

Upcoming Training Workshops

August-December 2006

**August 22 and
November 7**
Rockwell Hall 505
8:30am-12:30pm
\$45.00

QUICKBOOKS® MADE EASY

Use QuickBooks to save your business time and money! This workshop is the first of two designed to provide information that will broaden your skills and answer your questions. In this workshop you will learn how to set up company files, process invoices, and create financial reports. This event will be conducted by a Certified Public Accountant from *Dennis Piper & Associates, P.C.*

August 29
Rockwell Hall 505
9:00am-12:00pm
\$45.00

BIG BUSINESS MARKETING ON A SMALL BUSINESS BUDGET

Are you trying to market your business on a limited budget? In this 3-hour workshop, you'll discover that there are many effective ways to generate awareness of your company, products and services. You'll learn how to increase sales to new and existing customers without breaking your budget. *Presented by A Cappella Marketing.*

August 30
Rockwell Hall 505
9:00am-12:00pm
No cost

DOING BUSINESS WITH THE COMMONWEALTH

Can state contracting help "grow" your small business? Did you know that the PA Dept of General Services purchases more than \$4.5 billion in goods and services each year? Does the government buy what you sell? How can one receive state certification as a minority or woman owned business? Get answers to these questions and more at a workshop for small business owners interested in learning about contracting opportunities with the Commonwealth of Pennsylvania. *Presented by Usha Hannigan from the PA Department of General Services.*

**September 6 and
December 6**
Rockwell Hall 505
9:00pm-12:00pm
\$45.00

WRITING AN EFFECTIVE BUSINESS PLAN

80% of new businesses fail within the first five years of operation because they lack a formal written plan. This is your opportunity to be one of the 20% that succeeds! The importance of developing a sound business plan and putting it on paper is one of the most critical steps you will take when starting your business. *Learn how to write a business plan for success! Presenters include representatives from Duquesne University SBDC, Basic Business Concepts, Inc., and Venture Support Services, LLC.*

September 13
Rockwell Hall 505
9:00am-12:00pm
\$45.00

BASIC BUSINESS ACCOUNTING FOR SMALL BUSINESS OWNERS

Do you understand what your financial statements are saying about your business? Attend this program to learn how to read and understand financial statements and get a better understanding of the financial position of your company. Learn and understand the importance of cash flow in your business, which is crucial to your company's performance and success. Planning is required to determine at what rate a business can grow without experiencing out of control expenses and a constant need for increased working capital. *Presented by representatives from Alpern Rosenthal and Crossroads Advisors*

International Breakfast Roundtable Series

Please join Duquesne University's SBDC, the U.S. Commercial Service and Southwestern Pennsylvania Commission for an informal discussion about the various aspects of international business. The series provides an excellent opportunity for businesses who are interested in international business, international people living in Pittsburgh, and international-minded business executives in Pittsburgh.

September 29: Freight Forwarders/Custom Brokers, Quotation, Packaging, Incoterms
October 27: Intellectual Property Rights, Patents, Trademarks
November 17: Free Trade Agreements

Phone: 412.396.6233 Fax: 412.396.5884 Email: duqsbdc@duq.edu Web: www.duq.edu/sbdc

Mailing Address: 600 Forbes Avenue, 108 Rockwell Hall, Pittsburgh, PA 15282-0103



**September 19 and
December 5**
Rockwell Hall 505
8:30am-12:00pm
\$45.00

INTERMEDIATE QUICKBOOKS®

Learn the quickest and easiest accounting tool for your business! This workshop will cover advanced topics such as Working with Inventory, Payroll and Tracking and Working with Accounts Payable. Learn how this software will save your business time and money! This event will be conducted by a Certified Public Accountant from *Dennis Piper & Associates, P.C.*

September 26
Duquesne Union
Duquesne Room
8:30am-12:00pm
\$35.00

H-1B VISA: WHAT SMALL AND MID-SIZED BUSINESSES SHOULD KNOW

Are you hesitant to look into an H-1B Visa for a prospective employee? Have you thought there is too much paperwork involved and that it is too much of a hassle? Many companies hesitate to hire foreign nationals because they believe the process of obtaining the H-1B Visa for a new employee is too bureaucratic and protracted, or the cost for obtaining the H-1B Visa is prohibitive. Join us for this panel discussion and discover why your company could benefit from hiring an MBA grad from another country!

September 27
Rockwell Hall 505
8:00am-5:00pm
\$299.00
*Register 2 or more for
\$249.00 ea.*

EXPORT DOCUMENTATION: AVOID COMPLIANCE MISTAKES

Are your export transactions compliant and profitable? If not, then you need to understand the commercial and regulatory requirements of exporting. These requirements include a working knowledge of Incoterms (International Terms of Sale), quoting, export documents and logistics, letters of credit, export regulations/ compliance and NAFTA. Come and learn how to avoid compliance mistakes and insure your profits! In today's high-security environment, you can't afford to operate in the dark! *Presented by Export Procedures Company Inc.*

September 28
Rockwell Hall 505
9:00am-12:00pm
\$45.00

MAKING YOUR WEBSITE WORK FOR YOU!

