

Seminar Catalogue

January – April 2015

BUSINESS SEMINARS IN BC

OUR EDUCATION

Sure, you could learn from your own mistakes, but we think it's much better to learn from someone else's. Join the thousands of small business owners who attend our seminars each year to receive training from experienced industry experts, on over 50 business topics.

OUR DELIVERY

In Person: You can attend in person alongside other like-minded entrepreneurs at our Small Business BC Resource Centre or at one of our many community partners throughout British Columbia.

Webinar: Can't make it to an office in person? Participate live through Webinar from the comfort of your home or office. When you purchase a webinar it also includes a recording, which you can watch for up to seven days after the live seminar.

TO REGISTER

There are three ways to register for an upcoming seminar:

1. ONLINE

smallbusinessbc.ca/seminars

2. PHONE

1-800-667-2272 or 604-775-5525

3. VISIT US

Suite #54 - 601 West Cordova Street, Vancouver, BC, V6B 1G1

COURSE CANCELLATIONS AND REFUNDS POLICY

Small Business BC reserves the right to reschedule or cancel a seminar due to speaker conflicts or insufficient registration. Minimum registrant requirements vary. We strive to let clients know if a course has to be rescheduled or cancelled 48 hours or two business days before the event. If Small Business BC cancels a seminar, you will be given the option to transfer to a later date, or be issued a credit towards a future seminar or package of your choice. Requests for refunds are handled in accordance with the Small Business BC Refund Policy, please see below.

Refund requests made more than 10 business days prior to a seminar will be subject to an administration fee of 5 percent of the seminar price. Refund requests made between 2 and 10 business days prior to a seminar are subject to a 20 percent administration fee. Alternatively, you may request that the original registration fee be applied as credit towards a future seminar or package of your choice. No refunds, transfers or credit will be issued on the day of, or after, the seminar.

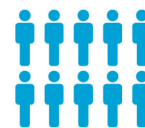
Cancellation requests may be submitted by phone, email, online or in person. If you have any questions or concerns about our cancellation policy, please contact us at education@smallbusinessbc.ca or at 604-775-5525.

SMALL

BUSINESS

BC

WAYS TO PARTICIPATE:



IN-PERSON



WEBINAR

WAYS TO REGISTER:

1

ONLINE

smallbusinessbc.ca/seminars

2

PHONE

1.800.667.2272

3

VISIT US

#54-601 W. Cordova Street

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FEBRUARY 2015

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2	3	4	5	6
Start Smart 1 9:00am – 12:00pm Start Smart 2 1:00pm – 4:00pm	Branding - More than Just a Logo 9:00am – 12:00pm	Business Mapping: Developing a Smart Business Model 9:00am – 12:00pm My First Year in Business – A Financial Overview 1:00pm – 4:00pm	Negotiating Contracts: Get the Right Deal 10:30am – 12:00pm Sales Strategies for Small Business 1:00pm – 4:00pm	
9	10	11	12	13
			Doing Business with the Government of Canada – Half Day Condensed 1:00pm – 4:00pm	
16	17	18	19	20
	Business Viability 1 – The Break Even Analysis 9:00am – 12:00pm Business Viability 2 – The Cash Flow Forecast 1:00pm – 4:00pm	Tax Tips from an Accountant 9:00am – 12:00pm Market Research 1 - Using Existing Data to your Advantage 1:00pm – 4:00pm	Workplace Wellness: Creating an Engaging Action Plan 1:00pm – 3:00pm	Starting a Consulting Business 9:00am – 12:00pm Social Media and Online Marketing Tactics 1:00pm – 3:30pm
23	24	25	26	27
How to do Business With the BC Government 1:00pm – 2:30pm	How To Get Your Business Into The Media 10:30am – 12:00pm Young Entrepreneurs: Business Planning and Financing 1:00pm – 3:45pm	Operations for Small Business 9:00am – 11:00am Market Research 2 - Surveys, Focus Groups and More 1:00pm – 3:00pm		

MARCH 2015

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2	3	4	5	6
Branding - More than Just a Logo 9:00am – 12:00pm	Business Mapping: Developing a Smart Business Model 9:00am – 12:00pm Are You Thinking of Exporting? 1:00pm – 3:30pm	Moving from a Proprietorship to Incorporation – Tax Concerns 9:00am – 12:00pm Getting Incorporated – Essential Steps and Legal Tips 1:00pm – 4:00pm	Succession Planning for Business 10:30am -12:00pm Intellectual Property: Protecting Your Business 1:00pm – 4:00pm	How to Do Business with the Federal Government 9:00am – 10:30am
9	10	11	12	13
Sales Strategies for Small Business 9:00am – 12:00pm	Pricing and Costing Your Product 9:00am – 12:00pm Powerful Marketing for Small Business 1:00pm – 4:00pm	Start Smart 1 9:00am – 12:00pm Start Smart 2 1:00pm – 4:00pm	What's Your Business Worth? Business Valuation 10:30am – 12:00pm Operations for Small Business 1:00pm – 3:00pm	Finding Opportunities on the New BuyAndSell.gc.ca/tenders 9:00am – 10:30am
16	17	18	19	20
Starting a Consulting Business 9:00am -12:00pm Market Research 1 - Using Existing Data to your Advantage 1:00pm – 4:00pm	Business Viability 1 – The Break Even Analysis 9:00am – 12:00pm Business Viability 2 - The Cash Flow Forecast 1:00pm – 4:00pm		Workplace Wellness: Tools for Implementation and Continued Growth 1:00pm – 3:00pm	Bidding and Procurement Process with the Federal Government 9:00am – 10:30am How To Get Your Business Into The Media 1:00pm – 2:30pm
23	24	25	26	27
Retail Distribution- Move your Product Line to Retail Market 9:00am – 12:00pm	Tax Tips from an Accountant 9:00am – 12:00pm How to do Business With the BC Government 1:00pm – 2:30pm	Branding – More than Just a Logo 9:00am – 12:00pm My First Year in Business – A Financial Overview 1:00pm – 4:00pm	Market Research 2 - Surveys, Focus Groups and More 1:00pm – 3:00pm	Are You Thinking of Importing? 9:00am – 11:30am Young Entrepreneurs: Business Planning and Financing 1:00pm – 3:45pm
30	31			
My First Year in Business – A Financial Overview 9:00am – 12:00pm Social Media and Online Marketing Tactics 1:00pm – 3:30pm	Business Finance 1 – Understanding Financial Statements 9:00am – 12:00pm Business Finance 2 – Financial Analysis 1:00pm – 4:00pm			

