SCHEDULE OF Workshops & Seminars

Small Business Development Center & Lawrence N. Field Center for Entrepreneurship at Baruch College

Spring 2013
WE ARE >> Well-informed. As a major satellite center of the Albany-based New York State Small Business Development Center (NYS-SBDC)—the state’s premier business assistance network—we’re staffed by professional business advisors specially trained to serve the needs of New York entrepreneurs. As part of the NYS-SBDC Research Network, our advisors have access to the latest economic, demographic, and regulatory data impacting small business.

REGISTRATION REQUIRED

visit: www.baruch.cuny.edu/fieldcenter
call: 646.312.4790

WE ARE >> Well-connected. Our lead sponsor is the U.S. Small Business Administration (SBA) in Washington, D.C., an independent government agency that has been helping entrepreneurs fund, launch, and grow their businesses for over fifty years. Through a nationwide network of field offices and partnerships with organizations like ours, the SBA helps strengthen America’s economy, one small business at a time.

WE ARE >> Well-respected. Located within Baruch College’s Zicklin School of Business—the largest accredited business school in the country and one of U.S. News & World Report’s Top 50—our brain trust includes some of the nation’s most sought after business school faculty.

WE BELIEVE >> In Your Success - and providing high quality, cutting edge small business tools and services to help you achieve it.
Recurring Seminars

BUSINESS PLAN BASICS
*Presented by Allison Lehr Samuels, Lecturer*

This seminar introduces the entrepreneur and small business owner to the basic format and concepts expected in a business plan. Participants will learn tips on how to think like a potential investor as well as have a chance to start writing their own plan.

Monday, February 25, 2013  6 - 8 PM  
Monday, March 18, 2013  6 - 8 PM  
Monday, June 3, 2013  6 - 8 PM

BASIC PRINCIPLES OF MARKETING
*Presented by Stanley Kohlenberg, Retired Marketing Executive*

Workshop attendees will be exposed to the operating principles of the most important activity they must engage in once a business has started. Marketing may be generally defined as the systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products. Whether attendees are in the start up or expansion phase of their small business, an effective marketing strategy will ensure that they reach the goals set for the enterprise.

Wednesday, February 27, 2013  6 - 8 PM  
Wednesday, March 27, 2013  6 - 8 PM  
Monday, April 22, 2013  6 - 8 PM  
Wednesday, May 22, 2013  6 - 8 PM

All SBDC Workshops and Seminars are FREE!
MANAGING YOUR COMPANY’S FINANCES  
*Presented by Mary Ann Holley, Lecturer*

This seminar offers practical do-it-yourself methods of managing the finances of start-up companies. Participants will explore simple ways to set up record-keeping systems, develop budgets and generate reports that will help them control costs, improve cash flow and contribute to the ongoing strategic planning for their businesses. Basic techniques and a quick look at QuickBooks will be discussed.

Wednesday, February 20, 2013       6 - 8 PM  
Wednesday, March 20, 2013         6 - 8 PM  
Wednesday, April 24, 2013         6 - 8 PM  
Wednesday, May 15, 2013           6 - 8 PM

PLANNING THE LAUNCH  
*Presented by Emre Veral, Professor of Management*

This workshop is intended to aid participants to systematically create a project plan and a timeline for all the tasks that need to be completed before their business can start operating. The principles and tools presented are applicable to any project, including new business ventures, launching new products/product lines, expanding current product/service portfolios, or moving from manual to automated management control systems. The covered techniques are intended to serve two purposes: (1) to aid the business to create systematic and comprehensive plans for managing their time and resources efficiently; and (2) demonstrate clearly and concisely to investors (or lenders) that the business plan can be executed within the projected time frame.

Wednesday, March 6, 2013          6 - 8 PM  
Tuesday, April 9, 2013            6 - 8 PM
**CONSUMER INSIGHT THROUGH ETHNOGRAPHIC RESEARCH**
*Presented by Lilia Ziamou, Associate Professor of Marketing*
Monday, January 28, 2013                 6 - 8 PM
This seminar will cover cutting edge ethnographic research techniques that will enable you to develop consumer insights and gain a competitive advantage. Examples from several organizations across industries will be reviewed and discussed. During this seminar, each participant will be expected to apply the tools and techniques to the industry/company of his/her choice.

**IDENTIFYING CONSUMER NEEDS: QUALITATIVE RESEARCH TECHNIQUES**
*Presented by Lilia Ziamou, Associate Professor of Marketing*
Thursday, January 31, 2013                  6 - 8 PM
This seminar will review conventional and unconventional qualitative research techniques that will help you identify consumer needs. Specific case studies will be reviewed and discussed. During this seminar, each participant will be expected to apply the tools and techniques to the industry/company of his/her choice.

