



## Small Business Development Center-Binghamton University

Presents

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# ***SMALL BUSINESS TRAINING PROGRAM***

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Are you starting a business? Are you already in business and need an entrepreneurial “tune-up”? The Small Business Training Program is for you. Strengthen your opportunities for business success with this 20 hour training program. Learn from the experts how to build your idea into a profitable venture.

The classes take place on three (3) consecutive Wednesdays. Each session is a full day of classroom training beginning at 9:00 am and ending at 4:30 pm. The sessions are offered on a regular basis and there are about four 20 hour sessions each year.

All three sessions are included in the price of \$60. An SBDC Certificate of Completion will be awarded at the end of the 3 sessions. More importantly, you will walk away with valuable knowledge, ideas, motivation and resources. Hundreds have already taken this class and have benefited from the wealth of information and assistance.

<b>When</b>	<b>Wednesday, September 8, 2010</b>	<b>9:00 AM to 4:30 PM</b>
	<b>Wednesday, September 15, 2010</b>	<b>9:00 AM to 4:30 PM</b>
	<b>Wednesday, September 22, 2010</b>	<b>9:00 AM to 4:30 PM</b>

Where: Small Business Development Center (SBDC)  
Artco Building, Third Floor (above the Lost Dog Café)  
222 Water St.  
Binghamton, NY, 13901

To Register: **Call Ginny Thompson at 777-4026 or 777-4024.**  
**Email: [Thompson@binghamton.edu](mailto:Thompson@binghamton.edu)**

Make check payable to: ***The Research Foundation of SUNY.***  
**Mail check by September 1, 2010 to Small Business Development Center, Binghamton University, PO Box 6000, Binghamton, NY 13902.**

(See back of flyer for program details)

# The Program

U.S. Small Business Administration

# SBA

Your Small Business Resource



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## 09/08//10      **Basics of Owning your Business (9 am – 4:30 pm)**

- Learn what it takes to own your own business and to build market share
- Discover how to avoid risks and improve your chances of success
- Evaluate your leadership style and predict your success
- Assess the financial and market feasibility of your business
- Hear a presentation by a local banker on how to finance your business\*

## 09/15/10      **Developing your Business Plan (9 am – 4:30 pm)**

- Study a step-by-step process that will lead to business success- a process that most bankers require and that you certainly need to be profitable
- Learn about market research, marketing strategies, competitive analysis, pricing, and operations
- Hear a presentation by an insurance agent about the types of coverage you need to protect your business, your family and you
- Learn methods to set up and maintain your business records from an accountant\*

## 09/22/10      **Managing by the Numbers and Making Essential Decisions (9 am – 4:30 pm)**

- Discover how to understand and develop financial statements – the key to effective planning, decision-making and profits
- Learn about hiring employees, dealing with suppliers, planning your inventory and launching your grand opening
- Understand the basics of sales, advertising, networking and customer service
- Find out what you need to know from a small business attorney about choosing the right business entity and how to handle other legal issues
- Hear how an entrepreneur started his or her business, overcame challenges and became successful\*

**Don't delay!!!! Only your check will ensure your registration as class size is limited.**



**Call today to register with SBDC Advisor Ginny Thompson at 777-4026 or 777-4024.**

\*Dates of the speakers' presentations might change based on their availability.

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