APRIL 2015

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		1	2	3
		<p>Moving from a Proprietorship to Incorporation – Tax Concerns 9:00am – 12:00pm</p> <p>Getting Incorporated – Essential Steps and Legal Tips 1:00pm – 4:00pm</p>		
6	7	8	9	10
			<p>Powerful Marketing for Small Business 1:00pm – 4:00pm</p>	<p>Leasing Commercial Real Estate 10:30am – 12:00pm</p>
13	14	15	16	17
20	21	22	23	24
27	28	29	30	

SEMINAR PROGRAMS

Program start dates:

Wednesday, January 14, 2015

Wednesday, February 4, 2015

Tuesday, March 3, 2015

FOCUSED BUSINESS PLANNING

This program focuses on teaching you how to turn a good business idea into a successful business venture. Register today and learn about the most important operational areas for new businesses and how to evaluate them from our team of experts.

IN PERSON

OR

WEBINAR

What's included in this program?

- 21.5 hours of education, delivered by industry experts
- 3 hours of one-on-one business coaching

\$449
PLUS TAX

By attending this program you will learn to evaluate the financial viability of your business idea, understand how to clearly define who will buy your product or service, strategize the first stages of your operations, marketing and sales plans and have personalized business coaching that will help you map out everything you've learned!

Program includes:

One-on-one Business Coaching – three hours of dedicated time with a Small Business BC Business Analyst.

Eight Seminars:

- Business Mapping: Developing a smart business model
- Business Viability 1 – The Break Even Analysis
- Business Viability 2 - The Cash Flow Forecast
- Market Research 1 - Using Existing Data to your Advantage
- Market Research 2 - Surveys, Focus Groups and More
- Operations for Small Business
- Sales Strategies for your Business
- Powerful Marketing for Small Business

BUSINESS PLANNING

Dates:

BUSINESS MAPPING: DEVELOPING A SMART BUSINESS MODEL

Wednesday, January 14, 2015
9:00am – 12:00pm

The truth is, not every entrepreneur needs a full business plan. Business mapping is an alternative to the more in-depth business planning process, but still leaves you with a strategic plan to help direct your business. Designing a business map can sometimes be enough for you to decide if your business venture is worth pursuing. Attend this introductory seminar which focuses strategies to plan, key areas of a successful businesses and financing options.

IN PERSON
OR
WEBINAR

Wednesday, February 4, 2015
9:00am – 12:00pm

Tuesday, March 3, 2015
9:00am – 12:00pm

Learning Objectives:

- Learn to evaluate your business idea
- Understand the key areas of a successful business model
- Discuss and receive worksheets to help you determine business viability
- Clarify types of business structures and requirements
- Learn about financing options for your new venture

\$59
PLUS TAX

Presented By: Bridget Field of Small Business BC

Dates:

YOUNG ENTREPRENEURS: BUSINESS PLANNING AND FINANCING

Thursday, January 29, 2015
1:00pm -3:30pm

Are you between 18 and 39 years old and thinking about starting a business? Writing a business plan and finding start-up financing are probably the two biggest challenges you'll face. Attend this seminar and get key tips and resources to give you a head start. A representative from the Vancity Microfinance Program will outline the top 10 points they look for in a business plan, offer insight into how lenders measure risk, and outline their financing options for small business. A representative from Futurpreneur will discuss how to establish good credit ratings, how to evaluate good and bad cash flows and how to apply for Futurpreneur financing and mentorship. This is an interactive session, so come prepared with questions.

IN PERSON
OR
WEBINAR
FREE

Tuesday, February 24, 2015
1:00pm – 3:45pm

Friday, March 27, 2015
1:00pm – 3:45pm

Learning Objectives:

- Learn about the resources available for business planning and financing.
- Uncover the 10 essential keys to a successful business plan.
- Identify what to include in cash flow projections.
- Understand how lenders value loan applicants on credit rating.

Presented By: Small Business BC, Futurpreneur and Vancity

EXITING YOUR BUSINESS

Dates:

SUCCESSION PLANNING FOR SMALL BUSINESS

Thursday, January 29, 2015
10:30am – 12:00pm

Whether its retirement, adventure or a new project, the time will come for you to move on from your business. But is your business ready for you to leave it behind? When you're busy running the day-to-day operations, it's likely the last thing on your mind. Additionally, life can have surprises and unexpected situations that may affect your business drastically. The best way to prepare is succession planning, which will help ensure your financial future and the longevity of your company.

IN PERSON
OR
WEBINAR

Thursday, March 5, 2015
10:30am – 12:00pm

Learning Objectives:

- Discover how to successfully prepare your business for sale.
- Understand what buyers are looking for.
- Learn how to maximize the value of your business.

\$49
PLUS TAX

Presented By: Paul Savage of Pacific Business Brokers

Dates:

Monday, January 12, 2015
10:30am – 12:00pm

Thursday, March 12, 2015
10:30am – 12:00pm

WHAT'S YOUR BUSINESS WORTH? – AN INTRODUCTION TO BUSINESS VALUATION

Are you considering selling your business or are you looking for ideas on how to maximize its value? Understanding what your business is worth will help you plan strategically and focus your efforts on the right business components.

Learning Objectives:

- Valuation myths and pitfalls
- Introduction to the three primary valuation methods
- The areas you should focus on to drive value in your business

Presented By: Paul Savage of Pacific Business Brokers

IN PERSON

OR

WEBINAR

\$49
PLUS TAX

EXPORT

Dates:

Tuesday, March 3, 2015
1:00pm -3:30pm

ARE YOU THINKING OF EXPORTING?

Do you plan to export products to foreign markets but don't know where to start or what to do? Book this seminar today and prepare your business to be export ready in a strategic and planned way.

Learning Objectives:

- Step-by-step guide to the requirements for exporting goods out of Canada.
- Evaluate the competitiveness of your business in the global market.
- Identify the distribution channels available to your business.
- Understand the use of INCOTERMS and how to access Canadian and Foreign government regulations.
- Know the different payment means that exist across borders.

