



FREE BUSINESS WORKSHOPS



Sponsored by the SUNY Geneseo Small Business Development Center (SBDC)
*and designed especially for people who want to start a small business,
or already own a small business*

Starting and Financing a Small Business

September 22, 2008 6:30 – 8:30 pm

Room 275, The Holcomb Building, SUNY Geneseo (Parking lots N, NN or M)

This workshop will be presented by an experienced business owner and counselor, and will provide an overview of what's required to start and/or finance a small business. Subjects will include selecting the right business structure, licenses and permits, business planning, market research, startup costs, financial management, record keeping, and other essential information. If you are a novice just starting to work on your own business ideas, this workshop is for you!

Business Planning & Business Plans

October 20, 2008 6:30 – 8:30 pm

Room 275, The Holcomb Building, SUNY Geneseo (Parking lots N, NN or M)

Small business owners can't know everything, so they need a roadmap to run their businesses successfully. A business plan is a roadmap that tells the owner if the business is on-track or not, and is also needed to qualify for loans to start and operate the company. This workshop will cover how to develop a business plan and document it so that you and others know where you are going and how you are going to get there. Also taught by an experienced business owner and counselor.

Marketing for the Small Business Owner

November 24, 2008 6:30 – 8:30 pm

Room 275, The Holcomb Building, SUNY Geneseo (Parking lots N, NN or M)

Do I have a brand? What is the hook in my selling pitch? Can I make elevator talk? Where and how should I network? What about competition? These and other questions are addressed in this interactive workshop for the new business owner or entrepreneur. Absolutely essential information for the successful small business. Don't miss it!



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Training materials will be provided. Call 585-245-5367 Ext.4368 to register.

These workshops are designed as introductions to the subject material and are not in-depth discussions. Detailed training on these and other subjects is available by attending the Business Ownership Training Course given by the Alliance for Business Growth at SUNY Geneseo, or by counseling with an SBDC Advisor at SUNY Geneseo (all 585-245-5429 for an appointment).