

Building a Successful Small Business

A Seven-Week Course for
New and Expanding Small Business Owners



FREE



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April 28 – June 11, 2009

Course Topics Include:

Building a Business: What is a Business Plan? Assessing strengths & weaknesses, determining financial needs and business structure.

Principals of Marketing: Developing a marketing plan, understanding advertising and public relations, graphic design, signs, brochures; Using the internet for marketing & how e-commerce can work for you.

Sales & Customer Service: Know your customer, how to increase sales and visibility of your product / service to the public.

Financial Recordkeeping: Understanding the importance of keeping accurate records and using tools such as QuickBooks for bookkeeping.

Legal & Insurance: Types of insurance needed, what to expect from one's lawyer, accountant and insurance agent. Working with financial institutions and completing loan applications.

Human Resources: Recruiting and managing employees, benefits, etc.

Faculty includes professors from area colleges, associates of ESC and local business owners and professionals.

SPONSORED BY:

*Otsego County
Economic Development*

*SUNY - Center for
Economic & Community
Development*

Wilber National Bank

*The Otsego County
Chamber*

NBT Bancorp

This course is offered at no
charge to residents of Otsego
County

Classes will be held on Tuesday & Thursday Evenings from 6-9PM at the offices of Executive Service Corps at 12 Dietz Street in Oneonta.

See Application Below to Register or Call (607) 432-8871

Or email keiters@otsegocounty.com

Otsego County Economic Development

Otsego County Economic Development
APPLICATION FORM
Building a Small Business Class
April 28 June 11, 2009
Tuesday and Thursday evenings 6 - 9 p.m.

Name: _____ Date: _____

Name of Business/Organization: _____

Mailing Address: _____

City: _____ New York ZIP: _____

Bus. Phone: () _____ Contact Phone: () _____

Fax: () _____ Best time to call: _____

Email address: _____ Website: _____

I am a resident of _____ County. My business is/will be in _____ County.

This is a:

Start-Up Business/Organization

Existing Business/Organization

When started? _____

Field of business/service: (check all that apply)

Arts Organization

Health Care

Restaurant/

Wholesale

Agriculture

Human Services

Food Service

Other: _____

Education

Manufacturing

Retail

Briefly, describe your business/ service: _____

What would you like to learn from this workshop? _____

Will you need to borrow money to start/expand your business? YES NO

Will the business be a ___sole proprietorship ___LLC ___Corporation ___Not sure yet

How many employees (including yourself) do you anticipate having within the next year?

How did you hear of this workshop program? _____

I understand that attendance at all sessions of this program is requested and I agree to fully participate.

Signature Date: _____

Please complete this form and fax to (607) 432-5117 or mail to:

Otsego County Department of Economic Development

Attn: Sandy Keiter

242 Main Street

Oneonta, NY 13820