Presented By: A Representative of Small Business BC

IN PERSON

OR

WEBINAR

\$59
PLUS TAX

FINANCING

PACKAGE

Start Dates:

Tuesday, March 31, 2015

BUSINESS FINANCE PACKAGE

This package will first help you understand how to maintain financial records, and interpret those statements. You will then be introduced to ratio analysis, a powerful tool which will help you identify the financial pros and cons of your business operation. This package is great for existing businesses and for business start-ups planning to use industry standards for their financial plan. Registering for this package will save you more than 15% on individual seminar registration.

Seminars included:

- Business Finance 1 – Understanding Financial Statements
- Business Finance 2 – Financial Analysis

IN PERSON

OR

WEBINAR

\$99
PLUS TAX

PACKAGE

Start Dates:

Tuesday, January 20, 2015

Tuesday, February 17, 2015

Tuesday, March 17, 2015

FINANCIAL VIABILITY – ANALYSIS AND FORECASTING

This package explores how to determine, evaluate and forecast your business finances. In this seminar you will learn how to analyze the financial viability and determine the strength of your businesses cash flow for potential investors. This package will save you 15% on individual seminar registration.

Seminars included:

- Business Viability 1 – The Break Even Analysis
- Business Viability 2 – The Cash Flow Forecast

IN PERSON

OR

WEBINAR

\$99
PLUS TAX

Dates:

Tuesday, January 20, 2015
9:00am – 12:00pm

Tuesday, February 17, 2015
9:00am – 12:00pm

Tuesday, March 17, 2015
9:00am – 12:00pm

BUSINESS VIABILITY 1 – THE BREAK EVEN ANALYSIS

Many entrepreneurs launch businesses based solely based on the idea alone. Successful businesses are profitable, or have the potential for profit. Come join Bill Erichson to learn how to identify the costs to start and operate your business for the first year... and then calculate the starting capital and annual sales required to break even.

Learning Objectives:

- Discover the three kinds of start-up costs.
- Determine your start-up requirements.
- Identify your overhead costs.
- Understand mark-up, margin and cost of goods – your variable costs.
- The break-even...the first goal of any business.

Whether for a starting business, or for a new and expansion stage for an existing business, book this seminar today and find out how to determine the financial viability of your business.

Presented By: Bill Erichson of Pacific Training Innovations

IN PERSON

OR

WEBINAR

\$69
PLUS TAX

Dates:

Tuesday, January 20, 2015
1:00pm -4:00pm

Tuesday, February 17, 2015
1:00pm -4:00pm

Tuesday, March 17, 2015
1:00pm -4:00pm

BUSINESS VIABILITY 2 – THE CASH FLOW FORECAST

Just because your business is profitable, does not mean it is viable. Cash flow is arguably the most crucial part of your financial plan. Without strong cash flow, you run the risk of going broke before achieving your break-even point.

Learning Objectives:

- Discover the three factors that determine how cash enters your business each month.
- How to forecast your monthly cash out flows.
- Understanding cash flow calculations.
- The real causes of cash flow problems.
- Doing 'what if' calculations to plan for success.

There is an old saying: "There are two ways to go broke. No profits is the slow painful way...no cash flow is the fast painful way." Join Bill Erichson for this seminar and plan for the success of your business.

Presented By: Bill Erichson of Pacific Training Innovations

IN PERSON

OR

WEBINAR

\$69
PLUS TAX

Dates:

Tuesday, March 31, 2015
9:00am -12:00pm

BUSINESS FINANCE 1 – UNDERSTANDING FINANCIAL STATEMENTS

Financial statements can often seem like another language, but understanding them is necessary to the success of your business.

Learning Objectives:

- Decipher balance sheets.
- Interpret income statements.
- Understand how to make your earnings work for your business.
- Identify the difference between market and book value, amortization and capital cost allowance, as well as the distinction between income and cash flow.

Presented by Bill Erichson of Pacific Training Innovations

IN PERSON

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WEBINAR

\$69
PLUS TAX

Dates:

Tuesday, March 31, 2015
1:00pm -4:00pm

BUSINESS FINANCE 2 – FINANCIAL ANALYSIS

Once you understand your financial statements, you can use them to better understand your business. Financial analysis not only reveals the financial health of your business – but also helps you understand the effectiveness of business strategies, and root causes of business problems. Using a 'case study' approach, this seminar is great for existing businesses and for business start-ups planning to use industry standards for their financial plan.

Learning Objectives:

- Introduction to you to ratio analysis, a powerful tool which will help you identify the financial pros and cons of your business operations.
- Understand of how to calculate ratios, interpret them against history and benchmarks, and apply these new concepts to your business.

Presented by Bill Erichson of Pacific Training Innovations.

IN PERSON

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WEBINAR

\$69
PLUS TAX

Dates:

Friday, January 9, 2015
9:00am -12:00pm

Wednesday, February 4, 2015
1:00pm – 4:00pm

Monday, March 30, 2015
9:00am -12:00pm

MY FIRST YEAR IN BUSINESS – A FINANCIAL OVERVIEW

Establishing your financial records and bookkeeping system should be one of the first orders of business when starting your company. You will need to establish a separate business bank account, put together a filing system, and decide how to invoice your clients. Book this seminar today to understand how to establish the right business strategy for your company.

Learning Objectives:

- Learn the different financial statements your company will need.
- Gain an understanding of the components and difference between the balance sheet, the income statement and cash flow statement.
- Understand what a cash flow statement is and how daily business transactions affect your financial statements.
- Review CRA's requirements for record keeping.

