



Small Business Development Center-Binghamton University

Presents

SMALL BUSINESS TRAINING PROGRAM

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 entrepreneurial training program. Learn from the experts how to build your idea into a profitable venture.

The classes take place on two (2) consecutive Thursday's. Each session is a full day of classroom training beginning at 9:00 am and ending at 4:30 pm. The sessions are offered seasonally on a regular basis and there are approximately two each year.

All sessions are included in the price of \$75.00. An SBDC Certificate of Completion will be awarded at the end of the 2nd session. This Certificate is a requirement of the Otsego County, Schoharie County and City of Oneonta Microenterprise Grant Program. More importantly, you will walk away with valuable knowledge, ideas, motivation and resources.

When:	Thursday, March 14, 2019	9:00 AM to 4:30 PM
	Thursday, March 21, 2019	9:00 AM to 4:30 PM

Where:	Otego Now Offices 189 Main Street 5th Floor, Suite 500 Oneonta, NY 13820
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To Register:	Call Michelle Catan at 607-267-4010 ext 105 Email: mcatan@binghamton.edu
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Make check for \$75.00 payable to: *The Research Foundation of SUNY.*
Mail to: SBDC, Michelle Catan, 189 Main St, Suite 500, Oneonta, NY 13820

(See back of flyer for program details)



03/14/19 **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, SBA or NYBDC loan officer on how to finance your business*
- Learn methods to set up and maintain your business records from an accountant*
- Basics of a Business Plan outline
- Learn what your local Chamber of Commerce has to offer your small business*

03/21/19 **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
- Learn about market research, marketing strategies, competitive analysis, pricing, and operations. Find out about marketing via the Internet and branding.*
- Hear a presentation by an insurance agent about the types of coverage you need to protect your business, your family and you *
- 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/her business, overcame challenges and became successful*

Only your check will ensure your registration as class size is limited.
No refunds after classes start.

Call today to register with SBDC Advisor Michelle Catan at 607-267-4010 ext 105

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

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 Michelle Catan at 607-267-4010 X105.