



TRAINING SEMINAR CATALOG 2010



7/31/2010

★ START-UP ASSISTANCE ★

Pre-Venture Orientation (Starting a Business)

2 HRS
\$20

This workshop is highly recommended for all individuals interested in determining the feasibility of their business idea, planning to start or have recently started a small business, seeking a small business loan, or wanting to learn more about business planning. Topics of discussion will include:

- Entrepreneurship Readiness
- Sources & Tools for Start-Ups
- Small Business Resources



Retail Start-Up

2 HRS
\$30

This seminar walks you through the steps of starting a retail business with topics covering the following:

- Location
- Competition
- Space Allocation & Inventory
- Pricing
- Employees
- Customer Service

Starting Your Restaurant Business

2 HRS
\$30

Turn your passion for cooking into becoming a restaurant owner. Begin the steps to prepare for your success. All serious businesses start with a well thought out business plan before investing or borrowing money. Begin your restaurant business successfully and get your business off to a great start.

- Before You Get Started, Know the Questions To Ask
- How to Play the Restaurant Business Game
- Expectations of the Menu



How to Form and Register Your Business

2 HRS
\$30

Proper licenses and permits are necessary to operate a business. This seminar teaches how to obtain tax ID numbers, permits, and licenses. The seminar examines the differences between "C" and "S" Corporations, sole proprietorships, partnerships, and LLC's. Elements that business structures are based on are discussed such as taxes, ownership, responsibility, control, risk, operations, and employee requirements.

- Advantages & Disadvantages of each Legal Structure
- Legal Structure Quiz
- Filing Forms for Selecting an Organizational Structure are Provided



Starting a Home-Based Business

2 HRS
\$35

Over 50% of small businesses are home-based. Get the facts about home-based businesses and learn how to evaluate those business opportunities. Learn about organizing, registering, licensing and permitting processes, as well as the regulations and restrictions of each. Weigh the advantages and disadvantages of working at home.

- Start-up and Survival Checklists
- Top 10 Scam list
- Safe Sources and Government Sites



Business Plan Writing

2 HRS
\$40

A written business plan enables you to control your business. This seminar covers the detailed parts of a thorough business plan. This seminar is for aspiring entrepreneurs but also serves to create direction for existing owners.

- What is a Business Plan and what is it used for?
- Full Business Plan Planner Workbook
- Worksheets for Financial Projections



FINANCING

Understanding Credit

2 HRS
\$40

If you are in business or considering opening a business, you need to understand the use of credit in the loan process. Do not let your credit stand in the way of following your dreams to own your own business.

- **Know the Consumer Protection Laws**
- **Understand Credit Scores and What They Mean**
- **Learn How to Solve Credit Problems**



Financial Statements

2 HRS
\$40

This seminar is focused on how to use financial statements to manage profits and measure growth. Program includes:

- **Liquidity, Leverage, and Liability Structure of the Balance Sheet**
- **Profitability and Productivity of the Income Statement**
- **Cash Flow Statement vs Income Statement**
- **Apply Financial Statement to Your Business**
- **Questions the Bank Asks**
- **Hints & Tools to Better Manage Your Business**



5 Steps to Secure Financing

2 HRS
\$40

Learn what to do before approaching a lender. This seminar will help identify and assess business' financial needs, identify sources of capital, and prepare the essential documents for a lender or investor. Knowing what the lender is looking for, and the questions the lender wants answered, may improve the chances of money that the business needs. Participants will receive helpful forms to use in preparing a financial package.

- **Key Questions Lenders Want Answered**
- **Worksheets to Determine Start-up Costs, Personal Financials, and Budgets**
- **Resource Directory**



MANAGING A BUSINESS

Employee Engagement

2 HRS
\$40

Engaged employees feel involved in their work and they engage the people with whom they work. They feel recognized, encouraged, and supported and that fosters further involvement among all employees. Businesses with motivational organizational climates and positive cultures have employees who are actively engaged. This seminar will provide attendees take home tactics to make their business more efficient and profitable from the inside out.