Presented By: Dianne Mueller of SOMA Business Solutions

IN PERSON

OR

WEBINAR

\$59
PLUS TAX

GOVERNMENT PROCUREMENT

Dates:

Thursday, January 22, 2015
10:30am -12:00pm

Monday, February 23, 2015
1:00pm – 2:30pm

Tuesday, March 24, 2015
1:00pm – 2:30pm

HOW TO DO BUSINESS WITH THE PROVINCE OF BRITISH COLUMBIA

Over \$6.6 billion are spent every year on government goods and services in BC. Do you know about the opportunities that are available for your business? This introductory seminar will provide you with the information and tools you need to bid for business opportunities to work with the BC Provincial Government. You will also learn about the new Short Form Request for Proposal (SRFP) introduced by the Government of BC in April 2014

Learning Objectives:

- Understand which products and services are purchased by the government
- Discover the different types of procurement processes
- Learn how to identify relevant opportunities on B.C. Bid
- Find out how to register your business to submit bids online
- Learn about BC's new Short-form Request for Proposal

Presented by: Nicola Gardner of Small Business BC in partnership with the Ministry of Jobs Tourism and Skills Training and the Ministry of Technology, Innovation and Citizens' Services

IN PERSON

OR

WEBINAR

FREE

PACKAGE

DOING BUSINESS WITH THE GOVERNMENT OF CANADA – 3 DAY SERIES

Start Dates:

Monday, January 12, 2015

Friday, March 6, 2015

(3 week program)

Are you interested in doing business with the Government of Canada? This comprehensive three day seminar will guide you through the various aspects of doing business with the federal government. First, you will learn the fundamentals including registering to sell to the government, identifying opportunities, and marketing your goods or services. Next, you will learn about The Government Electronic Tendering Service, where contracting opportunities are posted. Finally, you will learn about the Request for Proposal (RFP) process, including how to submit a bid and how bids are evaluated

At the end of this package you will know the federal government contracting process from start to finish, and have the information needed to get involved.

Seminars Included:

- How to Do Business with the Federal Government
- Finding Opportunities on the New "Buyandsell.gc.ca/tenders"
- Bidding and Procurement Process with the Federal Government

Presented By: Presented By: A representative of The Office of Small and Medium Enterprises (OSME), Public Works and Government Services Canada.

IN PERSON

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WEBINAR

FREE

Dates:

Thursday, February 12, 2015
1:00pm – 4:00pm

DOING BUSINESS WITH THE GOVERNMENT OF CANADA - HALF DAY CONDENSED

Are you interested in doing business with the Government of Canada? This comprehensive half-day seminar will guide you through the various aspects of doing business with the federal government.

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WEBINAR

FREE

Learning Objectives:

- Understand the fundamentals including registering to sell to the government, identifying opportunities, and marketing your goods or services.
- Learn about the new the Government Electronic Tendering Service (GETS) www.buyandsell.gc.ca/tenders, where contracting opportunities are posted
- Learn about the Request for Proposal (RFP) process, including how to submit a bid and how bids are evaluated.
- Know the federal government contracting process from start to finish, and have the information needed to get involved.

This seminar is a condensed version of the following seminars:

- How to Do Business with the Federal Government
- Finding Opportunities on the New "Buyandsell.gc.ca/tenders"
- Bidding and Procurement Process with the Federal Government

Presented By: Presented By: A representative of The Office of Small and Medium Enterprises (OSME), Public Works and Government Services Canada.

Dates:

Monday, January 12, 2015
2:30pm – 4:00pm

Friday, March 6, 2015
9:00am – 10:30am

HOW TO DO BUSINESS WITH THE FEDERAL GOVERNMENT

Are you interested in learning the fundamentals of doing business with the Government of Canada? This seminar, first in a series of three, provides information on how the government does its buying, how to register to sell to the government, how to keep track of opportunities, how to market to the federal government, and how to bid on opportunities.

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Learning Objectives:

- Learn how the federal government does their purchasing.
- Understand the role of the Office of Small and Medium Enterprises.
- Get all the essentials to get started in the contracting process.

Presented By: Presented By: A representative of The Office of Small and Medium Enterprises (OSME), Public Works and Government Services Canada.

Dates:

Monday, January 19, 2015
2:30pm – 4:00pm

Friday, March 13, 2015
9:00am – 10:30am

FINDING OPPORTUNITES ON THE NEW BUYANDELL.GC.CA/TENDERS

On June 1, 2013, federal government tenders (*tender notices and bid solicitation packages*), previously on MERX, moved to Buyandsell.gc.ca/tenders. You will have a single window access to federal government tenders and procurement data.

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Learning Objectives:

- Attend this seminar to learn more about the functionality of the new site and how it will make it easier for you to do business with the Government of Canada.

Suggested prerequisites:

- How to Do Business with the Federal Government

Presented By: Presented By: A representative of The Office of Small and Medium Enterprises (OSME), Public Works and Government Services Canada.

Dates:

Monday, January 26, 2015
2:30pm – 4:00pm

Friday, March 20, 2015
9:00am - 10:30am

BIDDING AND PROCUREMENT PROCESS WITH THE FEDERAL GOVERNMENT

Are you interested in learning about the Government of Canada's bidding and evaluation process for contracting opportunities? This seminar, third in the series of three, will provide you with general advice and guidance on the Request for Proposal (RFP) process.

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Learning Objectives:

- Learn about the types of opportunities posted on the new Buyandsell.gc.ca/tenders
- Understand the different requirements of opportunities on the new Buyandsell.gc.ca/tenders
- Discover how bids are evaluated and how to make yours competitive.
- After this seminar, you will be prepared to start bidding on federal government opportunities.

Suggested prerequisites:

- How to Do Business with the Federal Government
- Finding opportunities on the new Buyandsell.gc.ca/tenders

Presented By: A representative of The Office of Small and Medium Enterprises (OSME), Public Works and Government Services Canada.

HUMAN RESOURCES

PACKAGE

WELLNESSFITS SERIES: DEVELOPING AND IMPLEMENTING A WORKPLACE WELLNESS PROGRAM

Start Dates:

Thursday, January 22, 2015

Focusing on how to improve both the mental and physical health of your small business team, the Wellness Fits Series provides a step-by-step guide to designing, planning and implementing a wellness program. After completing this interactive three-part seminar series, you will have the information, tools and resources to create a healthier and happier work environment for yourself and your team. This training is tailored to address the unique needs of small businesses, so register today and learn how a wellness program can increase productivity, engagement and morale.

