



ALASKA SMALL BUSINESS DEVELOPMENT CENTER

South-Central Region

2016 SPRING SEMINAR SCHEDULE

Please check our online workshop listing as this copy is subject to change

For Workshop Details, Descriptions and Registration: www.aksbdc.org

All workshops require pre-registration and/or payment at <http://aksbdc.org> under "Workshops"

ON DEMAND WORKSHOPS	FEE
<p>Though On Demand workshops are to be watched from any device with internet access and at your convenience, pre-registration and/or pre-payment is required</p> <p>When you register for an online workshop, we will send you the login link and password for the course.</p>	
<i>Starting a Business - On Demand</i>	FREE
<i>What is Crowdfunding? - On Demand (\$295 value)</i>	\$50.00

DATE	WORKSHOP TITLE	TIME	FEE
<p>Workshops available via Webinar are indicated with an asterisk (*).</p> <p>Please notify us if you wish to join a workshop via webinar so we can forward you the access information.</p>			
JAN 6	Profit Mastery Users Group (PMUG) with Lynn Klassert	7:15am-9:00am	FREE
JAN 6	Starting a Business* with Allan Carraway	10:00am-11:30am	FREE
JAN 8	Marketing Lab - Registration now required	10:00am-12:00pm	FREE
JAN 12 & 14	Profit Mastery (2 days) with Lynn Klassert	8:00am-5:00pm	\$200.00
JAN 12 & 13	How to Build a Successful Website (2 days) with Kim Hayward	9:00am-12:00pm	\$65.00
JAN 14	Legal Aspects: LLC's with Attorney Andrew Mitton	1:30pm-3:00pm	\$20.00
<p>THE SBDC WILL BE CLOSED ON MONDAY, JANUARY 18TH FOR THE MARTIN LUTHER KING JR. HOLIDAY</p>			
JAN 20	Starting a Business* with Ryan Gilbert	10:00am-11:30am	FREE
JAN 20	How to Write a Business Plan with Allan Carraway	1:00pm-5:00pm	\$50.00
JAN 20	The Entrepreneurial Equation with Financial Advisor Ian Johannes	2:30pm-3:30pm	\$20.00
JAN 22	Marketing Lab - Registration now required	10:00am-12:00pm	FREE
JAN 28	Expanding Your Business Through Government Contracts - PTAC*	9:00am-10:30am	FREE
FEB 2	Insurance Basics for Small Business with Manager Dave Kaufman	1:30-3:30pm	\$20.00
FEB 3	Profit Mastery Users Group (PMUG) with Lynn Klassert	7:15am-9:00am	FREE
FEB 3	Starting a Business* with Ryan Gilbert	10:00am-11:30am	FREE
FEB 4	Get Your Business Free Press with Jill Brown, (Royally Awesome)	2:00-3:00pm	\$20.00
FEB 5	Marketing Lab - Registration now required	10:00am-12:00pm	FREE
FEB 9 & 10	How to Build a Successful Website (2 days) with Kim Hayward	9:00am-12:00pm	\$65.00
FEB 10	What You Should Know About Credit Card Services	2:00pm-4:00pm	\$20.00

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Space is limited, pre-registration is required. Unless otherwise noted, all workshops are held at the Alaska SBDC office located at **1901 Bragaw street, Room 199 in Anchorage**. This schedule is subject to change. Children and pets are not permitted in SBDC classes.

Small Business Workshops

Tuesday, 5:30–7:30 p.m. • January–April, 2016

Small Business Development Center

AGC Building • 3750 Bonita St.

\$25 per session

Sponsored by UAF School of Natural Resources and Extension, UAF Community & Technical College, Alaska Small Business Development Center, Alaska SCORE, Robinson & Ward, Fairbanks Economic Development Corporation, Small Business Administration and Fairbanks Chamber of Commerce

Jan. 19 — Choosing a Bookkeeping Program/ Best Practices

Selecting and setting up a bookkeeping program are critical to tracking and managing your business. This workshop will help you learn about what criteria to consider when selecting your program and how to structure your accounts. — *Kelly Ward, CPA*

Jan. 26 — Business Insurance for Small Businesses

Have you been wondering what type of insurance you need for your small business? This workshop will explain the basics of insuring your small business against risk and work to answer as many questions about your specific business as time allows. — *Grace Becker and Brittany Hale, Hale and Associates*

Jan. 28 — Taxes for Commission-Based Workers (This is on Thursday.)

