

Summer 2019 Classes and Workshops

Accounting and Financial

Basic Bookkeeping Using QuickBooks®

QuickBooks® is a powerful tool to help you manage your business accounts. Learn the basics of QuickBooks® software including charts of accounts, sales and payment systems, and financial reports. Understand how to create invoices, track income and expenses, assess finance charges on overdue balances, understand payroll functions, and more.

M, 9am-12pm, Jun 24-Jul 29, Downtown Campus, Rm 220, Reilly, \$359, CRN 11189

Fundamentals of Business Bookkeeping

Whether you choose to hire out or do it yourself, understanding financials is essential. Learn about key documents including balance sheet, income statement, and cash flow statement. Understand key financial indicators including gross margin, accounts payable, depreciation, assets, and equity. Designed for new or future business owners.

Tu, 5-7pm, Aug 13, Downtown Campus, Rm 316, Penegor, \$45, CRN 11196

Find the Money to Fund Your Business

Lack of adequate funding is the number one reason small businesses fail. Understand financing options including bank loans, government guaranteed loans, and state, regional and local loan programs. Discuss how to select a loan program based on your business type and needs. Learn about the importance of loan terms and how to evaluate if your business can support timely loan repayment. Learn how to minimize the cost of capital.

W, 6-8pm, Jul 10, Downtown Campus, Rm 312, Bullock, \$45, CRN 11195

Monitor the Heartbeat of Your Business Through Accounting

Examine ways to monitor business health and make sound decisions based on financial data. Understand the accounting cycle, make a cash flow statement, learn about turnover, variable vs. fixed costs, and review the importance of ratios and forecasting. Vital for all growing businesses.

W, 6-8pm, Aug 7-Aug 21, Downtown Campus, Rm 312, Bullock, \$99, CRN 11217

Pre- and Post-Tax Retirement Contributions for Small Business Owners

Being self-employed doesn't mean you have to forego a retirement plan. If your business is profitable, you can set aside

pre- and post-tax profits for retirement. Learn about retirement plan options for yourself and employees. Sole proprietors, small and medium-sized business owners will also benefit.

W, 6-8pm, Jul 31, Downtown Campus, Rm 312, Bullock, \$45, CRN 11203

New! QuickBooks® Learning Laboratory

Work on your own business books during a three-hour QuickBooks® Learning Lab. A QuickBooks® Pro Advisor will help you to set up/clean up your chart of accounts and establish customized sales entry and payment systems. Learn how to do basic journal entries and bank reconciliations and develop customized reports to help you better manage your business. Class is limited to five businesses.

W, 9am-12pm, Jun 26, Downtown Campus, Rm 220, Reilly, \$150, CRN 11204

Small Business Tax Tips

Review allowed deductions, understand the business tax structure, learn essential records to avoid challenges to tax filings, and how to make tax-smart business choices. This is applicable to Sole Proprietorships, Limited Liability Corporations (LLCs) and Corporations. Ideal for those still considering which business structure to choose.

W, 6-8pm, Jul 24, Downtown Campus, Rm 312, Bullock, \$45, CRN 11210

Contractors

Prepare for the Oregon Contractors Certification Exam

Be among the more than 90 percent of SBDC students to pass their contractor license exam the first time. Complete the curriculum to prepare to take the NASCLA Construction Contractor's Exam. To register, call Dan at 1.503.722.2894 or dan@moneywiseco.com.

- **W, 8:30am-5pm, Jul 10, Downtown Campus, Rm 104, Hines, \$330**
- **W, 8:30am-5pm, Aug 7, Downtown Campus, Rm 105, Hines, \$330**
- **W, 8:30am-5pm, Sep 4, Downtown Campus, Rm 104, Hines, \$330**

Launch and Grow

Advanced Notary Seminar (Current Notaries Only)

The Secretary of State is coming to Lane Community College with a free advanced notary public seminar. Register at: <http://notsem.sos.state.or.us> or call 503.986.2200 for information/registration.

Tu, 8am-12:30pm, Jul 9, LCC Main Campus, Building 16 Rm 186, Wilson, Free

Business Evaluation and Suitability Test (B.E.S.T.) in Business and Franchise Ownership

Business owners wear a lot of hats: business development, managing employees, and managing operations. Access a proprietary personality assessment, the B.E.S.T., to discover what types of businesses and positions "BEST" align with your unique personality and values. Build your ideal business model and gain access to a comprehensive report to review insights and application of your unique profile summary; receive a one-page business model designed for, and by YOU.

Tu, 11:30am-1:30pm, Jul 23, Downtown Campus, Rm 312, Anderson, Free, CRN 11186

The Must-Have Business Plan

A business plan is the single most important tool for a business. Find out what goes into a business plan, and how a plan is used for loan decisions. Ideal for those starting the planning process. See Your Business Plan Accelerator (CRN 11216) for in-depth assistance writing a business plan.