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Seminars Included:

- Workplace Wellness: The Benefits, Components and Barriers
- Workplace Wellness: Creating an Engaging Action Plan
- Workplace Wellness: Tools for implementation and continued growth

Presented By: Presented By: Elisa Murru, WellnessFits Coordinator, Canadian Cancer Society

Dates:

Thursday, January 22, 2015
1:00pm – 3:00pm

WORKPLACE WELLNESS: THE BENEFITS, COMPONENTS AND BARRIERS

Understanding WHY and HOW a wellness program can improve your business is most important part. This seminar is designed to help you understand the importance of a wellness program and how to develop one for your organization. Learn how to gauge employee interest and develop a support system for wellness in your work place.

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Learning Objectives:

- How to overcome the biggest implementation barriers for small businesses
- Understand the key components of a wellness program
- How to create leadership support for workplace wellness
- How to identify employee interests and achieve buy-in

Presented by Elisa Murru, WellnessFits Coordinator, Canadian Cancer Society

Dates:

Thursday, February 19, 2015
1:00pm – 3:00pm

WORKPLACE WELLNESS: CREATING AND ENGAGING ACTION PLAN

Is your staff interested in the wellness program your company offers? This seminar is designed to help you create a road map for your small business wellness program. In addition to developing your action plan you will learn how to promote your program throughout your organization and effectively engage your employees.

Learning Objectives:

- Develop an action plan
- Develop a communication and promotion strategy
- Identify strategies to promote participation and engagement

Presented by Elisa Murru, WellnessFits Coordinator, Canadian Cancer Society

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WEBINAR
FREE

Dates:

Thursday, March 19, 2015
1:00pm – 3:00pm

WORKPLACE WELLNESS: TOOLS FOR IMPLEMENTATION AND CONTINUED GROWTH

Learn new ways to grow and continually improve your wellness program! Join us to learn about the various free online support tools provided by WellnessFits. With a variety of practical examples you can ensure your small business wellness program will be a success.

Learning Objectives:

- Learn how to use the free WellnessFits Small Business Solution online tool
- Get examples of activities, challenges, and policies related to a variety of health topics
- Learn tips for success

Presented by Elisa Murru, WellnessFits Coordinator, Canadian Cancer Society

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WEBINAR
FREE

IMPORT

Dates:

Tuesday, January 27, 2015
9:00am – 11:30am

Friday, March 27, 2015
9:00am – 11:30am

ARE YOU THINKING OF IMPORTING?

Are you considering importing as a component of your small business but don't know where to begin? Come to this introductory seminar to learn about some of the technical aspects of importing commercial goods into Canada.

Learning Objectives:

- Step-by-step process of how to start your import venture.
- How to deal with customs brokers and international freight forwarders.
- How to bring your product into Canada and avoid costly mistakes.
- Introduction to commonly used "international commercial terms" and the regulations.
- Know the different payments means that exist across borders.
- Understand negotiating tactics and learn how to get paid.

Presented By: A Representative of Small Business BC

IN PERSON
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WEBINAR
\$59
PLUS TAX

Dates:

Friday, January 23, 2015
9:00am – 12:00pm

SOURCING SUPPLIERS: INTERNATIONAL PRODUCT PROCUREMENT

Finding qualified manufacturers in international markets can pose a high degree of difficulty for most businesses. This seminar will teach you how to find the right manufacturer and how to guarantee a relationship that's a good fit for both parties. Learn the steps to successful international product procurement and the pitfalls to avoid.

Learning Objectives:

- An overview of international procurement and global sourcing
- Developing your international procurement plan
- Finding international suppliers

Presented By: Richard Schwartz of Certain Supply Inc.

IN PERSON
OR
WEBINAR
\$59
PLUS TAX

LEGAL REQUIREMENTS

PACKAGE

Start Dates:

Friday, January 9, 2015

Wednesday, March 4, 2015

Wednesday, April 1, 2015

INCORPORATION: LEGAL AND TAX TIPS

Register for this package to learn from the professionals how and when the best time is to move from a proprietorship/partnership to an incorporated company. Gain valuable knowledge on setting up the legal entity of a corporation in this all day tax and legal information package. This package will save you more than 15% on individual seminar registration.

Seminars included:

- Moving from a Proprietorship to Incorporation – Tax Concerns
- Getting Incorporated – Essential Steps and Legal Tips

IN PERSON

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WEBINAR

\$99

PLUS TAX

Dates:

Friday, April 10, 2015

10:30am – 12:00pm

LEASING COMMERCIAL REAL ESTATE

Are you thinking of expanding or moving your business? This seminar will help you understand the basics of commercial real estate agreements and associated legal requirements. Howard Wong from Synergy Business Lawyers will take you through the leasing process, explaining the legal considerations for each stage.

Learning Objectives:

- Learn the key business terms used in commercial leasing
- Understand the legal requirements and who is responsible
- Distinguish the different types of rental payment options
- Find out your key considerations when reading the fine print of leasing agreements
- Discuss the top ten business issues to consider when renting commercial property

Presented By: Howard Wong of Synergy Business Lawyers

IN PERSON

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WEBINAR

\$49

PLUS TAX

Dates:

Wednesday, January 28, 2015

1:00 – 4:00pm

Thursday, March 5, 2015

1:00 – 4:00pm

INTELLECTUAL PROPERTY – PROTECTING YOUR BUSINESS

Do you know if the work you create belongs to you? Or how to prevent others from copying your ideas? Attend this seminar and hear from an intellectual property lawyer on the various forms of intellectual property protection and how they can safeguard your business.

Learning Objectives:

- Overview of Types of Intellectual Property – when to consider patent, trademark, copyright, or design protection
- Overview of Trademark Protection – what are trademarks and how to protect them, and how to avoid disputes over trademarks
- Overview of Copyright Protection – what is copyright and how to avoid common pitfalls

Not sure of the types of intellectual property protection available? Visit www.cipo.ic.gc.ca to find out the different forms of intellectual property available to you; then join Jennifer Marles to learn the legal steps involved in patenting your small business.

Presented By: A Representative from Oyen Wiggs Green & Mutala LLP

IN PERSON

OR

WEBINAR

\$39

PLUS TAX

Dates:

Friday, January 9, 2015
1:00pm – 4:00pm

Wednesday, March 4, 2015
1:00 – 4:00pm

Wednesday, April 1, 2015
1:00 – 4:00pm

GETTING INCORPORATED – ESSENTIAL STEPS AND LEGAL TIPS

Attend this seminar to learn about the benefits of corporations, how to incorporate your business and legal tips that will help you with “life after incorporation”. This seminar is ideal for anyone who wants to get incorporated properly and learn how to carry on business as a corporate entity!

