

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

MARCH 2019



DATE

3/1 ASK THE EXPERTS: WORKSHOP 1 OF BACP'S "HEAR US ROAR" WOMEN'S WORKSHOP SERIES

9:30 to 11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Moderated by Kenya Merritt, Chicago Chief Small Business Officer

Join us for an open dialogue with leading women business owners as they share their entrepreneurial journey in BACP's "Hear Us Roar" Women's Workshop Series. We will kick off the series with Stephanie Hart, Owner and CEO of Brown Sugar Bakery; Edith De La Cruz, Owner and CEO of Antigua Construction; and Dorothy Muszynska, Founder & Principal Consultant of DM Marketing Group.

3/6 *CITY INSPECTIONS – ASK QUESTIONS, GET ANSWERS

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

Presented by the City of Chicago

To operate a successful business in Chicago you need to know what it takes to maintain compliance. Officials from several City departments will provide insight on how to operate safely, stay compliant, help prepare for inspections and highlight the do's and don'ts of operating a business.

3/8 WHAT MAKES UP A GOOD WEBSITE?

9:30 to 11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by Hans Skillrud, President of BuildThis

Your website visitors should only see the tip of the iceberg of your website. This lecture dives into the 7 unique parts of a website needed to ensure a website can generate leads. We will discuss SEO, Content, Design, Development, QA, Maintenance & performance tools to help you create a compelling website that generates leads.

3/13 EVERYTHING YOU NEED TO KNOW ABOUT BUSINESS INSURANCE

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

Presented by Sandra Cavato Insurance Agency

In this session, attendees will learn the coverages needed for their business. We'll discuss the right questions to ask your insurance professional and how to protect yourself and your business against lawsuits.

3/15 HOW TO OBTAIN A SIDEWALK CAFÉ PERMIT

9:30 to 11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by BACP, Small Business Center - Public Way Use (PWU) Unit, Anthony Bertuca

Come learn about the Sidewalk Café Permit Application process by attending this informative workshop. We will explain the application process, inform you of all the requirements, and help you get prepared to submit an application to take advantage of the new year long sidewalk café permit. The entire application process may take up to 30 days and the 2019 Sidewalk Cafés Season begins on March 1st.

DATE

3/20 EMPLOYEE CLASSIFICATION & COMPENSATION CONCERNS

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

Presented by Charles Krugel, a Management Side Labor, Employment and Human Resource Attorney

This workshop will be a discussion of the legal and record keeping issues concerning the independent contractor & employee classifications, as well as hourly vs. salaried compensation & overtime.

3/22 WHAT YOU NEED TO KNOW ABOUT YOUR BUSINESS & TAXES

9:30 to 11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by the Internal Revenue Service (IRS) and Ladder Up (LU)/Center for Economic Progress (CEP)

Topics include: Are you required to file a tax return? Is your worker an independent contractor or an employee? What will the IRS request during an audit? Are you required to make estimated tax payments? What resources does the IRS have for small business owners?

3/27 MEANINGFUL GOAL SETTING - HOW TO STAY MOTIVATED AND ON TRACK THROUGH DECISION MAKING

3:00 to 4:30 p.m.

City Hall, 121 N. LaSalle St. – 8th Floor, Room 805

Presented by Dr. Benjamin Ritter, founder of Live for Yourself Consulting

When you run your own business it's easy to become overwhelmed with the work you can do, and the decisions you have to make. Too often as business owners, we either just stop taking action or do too much. Either way, you are left stressed and exhausted. This workshop will discuss a decision making strategy that you can use to stay motivated and efficiently work toward your goals.

** Part of "Staying Alive: 2nd Year in Business Series" **

3/29 NAVIGATING A COMMERCIAL REAL ESTATE TRANSACTION FOR BUSINESS OWNERS

9:30 to 11:00 a.m.

City Hall, 121 N. LaSalle St. – 11th Floor, Room 1103

Presented by Lema Khorshid Esq., Partner, Fuksa Khorshid, LLC

Are you interested in leasing commercial property for your business? This is a tough real estate market – know how to navigate your way through commercial leases. You'll gain an abundance of knowledge and practical tips from her as you learn how to locate the ideal property, negotiate the right lease for your business and understand the pitfalls in commercial leases, all while she teaches you how to save money.

