

# small business development center



The Mt. Hood Community College Small Business Development Center is part of the Oregon Small Business Development Center Network. We serve new and established businesses by providing:

- Practical, affordable training.
- Confidential business counseling at no charge.
- Information and referral services.
- Access to small business resources.

## TO REGISTER:

Call 503-491-7658 or e-mail us at [BizCntr@mhcc.edu](mailto:BizCntr@mhcc.edu). Register for the class a minimum of 72 hours before the start date.

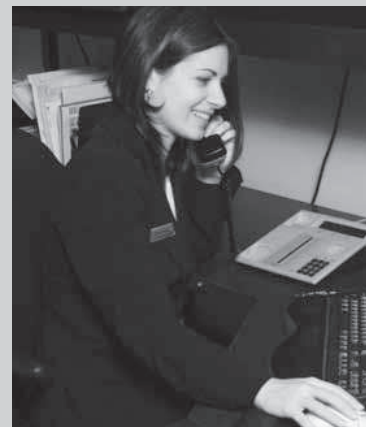
## LOCATION:

Classes are held at either the MHCC Small Business Development Center at 323 N.E. Roberts in downtown Gresham (†), or at the Maywood Park campus at 10100 NE Prescott, - room 307, Portland, OR, 97220 (‡).

## TO CANCEL:

Call 503-491-7658 or e-mail us at [BizCntr@mhcc.edu](mailto:BizCntr@mhcc.edu). Cancellations 72 hours or more prior to seminar will be given a 100 percent refund.

**No refunds for cancellations within 72 hours of seminar.**



## SEMINARS AND WORKSHOPS

To register call 503-491-7658.

### Business Growth Program

The Business Growth Program offers specialized training and business counseling to new and existing businesses. The Business Growth Program modules include:

- **Planning:** How to manage the day to day details of running the business.
- **Finance:** How much working capital (cash) you need and your bookkeeping, accounting, cash flow and tax needs.
- **Marketing:** How to attract your target customers and promote your business.
- **Management:** What are your staffing needs and how will you build a winning team?

**Date:** 1/5 - 3/16†

**Time:** 4 - 7 p.m.

**Fee:** \$395

### Going into Business: Start Smart!

Get your start-up questions answered here! This seminar is a must if you have a business idea or just opened your doors but still have some questions. What should you know before getting started? Topics to be covered:

- Deciding on and registering your business name.
- How to structure your business: sole proprietorship, partnership, LLC, S corp., C corp.
- State and local licensing and permitting requirements, Federal ID number.
- Taxes, keeping records and filing.

- When will the money roll in? A quick exercise to determine the profitability of your idea.
- Setting and attaining your business goals.
- How to get people to buy your product or service.
- Other free and low-cost business assistance programs available.

*Attendees are saying: "Excellent class! Well taught!" "A good starting point - Thank you!"*

**Date:** 1/11†, 1/27†, 2/15†, 3/15†

**Time:** 6 - 9 p.m.

**Fee:** \$55, Class size limited to 20.

### Financial Projections for Your Business

Learn how to identify initial costs to open your new business and find funding for them. Session includes tips and strategies for researching such costs as space, materials, equipment, professional fees and more.

**Date:** 2/10†, 3/8†

**Time:** 9 a.m. - Noon

**Fee:** \$55, Class size limited to 20.

### QuickBooks Bootcamp™ 1

#### *Getting Started with QuickBooks*

Two-Day Hands-On Training in QuickBooks

New to QuickBooks or have little bookkeeping experience? This is the workshop to get you started right using the best selling accounting software. Learn to navigate in QuickBooks, enter your sales and pay your bills. Two Session Class.

**Date:** 1/18 & 1/20† or 2/15 & 2/17†

or 3/15 & 3/17†

**Time:** 9 a.m. - noon

**Fee:** \$129, Class size limited to 9.

### QuickBooks Bootcamp™ 2

#### *Making QuickBooks Work for You*

Two-Day Hands-On Training in QuickBooks

Create and customize a company in QuickBooks. Discover QuickBooks' built-in features that help you understand your financial data to make better management decisions. This class is for people who have completed QuickBooks Bootcamp 1 or have bookkeeping experience. Two Session Class.

**Date:** 1/25 & 1/27† or 2/22 & 2/24†  
or 3/22 & 3/24†

**Time:** 9 a.m. - Noon

**Fee:** \$129, Class size limited to 9.

QuickBooks Bootcamp 1 & 2 are loaded with bookkeeping tips and techniques. In each workshop, students will use QuickBooks 2011 on our computer. Training is done using a sample company and includes a free, individual follow-up session with the instructor.

*Sign up for QuickBooks Bootcamp 1 & 2 for \$229 (save \$29)*

### Bookkeeping for Small Business

Get a big picture overview of the essential features of a good bookkeeping structure and processing guidelines. Learn about the management of money flowing in and out of your business, including owner contributions and draws.