Learning Objectives:

- Recognize the advantages of corporations.
- Understand the roles of shareholders, directors, officers and others in the corporate structure.
- Identify the essential steps that must be followed to properly create and organize your corporation.
- Explore additional steps that may be necessary if you're incorporating an existing business, e.g. a proprietorship, and the common pitfalls to avoid.
- Know the mandatory corporate requirements that must be followed each year to keep your corporation alive and in good standing.
- Get helpful legal tips for carrying on business, as a corporate entity after the incorporation is complete.

Presented By: Jason Harris of Simply Legal Law Corporation

IN PERSON

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WEBINAR

\$59

PLUS TAX

Dates:

Thursday, February 5, 2015
10:30am – 12:00pm

NEGOTIATING CONTRACTS: GET THE RIGHT DEAL

Throughout your small business life, you'll be faced with a numerous client and supplier contracts. But do you know the common legal terms in commercial contracts? Or the key strategies that allow you to negotiate a favourable contract?

Delivered by Brian Rudy of Synergy Business Lawyers, this seminar will teach you strategic negotiation methods and explain the key contractual terms you will encounter in the course of your business.

Suitable for both new and experienced small business owners.

Types of contracts covered include:

- Partnership Contracts
- Independent Contractor Agreements
- Supplier Contracts
- Security Agreements
- Non-Disclosure Agreements
- Commercial Lease contracts (and more!)

Key takeaways:

- Negotiation strategies you can use
- Understand the complex negotiation timeline
- Know the appropriate contract considerations and objective criteria
- Contractual terms that will make a difference for your business

Presented By: Brian Rudy of Synergy Business Lawyer

IN PERSON

OR

WEBINAR

\$49

PLUS TAX

MARKETING AND SALES

Dates:

Tuesday, February 3, 2015
9:00am – 12:00pm

Monday, March 2, 2015
9:00am – 12:00pm

BRANDING – MORE THAN JUST A LOGO

Why build a brand? Your brand is the emotional connection you make with your customer. It's what builds trust and increases customer loyalty. It's your way of ensuring that your clients clearly understand what your business is about.

But branding is more than just a logo and a website; it is the story of who you are. It begins with the reason the company started and the benefits you provide. Your brand will follow you as your company grows, establishing the emotion, imagery, and purpose.

Learning Objectives:

- Recognize the steps to create an irresistible brand
- Understand how the concept of IN or OUT branding relates to your target customers
- Discover the importance of connecting your brand strategy to the way you do business
- Learn how your business can ensure your brand is consistent

Presented By: David Childs of Living Blueprint

IN PERSON
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WEBINAR

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PLUS TAX

Dates:

Friday, January 16, 2015
9:00am – 12:00pm

Tuesday, March 10, 2015
1:00 – 4:00pm

Thursday, April 9, 2015
1:00 – 4:00pm

POWERFUL MARKETING FOR SMALL BUSINESS

This seminar will help you focus on what your business has to offer and how you can communicate your message successfully. Delivered in a fast paced, interactive style filled with examples to get your entrepreneurial ideas flowing and leave with the next steps for a marketing plan.

Learning Objectives:

- Learn how to craft your message and select the right tools to effectively reach your target market.
- Discuss various media choices with particular emphasis on the changing media landscape and how digital media is altering the consumer decision-making process.
- Find out the cost effective marketing options for small business.

Presented By: Mary Charleson of Charleson Communications

IN PERSON
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WEBINAR

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PLUS TAX

Dates:

Tuesday, March 10, 2015
9:00am – 12:00pm

PRICING AND COSTING YOUR PRODUCT

Setting prices is both an art and a science. The science is determining your costs ... and the art is understanding the underlying role price makes on customer buying behavior. This seminar has both a marketing and a financial focus as we get to the heart of how pricing plays an important part in your overall business success.

Learning Objectives:

- Understand the 4 C's of pricing: Costs, Constraints, Customers & Competition.
- Learn about fixed Costs, variable costs and total absorption costing.
- Know when to use pricing as a comparative.
- Discuss pricing for sales vs. pricing for profits.

This session will make you question your assumptions about pricing, costing and how they fit into your business strategies. Whether you are experienced in business or you just want to get started on the right foot, pricing and costing is time ... and money well spent!

Presented By: Bill Erichson of Pacific Training Innovations.

IN PERSON
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WEBINAR

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PLUS TAX

Dates:

SALES STRATEGIES FOR SMALL BUSINESS

Monday, January 19, 2015
9:00am – 12:00pm

Unsure how to generate leads and close sales? This seminar is designed to help you become comfortable with the sales process that can help make your business profitable. Come learn the six sales principles for the entrepreneur and how to apply them to your business.

IN PERSON

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Thursday, February 5, 2015
1:00pm – 4:00pm

Learning Objectives:

WEBINAR

\$59
PLUS TAX

Monday, March 9, 2015
9:00am – 12:00pm

- Define your product offering and target market
- Learn the tools for effective lead generation
- Understand the sales cycle
- Learn how to overcome objections using the quad method
- Understand effective closing strategies closing strategies and the importance of follow-up

Presented By: Cathy Kuzel, Professional Mentor and Business Coach

Dates:

SOCIAL MEDIA AND ONLINE MARKETING TACTICS

Friday, January 23, 2015
1:00pm – 3:30pm

Just because you know what social media is, does not mean that you necessarily understand how to use it to grow and develop your business. This workshop focuses on understanding social media, what is it and how it's connecting people.

IN PERSON

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Friday, February 20, 2015
1:00pm – 3:30pm

Learning Objectives:

WEBINAR

\$39
PLUS TAX

Monday, March 30, 2015
1:00pm – 3:30pm

- Learn how/if social media should be an important part of your marketing strategy.
- Understand what opportunities are available for you to leverage social media for business growth and prospecting.

Presented By: Mhairi Petrovic of Out-Smarts Marketing Inc.