- **Measure Leadership Behavior**
- **Measure Employee Engagement**
- **Market Yourself Internally**



Restaurant Business Survival

2 HRS
\$40

Sometimes tough times open doors for new ideas. This seminar demonstrates creative ways to conserve without cutting quality and service. You will explore opportunities to make your business strong to promote more profits in your restaurant. Learn the most common areas where small businesses lose profits. It is amazing how many areas can leak money from your business.

- **Learn the Biggest Areas to Pay Close Attention to in the Business**
- **Tips to Balance and Maintain Many Facets of the Business**
- **Tips to Promote Happy Returning Customers**
- **Tips to Increase Profits**



Project Management

2 HRS
\$45

Project Management (PM) is the application of knowledge, skills, tools, and techniques to activities to meet project requirements. This seminar provides an introduction and overview to the functions of project management (e.g., planning, scope, schedules, budget, managing changes, team building, and technical aspects of a systems approach).

- Project Charter
- Scope Statement
- Work Breakdown Structure (WBS)
- Activity Sequencing
- Schedule Development
- Cost/Budget
- Project Human Resources
- Quality
- Communications
- Purchases and Contracts
- Risk analysis and Contingency Plans
- Project Quality
- Change Control



Managing Personal and Professional Change

3DAYS
\$85

This course identifies the steps and strategies used to manage significant change encounters in personal and professional life. Learn how to embrace "change" and to use it to accelerate personal success. Learn useful strategies to overcome obstacles that result from changing events. Discuss the positive and negative impacts that "change" brings as well as the consequences for resisting change in a timely manner. Learn how to identify imminent changes and how to become an agent for change. Everyone will benefit from this seminar as the course relates to managing change in life.

- Sources of Change
- Understanding the Causes of Change
- Types of Change
- 3-Step Change Process
- Participants Will Create an Individual Change Management Plan



Franklin Covey's 7 Habits for Small Business

2DAYS
\$395

Simple promotions can achieve momentary success, but it takes an exceptional leader to unleash the potential of a team and "write a new story" of success. **Franklin Covey's 7 Habits for Small Business** is a management development seminar with a unique approach that prompts managers (and teams) to enhance the typical mindset from getting good results to getting GREAT results. This workshop is a 2-day experience for owners, supervisors, and managers of small business that promises to serve as a reusable platform for GREAT leadership. (Participants will earn 1.4 CEU's.)

- Tools to Help Managers Meet Today's Challenges
- Determine Desired Contribution to Develop Your Role
- Manage Performance by Balancing Accountability and Trust
- Learn How to Give Constructive Feedback
- Improve Team Decision-Making Skills
- Increase Company INITIATIVE



BUSINESS ACCOUNTING

Using Your Financial Statements to Manage Your Profits

2 HRS
\$40

This seminar will teach business owners how to understand financial statements and successfully manage business profits. This seminar will teach you how to:

- Keep Track of Income Statements, Balance Sheets, and Cash Flow Statements
- Keep Accurate Accounts of How Business Financial Statements Apply to Your Business
- Types of Questions a Banker Looks for in the Statements



QuickBooks for Beginners

2 HRS
\$65

Learn QuickBooks from the ground up during this workshop. A certified QuickBooks Pro Advisor will teach basic uses and features of QuickBooks including: setting up & getting started, working with QuickBooks list and bank accounts, entering sales, invoices and receiving payments, creating reports, graphs and analyzing financial data.

- Create Vendors and Invoices
- Determine Cash Flow
- Learn AP and AR



Intermediate QuickBooks

2 HRS

\$85

A continuation of our popular Basic Level QuickBooks Workshop, this workshop will assist you with more advanced topics such as payroll, inventory, setting personal preferences, sales taxes, and many other areas that will make your use of QuickBooks more efficient and more enjoyable. A working knowledge of QuickBooks is needed to grasp the topics presented in this class.

