

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

OCTOBER 2018

DATE

10/3

*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.

10/5

NETWORKING - FINDING AND USING YOUR CONNECTIONS TO GROW YOUR BUSINESS

9:30 to 11:00 a.m.

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

Presented by Stacey Pitts Caldwell, MBA, Center Director-IL Small Business Development Center (SBDC), Director-Small Business at the Chicagoland Chamber of Commerce

Lots of business comes through contacts and networking, therefore, a strong network and maintaining relationships with key contacts can help you gain new customers. In this workshop, participants will plan which networking activities to join, think about which events/activities make sense to attend, decide how to expand and use their network as well as how to keep in contact with the people that are most important to the growth of the business.

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

10/10

ACCOUNTING IN QUICKBOOKS

3:00 to 4:30 p.m.

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

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.

10/12

HOW TO WRITE A BUSINESS PLAN - WHAT YOU NEED TO KNOW!

9:30 to 11:00 a.m.

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

Presented by Donna R. Rockin, Managing Partner at Rockin Enterprises, Inc.

Learn how to create a comprehensive business plan. It's easier than you think when you understand all the components that get included. You'll receive a complete list of what to include to demystify the process. Writing a solid business plan is your roadmap to business success.

Join us for the 'Small Business Center On the Road' Small Business Expo on Saturday, October 27th from 10:00 a.m. – 2:00 p.m. at Malcolm X College, 1900 W. Jackson Blvd., Chicago. For more information go to www.ChiSmallBizExpo.com

* Workshop offered once a month.

DATE

10/17

HOW TO PREPARE FOR CHICAGO'S NEW FOOD CODE

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 Public Health (CDPH)

The City of Chicago has introduced an ordinance and accompanying rules to enhance the standards that food establishments follow to protect the health of all Chicagoans. The Chicago Department of Public Health (CDPH) is hosting a training designed for owners, operators, and managers of food establishments to become familiar with the major changes in the food safety requirements in the City of Chicago.

10/19

HOW TO GET MONEY FOR YOUR BUSINESS

9:30-11:00 a.m.

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

Presented by Craig Feldman, Bloom Lending

Without positive cash flow, it is difficult to take care of the everyday functions of the business or have the ability to buy things such as equipment or materials. Let's have a critical conversation about the importance of funding and discuss the key indicators of why working capital and Equipment Leasing are crucial in all areas of your business. You will learn different types of funding that are available, programs for all types of businesses regardless of your credit score, and about the required documents needed to apply for funding.

10/24

FUNDAMENTALS OF PAYROLL

3:00-4:30 p.m.

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

Presented by Jonathan Fenton, Automatic Data Processing (ADP)

This presentation will detail the basics of what payroll is for a company. We will discuss what taxes you must be aware of and how to classify your employees. Payroll is usually a company's biggest expense and the biggest liability. We will discuss how to protect yourself and what you need to be aware of when starting a business and hiring employees.

10/26

INTRO TO DIGITAL MARKETING & ADVERTISING 101 (FOR BUSINESSES WITH A WEBSITE)

9:30-11:30 a.m.

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

Presented by JinJa Birkenbeuel, CEO, Birk Creative and Google Digital Coaches

Learn basic skills on digital marketing and advertising at this free workshop. Receive guidance on improving your business web presence. Receive social media recommendations and learn the importance of branding.

10/31

CYBERSECURITY FOR SMALL & MID-SIZE BUSINESSES

3:00-4:30 p.m.

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

Presented by the Better Business Bureau (BBB)

Business Cybercrime is a hot topic. American businesses are now considered the hottest targets for Cyber Criminals worldwide who often focus on smaller businesses because they are most vulnerable and willing to pay a ransom. Ransomware is only one of many cyber threats. Small and mid-size businesses are often most at risk and have the most to lose. Better Business Bureau teamed with National Cyber Security Alliance and National Institute for Science & Technology, and a team of local Cyber Security experts to help address your questions and to create a scalable program that any size company can use to create an individualized cybersecurity program.

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  /Chicago BACP

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



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