

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

★ ★ AUGUST 2017 ★ ★

DATE

8/2

*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.

8/4

DIGITAL MARKETING 101 WITH GOOGLE & BIRK CREATIVE

9:30 to 11:30 a.m.

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

Presented by Google & Birk Creative

Receive guidance on improving your business web presence, social media recommendations, the importance of branding, your unique selling proposition, get listed on Google search and maps, and more. Bring your laptop or smartphone!

8/9

MARKET RESEARCH: WHO WILL BUY YOUR PRODUCT/ SERVICE AND HOW DO YOU KNOW?

3:00 to 4:30 p.m.

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

Presented by Women's Business Development Center (WBDC)

If your answer is everyone, or you are fuzzy on details, you need to research your market. Come to this workshop to learn if there really is a market for your business idea/product/service. Is it feasible and can it be profitable? Learn strategies to tackle these and other questions!

8/11

ACCESS TO CAPITAL: HELPING YOUR BUSINESS GROW

9:30 to 11:00 a.m.

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

Presented by Fifth Third Bank

In order for businesses to grow capital is often needed but sometimes it isn't always easy to come by. In this workshop you will learn about traditional and non-traditional credit sources as well as how to best prepare for when your company needs it most.

8/16

HOW TO OBTAIN A SHARED KITCHEN OPERATOR, SUPPLEMENTAL, OR USER BUSINESS LICENSE

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) and the Chicago Department of Public Health (CDPH)

Are you interested in operating or using a licensed commercial kitchen in the City of Chicago? Then come and learn how you may obtain the Shared Kitchen Operator, Supplemental or User Business License. We will be discussing the licensing process including the application requirements, CDPH inspections, and operational duties. Register now if you are interested in the licenses for businesses that service the commissary needs of the mobile food industry in Chicago.

DATE

8/18

TRADEMARKS, PATENTS, TRADE SECRETS, AND COPYRIGHTS: RECOGNIZING AND PROTECTING YOUR COMPANY'S ASSETS

9:30 to 11:00 a.m.

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

Presented by Patrick J. Smith, Partner, registered patent attorney at Greer, Burns & Crain, Ltd.

Learn the differences between copyrights, trademarks, patents and trade secrets. Knowing the differences will allow you to take the right steps to protect your company's intellectual property assets.

8/23

CREDIT CARD PROCESSING: CONTRACTS, PRICING, FEES, SYSTEMS, AND GROWTH

3:00 to 4:30 p.m.

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

Presented by Horizon Payments

Many businesses pay little attention to their credit card processing or fees until they have a problem. And when they have a problem they often find their processor support lacking and confusing and don't know where to turn. Come learn everything you need to know from setting your processing up and saving on fees to understanding contracts and using your processing to grow your business. Questions and current processing statements are also welcome if you have specific issues.

8/25

BUILDING YOUR BUSINESS: A BRICK AND MORTAR GUIDE

9:30 to 11:00 a.m.

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

Presented by Chyanne Husar, husARchitecture

From finding a storefront to opening day, the building process can be confusing, overwhelming, and a major component of your start up costs. Learn about organizing a project team that will meet your building needs and save you time and money. We will identify many common pitfalls and how you can avoid them to get your business off the ground.

8/30

EMPLOYEE CLASSIFICATION ISSUES-INDEPENDENT CONTRACTOR (1099) OR EMPLOYEE (W2), SALARIED OR HOURLY COMPENSATION

3:00 to 4:30 p.m.

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

Presented by Charles Krugel, a Management Side Labor, Employment and Human Resource Attorney

Over the past few years, there's been a great deal of debate concerning how businesses should use independent contractors (IRS 1099 workers) & employees (W2s), & how businesses should compensate employees as either hourly or salaried. Now there's greater concern because of an uptick in litigation over wage & hour issues, increased enforcement action by the government & worry over the confusion of changes in the law. Attorney Charles Krugel will be available to discuss these issues with you in a roundtable open discussion format.

*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

To learn more about BACP's workshops, visit www.cityofchicago.org/businessworkshops

