

# BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

## APRIL 2018



DATE

### 4/4 \*CITY INSPECTIONS – ASK QUESTIONS, GET ANSWERS

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

*Presented by the City of Chicago*

To operate a successful business in Chicago you need to know what it takes to maintain compliance. Officials from several City departments will provide insight on how to operate safely, stay compliant, help prepare for inspections and highlight the do's and don'ts of operating a business.

### 4/6 MARKETING ESSENTIALS FOR SMALL BUSINESSES: STRATEGY VS TACTICS

9:30-11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

*Presented by Dorothy Muszynska, Founder of DM Marketing Group*

Businesses must have a strategic marketing framework in place BEFORE creating and implementing tactics such as print, digital, social, or event marketing. More often than not, small businesses skip the "strategy" step resulting in an unsuccessful tactical execution! In this workshop, we will review the meaning, importance, and examples of both strategic and tactical aspects of marketing. There will be time for questions after the presentation; the presenter will also be able to answer on-on-one questions in Polish.

### 4/11 FUNDING OPTIONS FOR YOUR SMALL BUSINESS

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

*Presented by Steve Bob, UIC's College of Business*

Where do I find funding to get my business started? How do I get the money I need? During this in depth look at many ways to fund your business, you will gain insight into how to access these sources and develop a plan for where to go next. Learn from a small business expert about various funding options available for startups.

### 4/13 WEALTH BUILDING TACTICS FOR SMALL BUSINESS OWNERS

9:30 to 11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

*Presented by Geri Aglipay, Small Business Majority*

How to maximize profits for sustainability. Understand ways to save and invest profits back into your business and your personal savings. Learn to build wealth and how to ensure sustainability of your small business and secure retirement savings for yourself, your families and your employees.

**\* Part of "Staying Alive: 2nd Year in Business Series" \***

DATE

### 4/18 THE FREELANCER'S GUIDE TO LINKEDIN

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

*Presented by Hayden Humphrey, Hayden Humphrey - Life Coach and Creative Entrepreneur*

At this workshop we will discuss LinkedIn tips and strategies for Freelancers and Entrepreneurs. During this workshop, we will discuss personal and company branding, purposeful publishing, and how to find clients and sell yourself on the platform. Please come prepared with your computer and a LinkedIn profile already created.

### 4/20 WORKPLACE DISCRIMINATION AND HARASSMENT UNDER CHICAGO'S ORDINANCE: WHAT BUSINESS OWNERS NEED TO KNOW

9:30-11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

*Presented by the Chicago Commission on Human Relations*

This presentation by staff from the Chicago Commission on Human Relations will focus on the City of Chicago's anti-discrimination ordinances, with a particular focus on discrimination and harassment in the workplace and in public accommodations. The presentation will also focus on some of the pitfalls that business owners in Chicago can seek to avoid with regard to possible discrimination claims that may be brought against them. The presentation will also include information on the ways in which Chicago's ordinances are similar to, and different from, state and federal laws concerning discrimination and harassment.

### 4/25 \*\*BUSINESS LICENSING 101

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

*Presented by the City of Chicago Department of Business Affairs & Consumer Protection (BACP)*

Attendees will learn the 3 steps to obtain a business license and access free business resources to start or expand their business.

### 4/27 \*\*ACCOUNTING IN QUICKBOOKS

9:30 to 11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

*Presented by Trak Patel, CPA, PCIP From ARCC Consulting Corp*

Learn how to keep your financial recordkeeping books using QuickBooks. We will identify the differences between QuickBooks Online vs. QuickBooks Desktop and list the important features and benefits.

**\*\*Money Smart Week is April 21- 28, and the Wednesday, April 25th and Friday, April 27th workshops are a part of this public awareness campaign. Additional events can be found at [www.moneysmartweek.org](http://www.moneysmartweek.org)**

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\*Workshop offered once a month.

All workshops are **FREE** and open to the public.

Space is limited. Please reserve your attendance by calling 312.744.2086 or e-mail [BACPoutreach@cityofchicago.org](mailto:BACPoutreach@cityofchicago.org)

To learn more about BACP's workshops, visit [www.cityofchicago.org/businessworkshops](http://www.cityofchicago.org/businessworkshops)



**SMALL  
BUSINESS  
CENTER**

# FREE BUSINESS EDUCATION WORKSHOPS @ CITY HALL



## WORKSHOP TOPICS INCLUDE:

- Business licensing requirements
- Develop a business plan
- How to finance your business
- City's contract process
- Know what to expect during an inspection
- Marketing, social media and websites
- Leverage technology to boost your business

## BUSINESS START-UP CERTIFICATE PROGRAM

Complete 9 workshops in a 6 month period and earn a **Business Start-up Certificate**. Those who earn a certificate are eligible to apply for low-interest and no-fee loans ranging from \$1,000 - \$25,000 through the CIBC Entrepreneurial Loan Program.

## CITY OF CHICAGO'S SMALL BUSINESS CENTER ON THE ROAD EXPOS

- **Saturday, March 3, 2018 from 10AM-2PM**  
@ South Shore Cultural Center-7059 S. South Shore Dr., Chicago
- **Saturday, May 12, 2018 from 10AM-2PM**  
@ Arturo Velasquez Institute-2800 S. Western Ave., Chicago
- **Thursday, June 21, 2018 from 5-9PM**  
@ 1871-theMART, 222 W. Merchandise Mart Plaza #1212, Chicago
- **Saturday, September 8, 2018 @ 10AM-2PM**  
@ Truman College- 1145 W. Wilson Ave., Chicago
- **Saturday, October 27, 2018 @ 10AM-2PM**  
@ Malcolm X College-1900 W. Jackson Blvd., Chicago  
*For updates visit [www.ChiSmallBizExpo.com](http://www.ChiSmallBizExpo.com)*

## STAYING ALIVE: 2ND YEAR IN BUSINESS SERIES

A series of workshops featured in 2018 dedicated to business owners who want to continue growing their enterprise during that tricky make-or-break second year in operation. Designed to build knowledge and fine tune business principles to "Keep You Alive."

Register for workshops by calling **312.744.2086** or e-mailing [BACPoutreach@CityofChicago.org](mailto:BACPoutreach@CityofChicago.org)  
Workshops are held on Wednesdays and Fridays at City Hall, 121 N. LaSalle St., Chicago, IL 60602

Download our monthly calendar at [CityofChicago.org/BusinessWorkshops](http://CityofChicago.org/BusinessWorkshops)



City of Chicago Department of Business Affairs and Consumer Protection



[CityofChicago.org/SBC](http://CityofChicago.org/SBC)



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