



San Mateo
Public Library

Business Development Classes in San Mateo 2010

at the San Mateo Public Library

55 W. 3rd Ave, San Mateo, CA 94402 (650) 522-7800

REGISTER for classes at: www.acteva.com/go/sfsbdc
or call (415) 841-4050



Brown-Bag Discussions (no registration – just drop in)



Mon Jan 11
5:30pm-7:30pm

Start Your Own Business: Do Your OWN Thing!

Start your business on the right track! The San Francisco SBDC presents an array of topics new businesses face such as financing, accounting, legal structure, marketing and business planning, as well as how to register a business in San Mateo.

FREE!

Start Your Own
Business

Wed, Jan 27
12:30pm – 1:30pm

“Tips for Starting Your Own Business” brown bag discussion

FREE!

SPECIAL Wed Feb 3
WORKSHOP 8:30am-10:30am

Marketing Your Restaurant For Success!

\$10/person
FREE for San Mateo
Downtown restaurants



Mon Feb 8
5:30pm-7:30pm

Keep Your Business Out of Court!

Business attorneys with Legal Services for Entrepreneurs will lead a workshop on a variety of legal issues facing small business owners. Attorneys will discuss and explain corporate formation, commercial real property leases, employee issues, trademark, copyright, and patents.

\$25/person

Legal Issues

Wed, Feb 24
12:30pm – 1:30pm

“Common Legal Issues” brown bag discussion

FREE!



Mon March 8
4:30pm-7:30pm

Plan and Market Your Business!

This workshop introduces you to simple and effective methods to write a business plan to start or grow your business. Also covered: marketing, strategic planning, and how they tie to your revenues. Position your business plan for success!

\$25/person

Business
Planning

Wed, March 24
12:30pm – 1:30pm

“Business Planning” brown bag discussion

FREE!



Mon April 12
5:30pm-7:30pm

Show Me the Money!

Discover the right way to seek financing for your business. We will discuss loan proposal requirements, financing options and SBA programs. Presented by a panel with representatives from a local bank, the SBA and the SBDC.

FREE!

Financing Your
Business

Wed, April 28
12:30pm – 1:30pm

“Getting Money for Your Business” brown bag discussion

FREE!



Mon May 10
5:30pm-7:30pm

Social Networking to Grow Your Business!

Learn the importance of web-based social networking as an integrated marketing tool for your business. Find out how to market using social networking tools in a business context.

\$25/person

Networking

Wed, May 26
12:30pm – 1:30pm

“What’s Hot, What’s Not?” brown bag discussion

FREE!



Mon June 14
5:30pm-7:30pm

Retailing 101: Retail Presentation & Inventory Strategies!

This workshop covers the basics of owning and operating a retail store. Topics covered: concept, location, design of the store and merchandising, plus buying, inventory management and more!

\$25/person

Retailing

Wed, June 23
12:30pm – 1:30pm

“Retailing Q & A” brown bag discussion

FREE!

Classes FREE for all San Mateo Commercial-based businesses (Not home-based)