

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

★ ★ JULY 2018 ★ ★

DATE

7/4 **NO WORKSHOP DUE TO HOLIDAY**

7/6 **MEDIA TRAINING FOR SMALL BUSINESS**

9:30-11:00 a.m.
City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103
Presented by the Department of Business Affairs & Consumer Protection (BACP)

How to look good, sound smart and get the coverage you want for your small business. Lilia Chacon is an award-winning journalist with more than 25 years in the news business, and now a strong presence in PR and communications. Learn how to take advantage of the news cycle to get covered and quoted and build your audience and credibility.

7/11 ***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.

7/13 **UPDATE: CHICAGO'S MINIMUM WAGE AND PAID SICK LEAVE ORDINANCE**

9:30-11:00 a.m.
City Hall, 121 N. LaSalle St. – 8th Floor, Room 805
Presented by the Department of Business Affairs & Consumer Protection (BACP)

On July 1, 2018, the next scheduled increase of the Chicago minimum wage will go into effect for tipped and non-tipped employees. Find out how your business can comply with the ordinance and how to contact BACP for assistance. Representatives from ARISE Chicago, the Sargent Shriver National Center on Poverty Law, and Women Employed will join with BACP and the City's Law Department to discuss the rationale behind and impact of Chicago's Minimum Wage and Paid Sick Leave Ordinance.

7/18 **DOING BUSINESS WITH THE US DOT AND TRANSPORTATION AGENCIES**

3:00 to 4:30 p.m.
City Hall, 121 N. LaSalle St. – 8th Floor, Room 805
Presented by USDOT Office of Small Business - Great Lakes Region at IHCC

Did you know that the USDOT and other transportation agencies buy goods and services from all types of small businesses? Come and learn how you can position your business to obtain upcoming transportation procurement opportunities like the Chicago Transit Authority's \$2.1 billion first phase of the Red and Purple Modernization Program, the Illinois Tollway's 15-year, \$12 billion construction program and O'Hare International Airport's \$8.5 billion expansion project. We will discuss free resources to help you with obtaining bonding, SBA loans and creative financing options to accelerate the growth of your business.

DATE

7/20 **HOW TO MAKE 'EM FALL IN LOVE - INCREASE PROFITS WITH SERVICE THAT KEEPS YOUR CUSTOMERS COMING BACK FOR MORE!**

9:30-11:00 a.m.
City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103
Presented by Ava St. Claire, The Moon Rose Agency

Putting in time and effort to find new customers is far more expensive than keeping your current customers happy. In this workshop, you will identify what makes your service unique. Then, we'll give you the tools you need to design an effective process that cuts costs, reduces wasted time, and brings both you and your customers joy.

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

7/25 **ROCK YOUR PROFILE**

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

Attend this workshop and discuss the ins, outs, tips, and tricks of creating a stellar LinkedIn profile. During this workshop, we will discuss the major profile components, best practices for creating a stellar page, and some behind the scenes advice on navigating the platform. Please come prepared with your profile already created and any questions you have on the platform!

7/27 **INTRODUCING THE SBA: PROGRAMS & SERVICES FOR YOUR BUSINESS**

9:30 to 11:00 a.m.
City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103
Presented by Don Pellico, US Small Business Administration (SBA)

Every business starts with a dream. Turning this dream into a reality requires confidence, grit, knowledge, and funding. Wherever you are in growing your business, the SBA has your back. Attend this workshop and learn about the programs, services and partners to help you start and grow your business.

SAVE THE DATES: SMALL BUSINESS CENTER ON THE ROAD EXPO

The free small business expo brings business resources to the community for new and existing entrepreneurs looking to start or grow their business in the City of Chicago.

- Saturday, September 8th from 10:00AM-2:00PM at Truman College located at 1145 W. Wilson Ave., Chicago.
- Saturday, October 27th from 10:00AM-2:00PM at Malcolm X College located at 1900 W. Jackson Blvd., Chicago.

For more information go to www.chismallbizexpo.com

* Workshop offered once a month.

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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

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

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
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



City of Chicago Department of Business Affairs and Consumer Protection



CityofChicago.org/SBC



@ChiSmallBiz