Tu, 3-5pm, Jun 25, Downtown Campus, Rm 312, Wong, \$45, CRN 11213

Get a Food Cart Up and Running

A food cart may be small, but there are some big requirements to make it run. Review the step-by-step processes of starting, running, and maintaining a food cart. Understand licensing, sanitation, zoning, and other state and local requirements specific to food cart operations in Oregon. Covering pre-start up topics, ideal for those not yet in business.

Th, 3-5pm, Jun 27, Downtown Campus, Rm 312, Wong, \$45, CRN 11197

Ready, Set, Start Your Business

Decide if running a business is right for you. Learn how to evaluate a business idea and understand essential topics including the importance of market analysis, how to create a business plan to analyze your idea, and financial projections.

Attendees with business ideas or in the early stages of planning are encouraged to register. Pair this (first) with a free advising appointment at the SBDC.

- Tu, 5:30-7:30pm, Jul 2, Downtown Campus, Rm 312, Penegor, \$19, CRN 11206
- W, 11-1pm, Aug 7, Downtown Campus, Rm 312, Penegor, \$19, CRN 11207
- Th, 3-5pm, Sep 5, Downtown Campus, Rm 312, Penegor, \$19, CRN 11208

Road Map: Build, Buy, or Franchise

Join us as business and franchise specialists break down the realities and real opportunities in business and franchise ownership. We'll cover: full-time and manager-run business options; pros and cons of business/franchise ownership; why franchise ownership is for your venture; financing strategies; and how your personality and values uniquely match certain businesses.

W, 11:30am-1:30pm, Aug 21, Downtown Campus, Rm 312, Anderson, Free, CRN 11211

What Kind of Business Should I Have—LLC or Corp?

What box to check on the Secretary of State's business registration form may seem inconsequential, but the legal structure of a business impacts personal liability, taxes, and how a business operates. Not fully understanding the rationale behind the choice of business structure can lead to costly mistakes. Review different business structure options and next steps to form a business. Attendees should be in the beginning stages of forming a business, or be experiencing difficulty with their current structure.

W, 6-8pm, Jul 17, Downtown Campus, Rm 312, Bullock, \$45, CRN 11214

New!! Worker's Compensation 101

Are you covered? Be prepared if a claim is filed. Learn about workers' compensation insurance: practical insights on the application process, a general overview, safety for new businesses, and claims processing. A team of worker's compensation specialists from SAIF Corporation will walk you through everything a business owner needs to know.

Th, 6-8pm, Aug 15, Downtown Campus, Rm 312, McAuliffe, Free, CRN 11348

Your Business Plan Accelerator (BPA)

"If you don't know where you're going, you'll end up somewhere else." Yogi Berra wasn't talking about business planning, but he could have been. Attendees will put ideas into words, forecast sales and expenses, identify a target market, and learn to use the plan to manage forward. Meet for five-sessions, and attend one-on-one advising sessions in alternate weeks. Participants get three months of free LivePlan® business planning software. Great for startups or existing businesses. Pre-payment required for LivePlan® access.

W, 3-5:30pm, Jul 17, Jul 31, Aug 14, Aug 28, & Sep 11, Downtown Campus, Rm 220, Wong, \$185, CRN 11216



10% Veterans Discount
Register on LaneSBDC.com

Marketing and Technology

Build Your Own Website

Understand how to build a small business website using Wix Websites. Learn the basics of content creation, file formation, search engine optimization to help customers find you, and techniques to promote small businesses online. Ideal for business owners with minimal existing investment in a Web page.

M, 6:30-8:30pm, Jul 8-Jul 22, Downtown Campus, Rm 220, Bennett, \$99, CRN 11190

Facebook Advertising and Promotions for Experienced Users

Explore the mechanics of this powerful social media platform and see how to use Facebook effectively for business. Learn basic design principles and how to write successful posts, select photography, convert Facebook views to customers, and the process to create and post ads. Attendees should have a strong understanding of Facebook basics and an active Facebook business account.

Th, 6-8pm, Sept 12, Downtown Campus, Rm 312, Brabham, \$45, CRN 11192

Getting Started with Facebook for Business

Discover how Facebook can help business owners establish an online presence without having to host a Web page. Learn how to find customers and share information about specials, events, or announcements. Create your Facebook business page, make a cover photo, and learn how to review analytics to gauge success. Designed for novice Facebook users who have an active Facebook business account.

M, 6-8pm, Jul 29, Downtown Campus, Rm 312, Brabham, \$45, CRN 11198

Introduction to Selling Handmade, Vintage, or Craft Supplies on Etsy

If your business offers goods in art, photography, clothing, jewelry, food, bath and beauty, quilts, knick-knacks, and toys, consider Etsy. Learn the basics of setting up a virtual shop and how to create a successful listing. Etsy can supplement an existing Web page, or serve as a business' sole Web shopping portal. Attendees should be in a related business and have a basic understanding of Internet shopping. Existing Etsy shop not required.

