

## **“How-To...” Small Business Training for Fall 2010**

All sessions are FREE and open to the public

### **How to... Start and Run Your Own Business**

Tuesday, September 21, 2010 6:30-8:30 pm  
Geneseo Campus

South Hall, Rm. 338, SUNY

This two-hour seminar 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.

### **How to... Market your Small Business Products or Services**

Tuesday, October 19, 2010  
Geneseo Campus

6:30-8:30 pm

South Hall, Rm. 338, SUNY

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. The instructor is a successful business owner and professional adviser. Handouts will be provided.

### **How to... Manage Cash Flow: A Necessary Skill in Small Business!**

Tuesday, November 16, 2010  
Geneseo Campus

6:30-8:30 pm

South Hall, Rm. 338, SUNY

If you run out of cash, your business experience is over! Find out how to control your cash and then let's do what you want to do the least: walk through how to build a cash flow budget that will show you 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.



SUNY GENESEO SMALL BUSINESS DEVELOPMENT CENTER



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### **TO REGISTER IN ADVANCE**

*Email [frederek@geneseo.edu](mailto:frederek@geneseo.edu) or [barth@geneseo.edu](mailto:barth@geneseo.edu) to register and get parking directions. If you have no internet access, please call 585-245-5367 Monday thru Friday , 9 am – 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.