- **Handle "tricky" Situations such as NSF checks, customer deposits, and more**
- **Enter Transactions such as Bad Debts, Petty Cash Transactions**
- **Advanced Reporting Techniques and Integration with Microsoft Excel**
- **Integrate Use of Credit Cards with Your Business**
- **Set Up Payroll Processing**
- **Prepare/ File Federal Payroll Tax Returns**
- **Unique Payroll Situations like Employee Loans and More**
- **Customize Sales Forms**
- **Add Logos to Forms**
- **Perform a Year-End Close with QuickBooks**
- **Accountants Review process**
- **Backup and Restore Data Files**



CASH FLOW MANAGEMENT



How to Run a Profitable Business

2 HRS

\$40

The crux of any business is to operate successfully in a highly competitive world and is measured by the size of the profits that are generated. While a number of other parameters can be used to determine company viability, profit still reigns supreme. Therefore, the key to success in any business is to formulate an effective strategy to increase profits.

- **Discuss the Keys to Business Success**
- **Profitability Principles**
- **Tangible vs Intangible**
- **Profitability Process**
- **Profitability Action Plan**
- **Profitability Factors**



Financial Distress Warning Signs for Small Business

2 HRS

\$40

Small businesses are fragile and subject to rapid change from uncontrollable sources. Small business owners must be flexible and adaptive to the changing climate. Every small business should be managed as if it is at risk of going out of business at any time. Identify what warning signs may already be prevalent in your organization, and learn how to handle each with a proper plan of action. Perform a financial risk assessment on your business before problems escalate.

- **Warning Signs**
- **Identify Conditions to Watch**
- **Survival Tactics When Warning Signs are Present**
- **Risk Assessment**



Protecting Your Livelihood

2 HRS

\$40

Learn how to use your money wisely. Tactics like investing your money for a rainy day will ensure a fixed income stream and protect yourself from unexpected taxes. A long-term survival strategy is relevant in today's aggressive economic pace.

- **Investing 101**
- **Tactics for Spending Emergency Payments from BP Oil Spill**
- **Calculating Your Economic Impact**

Budgeting and Cash Flow Management

2 HRS

\$40

An overview of the purpose of budgeting, the types of budgets, and the elements of a successful budget. The program includes a process for creating a budget, ways to analyze and compare budgets, and important guidelines to apply during the budgeting process. Learn:

- **5 Purposes of Budgeting**
- **Various Types of Budgets**
- **Steps of the Budgeting Process**
- **Elements of a Successful Budget**
- **5 Methods for Analyzing Budget Information**
- **Guidelines to Remember During Budgeting Process**



TAX PLANNING



Taxes and Accounting

2 HRS

\$35

Getting down to business is a practical guide for musicians and artists in understanding what it means to operate as a self-employed person. Proper accounting, taxes, and licenses are important to your financial success. You must have proper licenses and permits to operate. Simple recordkeeping and timely tax payments are necessary to access financing to grow your business.

- **Obtain Tax ID Numbers, Licenses, etc.**
- **Learn to Keep Good Records**
- **Updates and Hot Topics for Small Business**



MARKETING AND SALES



How to Attract & Retain Customers: Marketing 101

2 HRS

\$30

Are you looking to increase your customer base on a shoestring marketing budget? This seminar will teach you the key marketing points for your product, reveal the secrets to attracting customers, and enable you to determine the layout of your marketing plan.

- **Free Resources for Marketing and Promoting Your Business**
- **Identify Promotional Tools to Fit Your Business**
- **Define the Foundational 4 P's of Marketing**
- **Perform a Competitive Analysis**
- **Determine Your Company's USP (Unique Selling Position)**



Consumer Behavior

2 HRS

\$40

Consumer behavior addresses how products are purchased. Discuss how consumers think, feel, and reason before selecting a product or service.

- **Behavior and Culture**
- **Decision Making**
- **Social Marketing**
- **Family Life Cycle**
- **Hierarchy of Needs**



Networking: Extending Your Hand to Reach Your Goals

2 HRS

\$40

Word of mouth (WOM) is the most powerful form of promotion, but perhaps the most misunderstood marketing strategy. Learn the keys to successful networking, and tips for planning, interacting and following-up. You will be surprised to find what networking *really* is . . . and is not!