**IDEA GENERATION: CREATIVE TECHNIQUES**
*Presented by Lilia Ziamou, Associate Professor of Marketing*
Monday, February 4, 2013               6 - 8 PM
This seminar will cover the most successful creativity techniques that will enable you to think “out of the box” and increase your creativity. We will also examine how large organizations and start-ups have applied these techniques successfully. During this seminar, each participant will be expected to apply the tools and techniques to the industry/company of his/her choice.

**DEVELOPING YOUR CORE VALUE PROPOSITION**
*Presented by Lilia Ziamou, Associate Professor of Marketing*
Thursday, February 7, 2013                  6 - 8 PM
This seminar will focus on one of the most challenging issues for entrepreneurs: The company’s core value proposition. A framework that will enable you to build your core value proposition will be presented step by step. Specific challenges common to the development of a core value proposition will be reviewed and addressed. During this seminar, each participant will be expected to apply the tools and techniques to the industry/company of his/her choice.
STRATEGIC PLANNING FOR SMALL BUSINESSES
Presented by Thomas Lyons, Field Family Chair in Entrepreneurship
Monday, March 4, 2013                  6 - 8 PM

This workshop explores the entire strategic planning process from visioning to action planning. Each participant will have the opportunity to develop a mission statement for their business or refine an existing one in a facilitated environment.

MASTERING YOUR MARKET OPPORTUNITY
Presented by Thomas Lyons, Field Family Chair in Entrepreneurship
Monday, March 11, 2013                  6 - 8 PM

This seminar is describing a model for a marketing opportunity. The session will be structured to provide ample feedback from the instructor and from fellow entrepreneurs. Participants should come away with a clearer understanding of their opportunity that will enhance their ability to communicate it to customers, technical assistance providers, lenders, and investors.

AN OPERATIONAL VIEW OF CASHFLOWS
Presented by Emre Veral, Professor of Management
Wednesday, March 13, 2013                 6 - 8 PM

This presentation provides a unique look at a company’s cash flows: Businesses’ cash-to-cash cycle are viewed from the perspective of process flow analysis principles. Participants may take-away simple to implement tools which help identify specific problem areas across the many facets of their businesses.

PRESENTING YOU AND YOUR BUSINESSES
Presented by Allison Lehr Samuels, Lecturer
Monday, April 8, 2013                  6 - 8 PM

No matter what business you are in, you must be able to effectively talk about you and your venture. This interactive workshop helps you develop your personal pitch so feel more confident talking about you and your business in a compelling way. You’ll also receive tips on how to tame any fears you might have of speaking in public.
SERVICE BLUEPRINT
Presented by Emre Veral, Professor of Management
Wednesday, April 17, 2013            6 - 8 PM

This presentation offers a simple-to-use and implement tool for understanding the service process: Service blueprints are tangible, visual documents that lay out where and how customers and companies interact. They facilitate companies to put themselves in their customers’ shoes to find out what’s working, what’s not, and what needs to be changed.

WHY BUY A FRANCHISE?
Presented by Robert Foskey, Lecturer
Monday, April 29, 2013                6 - 8 PM

This workshop will introduce entrepreneurs to the different types of franchising. Participants will learn about the trends in franchising, as well as the advantages and disadvantages of buying a franchise.

FRANCHISING AND THE LAW
Presented by Robert Foskey, Lecturer
Wednesday, May 1, 2013 6 - 8 PM

This workshop will help the entrepreneur to understand the laws related to franchising. Participants will learn about the Trade Regulation Rule, Uniform Franchise Offering Circular, Franchises Contracts, and Franchise Fraud.

EQUITY FINANCING
Presented by Robert Foskey, Lecturer
Monday, May 6, 2013                6 - 8 PM

This workshop will explain the differences between equity and debt financing. The advantages and disadvantages of equity sources of capital will be discussed.

DEBT FINANCING
Presented by Robert Foskey, Lecturer
Wednesday, May 8, 2013               6 - 8 PM

The various sources of debt financing will be reviewed at this session. The role of the Small Business Administration (SBA) in debt financing will also be discussed.
WE ALSO OFFER >> One-on-One Small Business Counseling
>> For Start-ups and Existing Businesses
>> Specializing in Business Plan Development and SBA Loan Assistance
>> Either Short or Long-Term Guidance with the Same Team of Advisors

To schedule an appointment, call 646-312-4790 or email us at sbdc@baruch.cuny.edu