Achieving on the web will put you ahead! Developing an effective website for your business is a critical element in your overall business strategy. It requires proper planning, a customer-oriented vision, and knowledge of Internet terms, concepts and functions. In this workshop, you will learn how to plan a website that is both effective and manageable for your business. *Presented by a representative of Nauticom Internet Services.*

October 5
Rockwell Hall 505
8:30am-12:00pm
\$45.00

EXPORT BASICS: EXPAND YOUR MARKETS THROUGH INTERNATIONAL SALES

Looking for new places to expand your business? This is a program for new and prospective exporters covering the essential elements of international business. Through this half-day seminar, Legal council will accompany representatives from the SBDC, the Department of Commerce, and Freight Forwarders to acquaint Western Pennsylvania companies with the mechanics and procedures necessary to develop effective and profitable overseas trade. *Presented by Representatives from the Department of Commerce, R.L. Swearer Company, Inc. and the Law Firm of Meyer, Unkovic & Scott.*

October 12
Rockwell Hall 505
9:00am-12:00pm
\$45.00

BUSINESS INSURANCE AND RETIREMENT PLANNING OPTIONS FOR SMALL BUSINESSES

Are you aware of the many types of insurance available to your business and your employees? Join us for an overview of the many types of business insurance, ranging from property and general liability insurance to worker's compensation and group medical benefits. This program will educate employers "how" and "why" a business should implement a retirement program to help retain solid employees and assist all employees to save for retirement. *Presented by representatives from Henderson Brothers, Inc.*

October 17
Butler
8:30am-12:00pm
NO COST

SHOW ME THE MONEY!

Learn how to join forces to promote small business success! Affiliation between small business owners and bankers is important when it comes to receiving sufficient funding. Unfortunately, many myths and expectations can become obstacles to effectively foster this relationship. Attendees will receive tips on how to reach a common understanding between bankers and business owners and build a long-standing relationship to promote small business success.

October 19

Rockwell Hall 505
8:30am- 12:00pm
\$45.00

EXPORT FINANCE

Increase your exports by utilizing the array of financial tools available to get deals done! This seminar is designed to provide information about financing available from various programs, including the new export programs available through the Commonwealth of Pennsylvania. In addition, information on other export finance programs will also be available from representatives of Exim Bank and the Small Business Administration (SBA).

October 26

Rockwell Hall 505
9:00am- 12:00pm
\$45.00

E-MAIL MARKETING TOOLS FOR YOUR BUSINESS

Learn the most effective tools to reaching your customers. E-mail marketing tools and mass mail services, if used correctly and appropriately, can prove to be a powerful avenue of communication with current and prospective customers. Learn about HTML e-mail templates, content management systems, dynamic newsletter applications, list-serve capabilities and strategies for integrated marketing. Discover what works, what doesn't, what's legal and what isn't in the world of e-mail marketing. *Presented by a representative of Nauticom Internet Services.*

October 31

Duquesne Union
9:00am- 4:00pm
NO COST

IRS E-FILE

Don't miss this opportunity to learn more about IRS e-file! Network with current authorized IRS e-File profiders, IRS representatives from the wage and small business divisions, as well as the self-employment division. Also, get the chance to meet with representatives from the PA Department of Revenue! **To register, or for more information, please call Phil Yamalis at 412-395-6956 or e-mail Philip.G.Yamalis@irs.gov.**

November 9

Duquesne Room
9:00am-12:00pm
\$45.00

SALES STRATEGIES FOR TODAY'S MARKETPLACE: WHAT IS YOUR CUSTOMER THINKING?

Approaches to sales training have changed. Do your employees have what it takes to sell your product effectively? Learn how to teach your sales staff the ways to establish a framework of trust and sensitivity, to prepare them to uncover and listen to customers' needs, and link those needs with products! This model can be used by any level of sales staff, from a new hire to experienced salepeople. *Presented by Jim Caprio, Vice President of Regional Solutions of Solutions 21.*

November 16

Rockwell Hall 505
8:30am-12:00pm
\$45.00
Or \$80 for both*

THE BASICS OF SELLING ON EBAY

Learn how to turn your business into profit center through eBay. This workshop will help teach you how to buy and sell on eBay like a pro. You'll be able to take an eBay listing from start to finish after this workshop teaches you how to set up and register on eBay, research, list, and monitor your items, and completing the sale. *Presented by eBay Education Specialist Marguerite Swope, Ph.D..*

November 16

Rockwell Hall 505
1:00pm- 5:00pm
\$45.00
Or \$80 for both*

EBAY: BEYOND THE BASICS FOR THE SERIOUS SELLER

Start and grow your own eBay business! It will teach you how to market your business on eBay, manage your listings and complete a sale. In this seminar you will learn how to take your eBay business to a higher level by learning about basic business utilizing principles, finding merchandise, and using advanced tools for managing listings. *Presented by eBay Education Specialist Marguerite Swope, Ph.D.*

***Lunch is included with the registration of both programs**

9th Annual Entrepreneur's Growth Conference

Duquesne University Campus- June 7, 2007

The First Step: Business Start-Up Essentials

The number one reason small business ventures fail is due to lack of planning and proper management. There are some steps that all successful entrepreneurs must take in order to increase their chance for success. To teach individuals the process of starting a small business and the steps that are involved, we offer a free of charge three hour workshop on the many issues that face entrepreneurs in today's changing world.