Learn how to plan for, report and pay your taxes if you are a commission-based worker (e.g., realtor, consultant, etc.). — *Kelly Ward, CPA*

Feb. 2 — Budgeting/Cash Flow Planning

Learn how to develop a budget for your small business and manage and plan for cash flow throughout the year. — *Kelly Ward, CPA*

Feb. 9 — Credit/Debt Management

This workshop will help you learn how to read credit reports; look at the effects of loans and credit cards; and find out about building and managing your credit. — *Kelly Ward, CPA*

Feb. 16. — Living Within Your Means

Learn how to evaluate your income versus your expenses - to live within that reality. — *Kelly Ward, CPA*

Feb. 23 — Payroll for Small Businesses

This workshop will show you how to work through the challenges and avoid the pitfalls of managing your payroll as a small business. — *Kelly Ward, CPA*

Mar. 8 — Interpersonal Communications

Communications is an art and a key element of success in business. This workshop will discuss the basic elements of good interpersonal communications. — *Kathryn Dodge, UAF, Economic Development Specialist*

Mar. 15 — Marketing

Find out what you need to know about marketing your small business. Learn about the marketing skills and tools that will create momentum in your business and learn how to determine who your customers are and how best to reach them. — *Nadine Winters, Consultant*

Mar. 29 — Customer Service

Come and learn how you can provide great customer service that will lead to customer loyalty, expanded markets and increased profits. Find out about the art of turning “difficult customers” into your best “guests.” — *Charlie Dexter, CTC, Applied Business*

April 5 — Time Management

Learn how to prioritize and focus on the important, rather than responding to the urgent! — *Charlie Dexter, CTC, Applied Business*

To register, go to bit.ly/ces-workshops

For more information, contact **Kathryn Dodge**:

474-6497 or kdodge@alaska.edu

www.uaf.edu/ces • 877-520-5211

Small Business Workshops

Thursday/Saturday • January and February, 2016

UAF Community and Technical College

604 Barnette, Room 216

\$25 per session • Available by videoconference

Sponsored by UAF School of Natural Resources and Extension, UAF Community & Technical College, the Alaska Small Business Development Center, Alaska SCORE, Robinson & Ward, the Fairbanks Economic Development Corporation, the Small Business Administration and the Fairbanks Chamber of Commerce

Record Keeping & Taxes for Agricultural Businesses

Thursday, January 28, 11 a.m.–1 p.m.

Learn about the record keeping requirements of the IRS and tax planning and preparation. Topics will include depreciation rules for agricultural businesses, domestic production activities deduction, soil and water conservation expenses, forestation and reforestation costs, and the dreaded hobby loss rule. — *Paul Robinson*

Taxation for Small Businesses

Thursday, February 4, noon–2 p.m.

This workshop will cover tax changes for 2014, hobby loss rule, depreciation of mixed use assets, office in home, meals/entertainment/travel rules, new rules for repairs and maintenance, tax strategies, record keeping requirements and more. — *Paul Robinson*

Starting a Small Business

Thursday, February 11, 11 a.m.–2 p.m.

This workshop covers the basic issues faced when starting a small business, such as business licensing, legal forms, business record keeping, hiring employees, business planning, access to financing, identifying who the market is and developing a marketing plan. — *Paul Robinson & Scott Swingle*

Writing a Business Plan

Thursday, February 18, 11 a.m.–2 p.m.

Learn about the elements of writing a business plan: how to establish budgets, create and evaluate financials to measure your successes and failures, identify the market and develop a marketing plan. — *Paul Robinson & Scott Swingle*

Record Keeping and Taxes for Artists & Artisans

Thursday, February 25, 11 a.m.–1 p.m.

This workshop will cover the record keeping requirements of the IRS and tax planning and preparation. Topics will include revenue recognition, in-home office expenses, business use of a personal vehicle, inventory and budgeting and the dreaded hobby loss rule. — *Paul Robinson*

Beginning Social Media & Mobile Marketing

Saturday, March 12, 10 a.m.–noon

Participants will look at why social media is important and how Internet-based applications can add to your marketing strategy and help identify your target market. — *Mindy O'Neall, Public Relations Specialist*

Intermediate Social Media & Mobile Marketing

Saturday, March 19, 10 a.m.–noon

Participants will discuss how a company can use social media to build relationships with its customers; learn the steps required to build a social media plan; and find out how to measure the effectiveness of its social media activities. — *Mindy O'Neall, Public Relations Specialist*

How to Develop Ideas Into Businesses

Saturday, March 19, 1–3 p.m.

Participants will discuss how to start a new business venture and go over idea development from brainstorming to the due diligence required to support the business idea pursued. — *Jim McDermott*

Videoconference available at these locations:

Anchorage: UAF Cooperative Extension Service District Office, 1675 C Street, Suite 100

Delta Career Advancement Center: 1696 North Clearwater Avenue, Delta Junction,

Also available on your desktop by arrangement. If interested, contact Kathryn Dodge at 474-6497 or kdodge@alaska.edu.

To register, go to bit.ly/ces-workshops

For more information, contact Kathryn Dodge:

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