

Women's Business Center of North Alabama
Training Schedule
March – May 2008

| <u>DATE</u> | <u>TIME</u> | <u>TRAINING TITLE</u> | <u>FEE/COST</u> |
|--------------------------|---------------|--|--|
| <u>MARCH 2008</u> | | | |
| March 5 | 1– 4pm | ABC's of Starting Your Own Business | \$25 |
| March 19 | 10 - 11am | Loan Clinic | Free |
| March 19 | 11:30am - 1pm | Lunch & Learn – Intellectual Property | Lunch \$7 or bring your own |
| March 21 | 9 – 11am | Internet Marketing | \$25 |
| <u>APRIL 2008</u> | | | |
| April 1 | 3 – 5pm | Developing a Marketing Plan—In Five Easy Steps - Tuesday, April 1, 8, 15, 22, & 29 | \$50 for 5 class series or \$25 per class |
| April 2 | 1– 4pm | ABC's of Starting Your Own Business | \$25 |
| April 9 | 8am – 12pm | Accounting 101 | \$25 |
| April 16 | 10- 11am | Loan Clinic | Free |
| April 16 | 11:30am - 1pm | Lunch & Learn – Building a Recognition Culture | Lunch \$7 or bring your own |
| April 30 | 8am – 12pm | QuickBooks Pro | \$25 |
| <u>MAY 2008</u> | | | |
| May 7 | 1– 4pm | ABC's of Starting Your Own Business | \$25 |
| May 13 | 8am – 12pm | FastTrac: Listening to Your Business | \$25 |
| May 16 | 9 – 11am | Internet 101 for Small Business | \$25 |
| May 21 | 10 - 11am | Loan Clinic | Free |
| May 21 | 11:30am - 1pm | Lunch & Learn – Intellectual Property | Lunch \$7 or bring your own |

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All classes will be held at the Crestwood Women's Center, 185 Chateau Drive.
Reservations are required if you plan to order a lunch for the Lunch/Learn.
Please visit our website www.wbcna.org for more information or call 256.213.2727.

Training Descriptions

ABC's of Starting Your Own Business: Learn about being an entrepreneur and what it takes to start your own business. We'll cover getting started, type of business, legal structure, business planning, financing, business licenses, marketing, and much more. You'll also receive valuable tips on how to be successful.

Lunch & Learn: Enjoy lunch while you learn more about starting or growing your own business! A different topic is offered each month that can be of benefit to a small business owner. The last half hour is reserved for networking, so please feel free to stay and network with other entrepreneurs!

Loan Clinic: Need money for your start-up or existing business? Join us and find out more about the SBA Community Express loan program and how you can receive up to \$50,000 for working capital.

Accounting 101: The fastest, easiest way to learn the basics of bookkeeping and accounting! This four-hour workshop will include explanations of common accounting terminology, overview of business financial statements, double entry accounting, and LOADS more!

QuickBooks Pro: In this four-hour workshop, learn how QuickBooks Pro gives you all the tools you need in one package: pay bills, print checks, track expenses, create invoices, and run reports. You can also manage customers, vendors, and employees easily with access to one simple screen in the customer center, vendor center, and employee center.

Internet 101 for Business: In this two-hour workshop, you will learn how to develop an effective business website, including website design principles, customer profiling, defining the purpose of your site, and more.

Websites and e-Commerce: In this two-hour workshop, you will learn how to develop an e-commerce enabled Web site, including a discussion on credit card payments, shopping carts, merchant accounts, inventory management, etc. Note: You must have an existing business and website to attend this class.

Internet Marketing: In this two-hour workshop, learn how to market your products and/or services online. Note: You must have an existing business and website to attend this class.

Developing a Marketing Plan - In Five Easy Steps: This workshop series will break down the Marketing Plan into its five components: industry profile, competitive analysis, market analysis, pricing, and market penetration. Do you need help with marketing your business? Are you trying to start a business or grow your existing business? Are you launching a new product or service line? Then this workshop series is right for you!

FastTrac® Listening to Your Business™: In this four-hour strategic planning workshop, we will introduce seven assessment tools that will facilitate the development of your 3-year strategic plan and an action plan to get there.

FastTrac® New Venture™: The road to successful entrepreneurship begins with a passion for an idea, a business plan based on research and analysis, and the persistence to pursue the vision. Whether you have always dreamed of being an entrepreneur or recent circumstances triggered thoughts about starting a business, this ten-week program is designed to introduce you to the key elements of successful entrepreneurship.



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Joanne Randolph at WBCNA, 185 Chateau Drive, Suite 200D, Huntsville, AL 35801, or by phone at **256-213-2727** or email info@wbcna.org.