Th, 6-8pm, Jun 27, Downtown Campus, Rm 312, Brabham, \$45, CRN 11199

Master Instagram Marketing and Ads

Participants will learn to use Instagram stories for a business page, create a marketing game plan, attract the right followers, convert followers into business leads, create ads, learn about Instagram tools for analytics, and how to schedule posts to save time. Ideal for business owners looking to grow their business and convert more customers.

- Th, 10am-1pm, Jul 11, Downtown Campus, Rm 312, Lambrecht, \$45, CRN 11200
- Tu, 4-7pm, Sep 10, Downtown Campus, Rm 312, Lambrecht, \$45, CRN 11201

Step Up Your Etsy Game

Get more out of your Etsy shop. Having a successful Etsy shop requires more than listing great items and waiting for sales. Explore promotional strategies such as renewing, promoted listings, Google Shopping, advertising with social media, customer service, reviews, and more. Attendees should have an active Etsy shop.

Th, 6-8pm, Jul 11, Downtown Campus, Rm 312, Brabham, \$45, CRN 11212

YouTube for Effective Video Marketing Using iMovie

Learn how to make simple and effective videos without breaking the bank or spending hours doing it. Understand how to target local audiences and create compelling content. Attendees should research businesses similar to their own on YouTube before attending class. Multiple editing programs will be discussed, but iMovie will be the focus.

Th, 6-8pm, Jul 18-Aug 1, Downtown Campus, Rm 312, Brabham, \$99, CRN 11215

Register Today

Getting Started is Easy!

Call, email, or go online to register for the classes or workshops you want to take. Pre-register at least two business days in advance.

You will be given instructions by email on how to pay your balance. A \$10 LCC fee is added to your account once per term.

Online: [LaneSBDC.com/SBDC Registration Form on top tab](https://laneSBDC.com/SBDC)

Call: 541.463.6200

Email: LaneSBDC@lanec.edu

Refunds/Drop Policy

Classes and workshops must be canceled by 11:59 pm, two business days before the start date, to qualify for a refund or released from monies owed. It is the student's responsibility to drop classes or workshops that are not planned to be attended prior to the refund deadline.

Training Location

Lane Community College Mary Spilde Center, 101 West 10th Avenue, Eugene, unless otherwise noted.

Small Business Management (SBM) Programs

Employee Management Program

Designed for small business owners or managers in larger organizations who want to improve their skills and interactions with their employees. Employee Management will help you find and hire the best employees; increase employee effectiveness, and improve employee relations. It includes peer-to-peer learning and one-on-one coaching.

Small Business Management (SBM) Program, Year 1–Foundations

SBM is a unique combination of classroom learning, one-on-one coaching and networking with one goal: making you and your business more successful. Create solid marketing ideas and a plan of action to improve sales and grow your business. Build knowledge and gain necessary skills to examine and understand business financials. Focus on core operations to create a successful Enterprise.

Small Business Management Program, Year 2

Focus on growing your business through understanding, creating and implementing systems within your business. With solid systems and processes in place, owners can choose to work, but don't have to.

Small Business Management Program, Year 3

Designed for small business owners or managers in larger organizations who want to improve their skills and interactions with their employees. Year 3 will help you find and hire the best employees; increase employee effectiveness, and improve employee relations. It includes peer-to-peer learning and one-on-one coaching. Prerequisite: SBM Years 1 and 2.

No-cost Business Advising

We offer access to confidential, no-cost professional business advising for Lane County residents who want to start or grow their business. Our professional business advisors have the knowledge and tools to help emerging and growing businesses.

The Become a Counseling Client form will start your relationship with the Lane SBDC where you will find the most up-to-date resources for your business information needs. At your first visit, the advisor assigned to you will go over expectations and collect business data.

Advising is made by appointment only. If you are unable to attend the advising session, please call to reschedule.

Visit [LaneSBDC.com /services/business-advising](http://LaneSBDC.com/services/business-advising), to start the registration process, then, you must complete the electronic request to Become a Counseling Client form. Once the form is submitted, you will be contacted by the Lane Community College SBDC to set up an advising session or you may call 541.463.6200 to schedule an appointment.

Visit LaneSBDC.com, SBM Fall 2019 Registration top tab or Call 541.463.6200 to register.

Lane Community College
Small Business Development Center
101 West 10th Avenue, Suite 304,
Eugene OR 97401
LaneSBDC.com • 541.463.6200

To request accommodations that will facilitate your full participation in this event contact the Center for Accessible Resources at least one week in advance at accessibleresources@lanecollege.edu or 541.463.5150.



Oregon Small Business Development Centers are funded in part through a cooperative agreement with the SBA, and by the Oregon Business Development Department. Lane Community College is the primary funding agent. Programs and services are provided to the public on a non-discriminatory basis. Language assistance services are available for limited English proficient individuals. Lane is an AA/EEO/Veterans/Disabilities Employer. All rights reserved. ©2018-present Lane Community College SBDC.