Dates:

HOW TO GET YOUR BUSINESS INTO THE MEDIA

Friday, January 30, 2015
10:30am – 12:00pm

Whether it's print, online, TV or radio, every business wants to get in the media's limelight. By aligning your knowledge, expertise or opinion with what an editor or producer might need; and then knowing how to send a good pitch, you'll be able to your name and company into the media.

IN PERSON

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Tuesday, February 24, 2015
10:30am – 12:00pm

This seminar focuses on the basic information of how to communicate with journalists and editors, along with examples of what makes a good pitch. As an editor with 15 years of experience, Baila Lazarus has read and heard thousands of story pitches. She can tell you what grabs an editor's or producer's attention - and it's not what you might think.

WEBINAR

\$30
PLUS TAX

Friday, March 20, 2015
1:00pm – 2:30pm

Whether you work in a small business, multinational corporation or PR company trying to get more coverage for your clients, this workshop will help you understand basic steps to accomplish your media goals.

Learning Objectives:

- Understand why, as a business owner, you want to access the media
- How to effectively access media channels
- Learn how to make contact with media, fill a need and write a pitch.

Presented by: Baila Lazarus of Phase2Coaching

MARKET RESEARCH

PACKAGE

MARKET RESEARCH FOR YOUR BUSINESS

Start Dates:

Thursday, January 15, 2015

Wednesday, February 18, 2015

Monday, March 16, 2015

This package is designed for new and existing business owners who want to develop their business strategy by gathering information about current and potential customers, industry trends and competition. In this two part seminar series, Small Business BC's Market Research expert, Mark Eversfield will teach you the important steps of gathering both secondary and primary market research. You will learn how ask the right questions, collect key data and interpret that information to help you make strategic business decisions.

This package will save you more than 20% on individual seminar registration!

Seminars included:

- Market Research 1 – Using Existing Data to Your Advantage
- Market Research 2 – Surveys, Focus Groups and More

IN PERSON

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WEBINAR

\$59
PLUS TAX

Dates:

Thursday, January 15, 2015

1:00pm – 4:00pm

Wednesday, February 18, 2015

1:00pm – 4:00pm

Monday, March 16, 2015

1:00pm – 4:00pm

MARKET RESEARCH 1 – USING EXISTING DATA TO YOUR ADVANTAGE

Secondary market research allows you to determine the viability of your venture with already existing data. It's also key to analyzing your target market, industry trends and competition. Attend this seminar and start conducting market research for your business right away.

Learning Objectives:

- Identify key resources available to find secondary data
- Learn the difference between quantitative and qualitative data
- Understand what type of secondary data to look for and how to interpret it
- Find out how to determine business viability using secondary data

Presented By: Mark Eversfield, Market Research expert at Small Business BC

IN PERSON

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WEBINAR

\$49
PLUS TAX

Dates:

Wednesday, January 21, 2015

1:00pm – 3:00pm

Wednesday, February 25, 2015

1:00pm – 3:00pm

Thursday, March 26, 2015

1:00pm – 3:00pm

MARKET RESEARCH 2 – SURVEYS, FOCUS GROUPS AND MORE

Do you want to know how much money your customers will spend? What motivates them to buy? How to attract more of your best clients? These answers, and more, can be discovered through primary market research. Join Mark Eversfield, Small Business BC's Market Research Analyst, to learn effective tools for collecting primary research.

Learning Objectives:

- Learn the difference between quantitative and qualitative data
- Discover how to determine your business viability
- Uncover successful methods of collecting data
- Identify the key questions to ask when researching
- Take away on-going information search and monitoring tactics
- Learn key tools for gathering information

This seminar will help you understand how to begin conducting market research for your business.

Presented By: Mark Eversfield, Market Research expert at Small Business BC

IN PERSON

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WEBINAR

\$39
PLUS TAX

OPERATIONS MANAGEMENT

Dates:

Tuesday, January 27, 2015

1:00pm – 3:00pm

Wednesday, February 25, 2015

9:00am – 11:00am

Thursday, March 12, 2015

1:00pm – 3:00pm

OPERATIONS FOR SMALL BUSINESS

Do you know all the essential elements for successfully operating a business? Creating a vision or plan for your operations will provide a framework for success. In this seminar we will explore how you can determine who does what, where, where, how and most importantly why.

Learning Objectives:

- Learn how to plan, set up and manage your small business operations
- How to set goals and targets within your team
- Understanding an operations cycle
- Implementing activity based budgeting
- Understanding the value chain and its importance

Presented By: A Representative of Small Business BC

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WEBINAR

\$39
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Dates:

RETAIL DISTRIBUTION – MOVE YOUR PRODUCT TO A RETAIL MARKET

Monday, January 26, 2015
9:00am – 12:00pm

The information supplied in this seminar will assist you in planning your call and crafting a crucial part of the blue print for your overall business plan. In addition, learn what items should prepare you for a meeting with a prospective customer.

IN PERSON
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Monday, March 23, 2015
9:00am – 12:00pm

WEBINAR

Learning Objectives:

- Explore what should take priority in vendor sales calls to retailers.
- Understand the methods retailers use to decide what products they will buy for their stores.
- Receive an introduction to the challenges retailers face, how and why they buy.
- Learn a few cardinal rules that vendors should follow, especially if they are making their first sales pitches to prospective accounts.
- Learn the terminology, technology and measurements retailers use to decide which products will make the cut and a repeat buy.

\$59
PLUS TAX

Presented By: Gerry Spitzner of Retail SOS

Dates:

SUCCESSION PLANNING FOR SMALL BUSINESS

Thursday, January 29, 2015
10:30am – 12:00pm

Whether its retirement, adventure or a new project, the time will come for you to move on from your business. But is your business ready for you to leave it behind? When you're busy running the day-to-day operations, it's likely the last thing on your mind. Additionally, life can have surprises and unexpected situations that may affect your business drastically. The best way to prepare is succession planning, which will help ensure your financial future and the longevity of your company.

IN PERSON
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Thursday, March 5, 2015
10:30am – 12:00pm

WEBINAR

Learning Objectives:

- Learn the benefits of early succession planning
- Family Transition considerations
- Alternate succession options
- Determine how to choose a successor
- Understand what the value of your business is and how to optimize it

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Presented by Paul Savage of Pacific Business Brokers

START UP

PACKAGE

START SMART SERIES

Start Dates:

The Start Smart Series provides a step-by-step guide to starting your business right. This series includes two seminars where six industry experts provide their knowledge and tips to help you start your business smart.