Members of the Small Business Development Center's Professional Staff teach the workshops. This program is offered at our downtown Pittsburgh location twice a month and monthly at our Outreach Centers locations in Beaver, Butler and Lawrence Counties.

The Upcoming 2006 Workshop Dates are:

Duquesne University Rockwell Hall 109

9:30am-12:30pm

(To register call 412-396-6233)

- August 9
- September 20
- October 25
- November 15
- December 13

Duquesne University Rockwell Hall 109

1:30pm-4:30pm

(To register call 412-396-6233)

- August 24
- September 7
- October 10
- November 21
- December 5

Lawrence County Learning Center

10am-12pm

(To register call 724-656-3564)

- September 14
- October 12
- November 10
- December 14

Beaver County Chamber of Commerce

10am-12pm

(To register call 724-775-3944)

- September 7
- October 5
- November 2
- December 7

Butler Community Development Corp.

10am-12pm

(To register call 724-283-1961)

- September 5
- October 3
- November 7
- December 5

REGISTRATION FORM

Workshop Date: _____ Location: _____ Time: _____

Registrant's Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

What type of business are you planning on starting? _____

Workshop Registration Form

Date	Program	Cost
(check one)		
<input type="checkbox"/> August 22 or <input type="checkbox"/> November 7	<input type="checkbox"/> QuickBooks Made Easy	\$45.00
<input type="checkbox"/> August 29	<input type="checkbox"/> Big Business Marketing on a Small Business Budget	\$45.00
<input type="checkbox"/> August 30	<input type="checkbox"/> Doing Business with the Commonwealth	No Cost
<input type="checkbox"/> September 6 or <input type="checkbox"/> December 6	<input type="checkbox"/> Writing An Effective Business Plan	\$45.00
<input type="checkbox"/> September 13	<input type="checkbox"/> Understanding Financial Statements to Improve Cash Flow	\$45.00
<input type="checkbox"/> September 19 or <input type="checkbox"/> December 5	<input type="checkbox"/> Intermediate QuickBooks	\$45.00
<input type="checkbox"/> September 26	<input type="checkbox"/> H-1B Program	\$35.00
<input type="checkbox"/> September 27	<input type="checkbox"/> Export Documentation: Avoid Compliance Mistakes	\$45.00
<input type="checkbox"/> September 28	<input type="checkbox"/> Making Your Website Work for You!	\$45.00
<input type="checkbox"/> October 5	<input type="checkbox"/> Export Basics: Expand Your Market Through International Sales	\$45.00
<input type="checkbox"/> October 12	<input type="checkbox"/> Business Insurance	\$45.00
<input type="checkbox"/> October 17	<input type="checkbox"/> Show Me the Money!	\$45.00
<input type="checkbox"/> October 19	<input type="checkbox"/> Export Finance	\$45.00
<input type="checkbox"/> October 26	<input type="checkbox"/> E-mail Marketing Tools for Your Business	\$45.00
<input type="checkbox"/> November 9	<input type="checkbox"/> Sales Strategies for Today's Marketplace	\$45.00
<input type="checkbox"/> November 16	<input type="checkbox"/> The Basics of Selling on eBay	\$45.00
<input type="checkbox"/> November 16	<input type="checkbox"/> eBay: Beyond the Basics for the Serious Seller	\$45.00
<i>* if registering for both eBay sessions cost will be \$80</i>		

International Roundtable Breakfast Series

- September 29: Freight Forwarders/Custom Brokers, Quotation, Packaging, Incoterms \$15.00
- October 27: Intellectual Property Rights, Patents, Trademarks \$15.00
- November 17: Free Trade Agreements \$15.00

When registering 2 or more people from the same company, or when registering for multiple programs, the session will be \$35.00 per person
 Registration and continental breakfast will be available one half-hour before each program begins

Please register by mailing this form and payment to :
 Duquesne University SBDC, 600 Forbes Avenue, Rockwell Hall, Pittsburgh, PA 15282-0103.
Credit card registrations may also be faxed to (412) 396-5884, or phoned to (412) 396-6233.

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Ext: _____ Fax: (____) _____

E-Mail: _____

Methods of Payment Amount: \$ _____

Checks made payable to **Duquesne University SBDC**

Credit Card: MasterCard Visa Discover

Card # _____ Expiration Date: _____

Cancellation Policy:
 Cancellations received seven working days before the seminar will receive a refund less a \$15 administrative charge. Anyone canceling less than one week before the seminar will receive credit toward another Duquesne SBDC seminar during 2006.

Accommodations will be made available for people with disabilities.
 We are happy to assist. Please call the SBDC at (412) 396-6233 to make arrangements in advance.



DUQUESNE UNIVERSITY
CHRYSLER CORPORATION
SMALL BUSINESS DEVELOPMENT CENTER



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