



“How-To” Small Business Training for Spring 2010

All sessions are FREE and open to the public

Course #906 **How to Buy or Sell a Private Business**

Tuesday, April 13, 2010 6:30-8:30 pm Holcomb Bldg., Rm. 225, SUNY Geneseo Campus

Buying an existing business is a sound alternative to starting one from scratch, but what's involved in buying one? If you already own a business and need to sell it, there is a specific process to follow that will increase the likelihood of a successful deal that maximizes your income. This session describes the sale process from both the seller's and buyer's perspectives and addresses the main issues in a sale, including financing and due diligence requirements. The instructor is an experienced business broker, certified appraiser and professional adviser. Handouts will be provided.

Course # 905 **Marketing and Cash Flow Management**

Tuesday, April 20, 2010 6:30-8:30 pm Holcomb Bldg., Rm. 225, SUNY Geneseo Campus

Selecting the right marketing tools for your business is *critical* for success. Find out what the tools are and how to use them effectively, including how to write an effective ad. Then let's do what you want to do the least: build a cash flow budget that will show you how to figure out how much money you will need to be successful. (This is a hands-on workshop you can really get into!) The instructor is a successful business owner and professional adviser. Handouts will be provided.

Course # 904 **Starting and Running Your Own Business**

Tuesday, April 27, 2010 6:30-8:30 pm Holcomb Bldg., Rm. 225, SUNY Geneseo Campus

This two-hour workshop covers the waterfront about starting and running your own business. It is an overview designed to help you know what is involved and what resources are needed for success. Subjects covered include filing a DBA, building a budget, marketing your product or service, advertising, public relations, hiring employees, business advisors, borrowing money, getting grants, paying sales tax, business and personal taxes, selecting a business to go into, and much more! The instructor is a successful business owner and professional adviser. Handouts will be provided.

TO REGISTER IN ADVANCE



SUNY GENESEO SMALL BUSINESS DEVELOPMENT CENTER



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Email frederek@geneseo.edu or barth@geneseo.edu to register for all workshops and to get parking directions. If you have no internet access, please call 585-245-5367 Monday thru Friday between 3 and 4 pm to register

The Small Business Development Center is a program supported by the U.S. Small Business Administration and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance by calling 585-245-4368.