- **Networking Know-How**
- **Tips for the Shy Guy**
- **Articles and Ideas to Expand Your Network**



Marketing Research

2 HRS

\$40

HOW CAN I BE SURE? . . . in a world that's constantly changing? How can I be sure where I stand with my customers? With my competition? How can I be sure that I am doing the right thing? Put on your Sherlock Holmes cap and become a super sleuth. This seminar will provide the tools you need to conduct your own search for the facts.

Facts that will answer your important business questions and guide your decision-making. Market research does not make decisions or guarantee success, but it IS the foundation of business planning!

- **Demystify Research Procedures so You Can Do it Yourself**
- **Develop the Framework of Objectives, Decisions and Questions**
- **Learn Where to Find the Answers**
- **Put the Data to Use!**



Reinvention Through Innovation: Developing a Website Strategy

2 HRS

\$60

A solid website strategy is a must for success in today's business economy and market and must be integrated into the business operations and marketing strategy of the company. This workshop will teach:

- **Components of a Successful Website**
- **Website Format Designed to Generate Sales and Profits**
- **Overview of Website Components and Integrated Marketing Strategy**
- **SEBD Program Funding Assistance (through LED to eligible businesses)**



Building Bridges: Website Strategy 201

2 HRS

\$80

"I have a website, now what?" Once a website is launched, you have created an island in the ocean. There are new concepts for e-marketing—e-campaigns, social networking, search engine optimization, analytics, and merchandising. Where do you go from here to increase hits, conversions and sales overall?

- **Group Website Reviews**
- **Customer E-Marketing Techniques**
- **Social Media: Facebook, Linked-In, Twitter**
- **Merchandising**
- **Content Strategies**



GOVERNMENT CONTRACTING



Bids and Proposals

2 HRS

\$60

This government-contracting seminar covers how to write a proposal that will result in a winning bid on a construction contract or any other type of contract. The seminar will cover all steps, from receiving the RFP (Request For Proposal) through putting together the response that will win the RFP.

- **Vendor Registration and Certification**
- **Bid Preparation & Response**
- **Evaluation and Awards**
- **Vendor Performance**



DISASTER MITIGATION



Developing Your Business Survival Strategy

2 HRS

\$20

This seminar explains the area an organization needs to think about in order to prepare its own disaster recovery plan so that, should an interruption occur, it is able to resume operations. Each organization's circumstances and structures are unique, so tailoring a plan to suit its needs is a "must do" project. It is important to recognize that there is no "magic" plan that an organization can purchase that will provide all the answers or that will create a plan for them. Attendees receive:

- **Business Disaster Plan Workbook**
- **Resource List of Emergency Numbers**
- **Business Checklists**
- **Group Discussion Sharing Best Practices**



Ready for Anything: Workshop for Restaurants and Vendors

2 HRS

\$20

This workshop will provide information and tools to help you be proactive in the face of the 2010 hurricane season and the wake of the BP oil spill. •LSBDC and the Business Continuity Consultant work with small businesses before, during and after events that disrupt normal operations – no matter what the cause. •LSBDC is actively engaged, assisting small business owners who may be affected by the BP Oil Disaster. Focus 2010 BP Oil Spill Claims:

- **How to Apply for a Claim, Loan, or Loan Deferment**
- **How to Assess and Document Your Business' Economic Injury**
- **Other Organizations to Assist You and Your Employees**
- **What makes my Business Work?**
- **Communications – the Key to Continuity**
- **Critical Operations**
- **Critical Documents**
- **Protecting Your Assets**



LEGAL

Small Business Legal 101

2 HRS

\$55

Dealing with legal issues is part of the job of a small business owner. Learning the basics of business law can make operating your business easier and save you money on legal fees. This seminar will explore the legal environment in which any business must operate in the modern business world. This seminar will include:

- **Legal Documents**
- **Saving Money on Legal Fees**
- **An Overview of Business Law**



INTERNATIONAL TRADE

Import / Export

4DAYS

\$160

Sponsored with the World Trade Center in New Orleans, this intensive, executive program targets companies and individuals interested in international trade and is divided into a 4-Part Export/Import Seminar Series. WTC members pay \$120.00 for books and materials.

