



# 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](http://www.acteva.com/go/sfsbdc)  
or call (415) 841-4050



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



Mon July 12  
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, July 28  
12:30pm – 1:30pm

*“Tips for Starting Your Own Business” brown bag discussion*

FREE!



Legal Issues

Mon Aug 9  
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

Wed, Aug 25  
12:30pm – 1:30pm

*“Common Legal Issues” brown bag discussion*

FREE!



Business  
Planning

Mon Sept 13  
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

Wed, Sept 22  
12:30pm – 1:30pm

*“Business Planning” brown bag discussion*

FREE!



Financing Your  
Business

Mon Oct 11  
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!

Wed, Oct 27  
12:30pm – 1:30pm

*“Getting Money for Your Business” brown bag discussion*

FREE!



Retailing

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

## **Retailing 201: Retail Presentation & Inventory Strategies!**

*This workshop covers the intermediate/advanced essentials of strengthening your retail business. Topics covered: concept, location, design of the store, merchandising, buying, inventory management and more!*

\$25/person



Networking

Mon Dec 13  
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

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