**Date:** 1/11†, 2/3†

**Time:** 9 a.m. - Noon

**Fee:** \$55, Class size limited to 20.

† = MHCC Small Business Development Center at 323 N.E. Roberts, Gresham. ‡ = Maywood Park campus at 10100 NE Prescott - room 143, Portland.

**Business Plan Bootcamp™**

Three hands-on sessions to write your business plan including financial projections and marketing information that will support the plan.

**Date:** 2/2 & 2/9 & 2/16<sup>†</sup>

**Time:** 9 a.m. - Noon

— or —

**Date:** 3/2 & 3/9 & 3/16<sup>†</sup>

**Time:** 6 - 9 p.m.

**Fee:** \$135, Class size limited to 20.

**Smart Marketing**

A two-day marketing class that covers the following aspects of marketing:

**Day 1** - Understanding your favorite customers, their demographics, their pain, how they think and what words they use to refer to your products and services. Then crafting a marketing message that covers how your product or service will take away their pain and why you have the best solution for them.

**Day 2** - The best ways of getting your marketing message to your favorite customer. This includes traditional media like mail, print, radio and TV and all of the associated instruments. It also stresses the use of the Internet and the power of social media and covers the Web, e-mail and social networking sites like Twitter, Facebook, LinkedIn, YouTube, YELP and Foursquare. It also covers the use of public relations to build your company image.

**Date:** 1/6 & 1/13<sup>†</sup>

**Time:** 9 a.m. - Noon

— or —

**Date:** 3/3 & 3/10<sup>†</sup>

**Time:** 6 - 9 p.m.

**Fee:** \$65, Class size limited to 20.

**Contracting with the Government**

Small businesses face challenges when trying to win federal, state and local government contracts. The Small Business Administration can help small businesses work through these challenges. This class provides an in-depth approach to discovering and seeking contract opportunities available as well as the possible marketing tools that may assist in selling your product or service to the government.

**Date:** 2/9<sup>†</sup>

**Time:** 9:30 a.m. - Noon

**Fee:** No Charge! Class size limited to 20.

**Building a Successful Website for Your Business**

Learn the basics of creating and managing your website. Know the key elements of a user friendly website and how to direct customers to your site to promote your products and services.

**Date:** 1/21<sup>†</sup>, 2/19<sup>†</sup>

**Time:** 9 - 11:30 a.m.

**Fee:** \$55, Class size limited to 20.

**Boosting Your Business Using Social Media Marketing**

Research shows that 70 percent of US adults visit online social networks. In this course, you will discover seven ways as a local business you can dominate your market if you embrace social networking to include social media in your overall marketing strategy.

**Date:** 2/18<sup>†</sup>, 3/18<sup>†</sup>

**Time:** 9 - 11:30 a.m.

**Fee:** \$55, Class size limited to 20.

**Buying or Selling a Business**

This two-session workshop will guide you through the process of transferring the ownership of your business to a family member, employee, partner or an outsider. Expert advisers on business exit strategies will present strategies for the valuation of your business, tax implications of transferring the business and financing options for the potential owner of your business. Learn about the importance and process of an exit plan. This seminar is offered in partnership with Young Twedt McRostie LLP.

**Date:** 2/22 & 2/24<sup>†</sup>

**Time:** 6 - 9 p.m.

**Fee:** \$65, Class size limited to 20.

**SMALL BUSINESS WEBINARS**

To register call 503-491-7658.

Our webinars allows you to stay at your office while still being able to participate in Small Business seminars to help your business grow.

**To register:** Call (503) 491-7658 or e-mail us at BizCenter@mhcc.edu. You must register for the class a minimum of 72 hours before the start date.

**How to Build a Website for Your Business**

In this Webinar you will learn the basics of creating a successful website for your small business. The instructor will present tools to build your website, as well as Web hosting options to publish your site on the Internet.

**Date:** 1/14

**Time:** 11:45 a.m. - 12:45 p.m.

**Fee:** No Charge

**How to Write a Business Plan**

This introductory webinar covers the basics of writing a business plan. The instructor will describe the key components of a successful business plan and share local resources for entrepreneurs and business owners.

**Date:** 1/28

**Time:** 11:45 a.m. - 12:45 p.m.

**Fee:** No Charge

**How to Start Your Business**

Learn the basics of opening a small business in the State of Oregon. How to register your business name, open a business bank account and obtain a tax ID number for your business.

**Date:** 2/4

**Time:** 11:45 a.m. - 12:45 p.m.

**Fee:** No Charge

**R U Bankable**

This will be an informal conversation with local lenders regarding:

- Definition: What does bankable really mean?
- Access to capital.
- What are lenders really looking for?
- Lending for start-ups versus existing businesses.
- Next steps & resources.

**Date:** 2/8

**Time:** 11:45 a.m. - 12:45 p.m.

**Fee:** No Charge

**Using Social Marketing to Promote Your Business**

Learn how to incorporate social media tools such as Facebook and Twitter to promote your business and attract new customers. The instructor will discuss the dos and don'ts of social media marketing.

**Date:** 2/11

**Time:** 11:45 a.m. - 12:45 p.m.

**Fee:** No Charge