- **Part 1 - Import/Export Strategies and Market Research**
- **Part 2 - Pricing, Terms, Quotations, and Customs Entry Procedures**
- **Part 3 - International Banking, Financing, Transportation, and Documentation**
- **Part 4 - International Marketing Plans**



Doing Business in the Middle East

2 HRS

\$180

This intensive, executive program targets companies and individuals interested in international trade with the Middle East.

- **Import/Export Strategies and Market Research**
- **Pricing, Terms, Quotations, and Customs Entry Procedures**
- **International Banking, Financing, Transportation, and Documentation**
- **International Marketing Plans**





Organizing Your Way to Profitability

2 HRS

Do you find yourself spending too much time doing minor administrative detail work every day? Do you sometimes waste valuable time searching for items, documents and contacts that are critical to your revenue production? Do you find yourself repeating the same drawn-out tasks over and over without looking for a way to automate your system? Does lack of organization ever get in the way of you making money? If any of these sound familiar, now's your chance to do something about it! Eliminate unnecessary inefficiency in order to do what you do best...MAKE MONEY! Learn to:

- **Create Shortcuts for Routine Things You Do**
- **Eliminate Clutter from your Productive Workspace**
- **Develop Systems That You Can Maintain and That Will Work for You**
- **Get Back on Track When Your New Routines Get Compromised!**



Tax Preparer / E-Filing Workshop

3 HRS

Representatives from the IRS, the Louisiana Department of Revenue, and the Social Security Administration will address recent updates affecting how tax preparers and practitioners conduct business. Certificates of attendance for Continuing Education Credits will be provided upon request at the end of each seminar.

- **Wage Reporting**
- **Electronic Services**
- **Due Diligence**



8(a) Certification Workshop

3 HRS

The SBA's 8(a) Business Development Program, named for a section of the Small Business Act, is a business development program created to help small disadvantaged businesses compete in the American economy and access the federal procurement market. This workshop will cover all eligibility criteria for the 8(a) Program including:

- **Completion of the electronic application; Review of Required Supporting Documentation**
- **Review, explanation and guidance in completing the required SBA Forms (i.e. 912, 4506T, 413, 1623)**

A CURRENT CCR REGISTRATION AND AN SBA GLS LOGIN IS REQUIRED TO APPLY FOR 8(a) CERTIFICATION. Please refer to the assessment tool at <http://training.sba.gov:8000/assessment> .

Louisiana Contractor's Accreditation Institution

6 WKS
\$150

Sponsored by Louisiana Economic Development, the Louisiana Community & Technical College System, the Louisiana Association of General Contractors, and the Louisiana State Contractors Licensing Board, LCAI is a 6-week management training course held in New Orleans and is designed to support the state's growing construction industry. Taught by industry leaders, participants will learn about construction management and how to prepare for the General Contractors State Licensing Exam. Topics of discussion include

- **Bid Processes, Estimating and Contract Management**
- **Equipment and Business Management including Scheduling**
- **Occupational Safety and Risk Management**
- **Financial Management including Bonding/Access to Capital**
- **Certifications**
- **Entrepreneurship Training for Louisiana Contractor Licensing Exam Review**



Contractor's College

2DAYS
\$195

Contractor's College is an innovative program designed to prepare small, disadvantaged, minority-, and women-owned contractors to compete in a highly competitive contractor marketplace by helping build financing and bonding capacity.

- **Business Planning and Risk Management**
- **Preparation for the State Licensing Exam**
- **Business Certifications (e.g., SBA-8(a), DOTD, etc.)**
- **Financial and Bonding Capacity Assessments - participants unable to obtain financing and bonding will be assisted in improving capacity and will be shown requirements to become lender-and bond-ready.**

