of Economic Development, the US Small Business Administration, and Front Range Community College. Appropriate accommodations will be made for individuals with disabilities, if requested in advance by contacting the WSBDC at 303-460-1032.