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Tuesday, January 13, 2015

Learning Objectives:

- Learn what resources will help you get started.
- Understand the registration process.
- Know what business structure to use and the guidelines of protecting your business.

WEBINAR

Monday, February 2, 2015

\$49
PLUS TAX

Wednesday, March 11, 2015

Seminars Included:

- Start Smart 1
- Start Smart 2

Dates:

Wednesday, January 14, 2015
9:00am – 12:00pm

Wednesday, February 4, 2015
9:00am – 12:00pm

Tuesday, March 3, 2015
9:00am – 12:00pm

BUSINESS MAPPING: DEVELOPING A SMART BUSINESS MODEL

The truth is, not every entrepreneur needs a full business plan. Business mapping is an alternative to the more in-depth business planning process, but still leaves you with a strategic plan to help direct your business. Designing a business map can sometimes be enough for you to decide if your business venture is worth pursuing. Attend this introductory seminar which focuses strategies to plan, key areas of a successful businesses and financing options.

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Learning Objectives:

- Learn to evaluate your business idea
- Understand the key areas of a successful business model
- Discuss and receive worksheets to help you determine business viability
- Clarify types of business structures and requirements
- Learn about financing options for your new venture

Presented By: Bridget Field of Small Business BC

Dates:

TBD

BUYING A BUSINESS

Thinking of buying an existing business? Come discover how to assess the business, what the purchasing process looks like, and the key steps you need to take.

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This seminar will help you:

- Decide between buying a business and starting one
- Know what to look for when conducting your search
- Determine if a business is suitable for you
- Understand due diligence and why it's important
- Use proven techniques to close a deal

\$39
PLUS TAX

Presented By: Paul Savage of Pacific Business Brokers

Dates:

Friday, January 16, 2015
1:00pm – 4:00pm

Friday, February 20, 2015
9:00am – 12:00pm

Monday, March 16, 2015
9:00am – 12:00pm

STARTING A CONSULTING BUSINESS

Do you have a special skill, ability; talent that you feel can serve others and earn an income? Are you considering the consulting and contracting field? This seminar is for you.

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Learning Objectives:

- Learn how to transition your skills into an income stream.
- Price your service, and learn where to find clients.
- Establish your business, build your market and hear from the experts about their many experiences of running a consulting business.

\$59
PLUS TAX

Presented By: Dave Schulte of Vancouver Consultants

Dates:

Tuesday, January 13, 2015
9:00am – 12:00pm

Monday, February 2, 2015
9:00am – 12:00pm

Wednesday, March 11, 2015
9:00am – 12:00pm

START SMART 1

This seminar covers basic small business start-up information and is designed for the client in the thinking stage of starting a business.

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Learning Objectives:

- Overview of all the basic requirements including: name registry, business structures, municipal licensing requirements, GST/PST registration and an overview of employment standards.
- Small Business BC resources are highlighted with emphasis on business planning tools, market research, business planning and trade services.
- A demonstration of our website(s) and methods to evaluate your business idea and its viability in the market place.

\$29
PLUS TAX

Brian Rudy of Synergy Business Lawyers will deliver the last hour of this seminar discussing the differences between proprietorships, partnerships and incorporations.

Presented By: A representative from Small Business BC

Dates:

Tuesday, January 13, 2015
1:00pm – 4:00pm

Monday, February 2, 2015
1:00pm – 4:00pm

Wednesday, March 11, 2015
1:00pm – 4:00pm

START SMART 2

Life is risky, although entrepreneurs know all about taking risk and reaping rewards; it is important to know how to protect you and your business. If you are working on your business plan and want to understand how to protect your business, yourself and your employees, this is the seminar for you.

Learning Objectives:

- Discuss the legal requirements regarding intellectual property, trademarks, patents and designs.
- Learn about employment standards including bonding, employees and running a small business

Presented By: WorkSafeBC, Insurance Bureau of Canada, and Oyen Wiggs Green Mutala LLP

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WEBINAR

\$29
PLUS TAX

TAX REQUIREMENTS

PACKAGE

Start Dates:

Friday, January 9, 2015

Wednesday, March 4, 2015

Wednesday, April 1, 2015

INCORPORATION: LEGAL AND TAX TIPS

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Seminars included:

- Moving from a Proprietorship to Incorporation – Tax Concerns
- Getting Incorporated – Essential Steps and Legal Tips You Need to Know

IN PERSON

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\$99
PLUS TAX

Dates:

Wednesday, January 28, 2015
9:00am – 12:00pm

Wednesday, March 4, 2015
9:00am – 12:00pm

Wednesday, April 1, 2015
9:00am – 12:00pm

MOVING FROM A PROPRIETORSHIP TO A CORPORATION – TAX CONCERNS

At what financial point in your business is it a good idea to incorporate? How can a registered corporation help separate you from your business or partners while optimizing tax benefits? Find out this and more at this seminar.

Learning Objectives:

- Discuss the advantages of moving your proprietorship or partnership to a corporation.
- Learn about the tax advantages of being a registered corporation.
- Understand the benefits of using a holding company, deferred income, hiring family members, medical trusts, and how you can utilize the small business capital gains exemption.

Presented By: Gabrielle Loren of Loren, Nancke & Company, CGA

IN PERSON

OR

WEBINAR

\$59
PLUS TAX

Dates:

Wednesday, January 21, 2015
9:00am – 12:00pm

Wednesday, February 18, 2015
9:00am – 12:00pm

Tuesday, March 24, 2015
9:00am – 12:00pm

TAX TIPS FROM AN ACCOUNTANT

So you're thinking of starting, or have already started, a small business but you're unclear on how to structure your business or what to do to keep the bank and the tax man happy. Attend this seminar and find out the different types of structures and the tax benefits of each.

Learning Objectives:

- Discuss the differences a sole proprietor, partnership and corporation can provide to you.
- Understand what defines taxable income, allowable deductions, subcontractors versus employees, payroll traps and tax requirements.
- Learn about tax issues that apply to you and how your financial statements information is viewed by others.

Presented By: Gabrielle Loren of Loren, Nancke & Company, CGA.

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WEBINAR

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