* Workshop offered once a month.



/ChiSmallBiz



@ChiSmallBiz



/ChicagoBACP



All workshops are **FREE** and open to the public.

Space is limited. Please reserve your attendance by calling 312.744.2086 or e-mail BACPoutreach@cityofchicago.org

To learn more about BACP's workshops, visit www.chicago.gov/businessworkshops

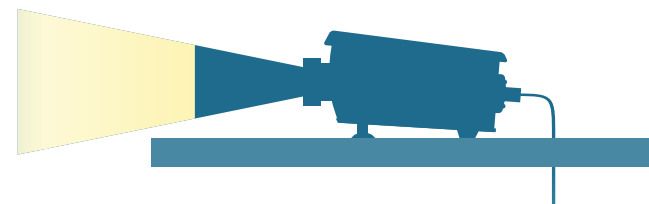
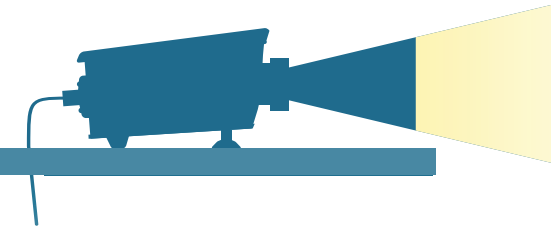


FREE BUSINESS EDUCATION WORKSHOPS @ CITY HALL



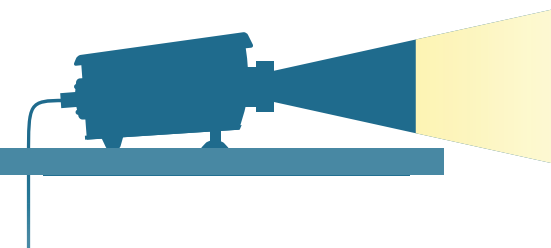
WORKSHOP TOPICS INCLUDE:

- Business licensing requirements
- Develop a business plan
- How to finance your business
- Know what to expect during an inspection
- Marketing, social media and websites
- Leverage technology to boost your business
- Staying Alive: 2nd Year in Business Series: Workshops dedicated to business owners who want to continue growing their enterprise during that tricky make-or-break second year in operation.



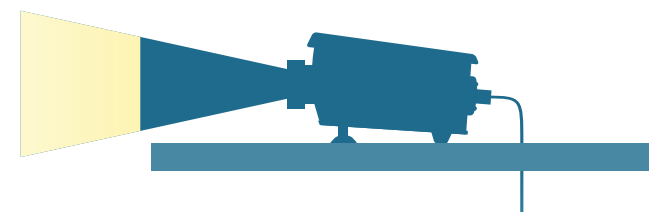
BUSINESS START-UP CERTIFICATE PROGRAM

Complete 9 workshops in a 6 month period and earn a **Business Start-up Certificate**. Those who earn a certificate are eligible to apply for low-interest and no-fee loans ranging from \$1,000 - \$25,000 through the CIBC Entrepreneurial Loan Program.



CITY OF CHICAGO'S SMALL BUSINESS CENTER ON THE ROAD EXPOS

- **Saturday, March 9, 2019 from 10AM-2PM**
@ Kennedy-King College, U Building-6301 S. Halsted St., Chicago
- **Saturday, May 4, 2019 from 10AM-2PM**
@ Arturo Velasquez Institute-2800 S. Western Ave., Chicago
- **Thursday, June 27, 2019 from 5-9PM**
@ 1871-theMART, 222 W. Merchandise Mart Plaza #1212, Chicago
- **Saturday, September 7, 2019 @ 10AM-2PM**
@ Truman College, McKeon Building-1145 W. Wilson Ave., Chicago
- **Saturday, November 2, 2019 @ 10AM-2PM**
@ Malcolm X College-1900 W. Jackson Blvd., Chicago
For updates visit www.ChiSmallBizExpo.com



SMART BUSINESS CHICAGO PODCAST

The podcast features Chicago's entrepreneurs who share their business stories and provide advice to help you navigate the road to business success. Listen to hear how entrepreneurs were able to make their business dreams a reality with some perseverance and the support of City programs and services.

Listen at www.soundcloud.com/ChicagoBACP

Register for workshops by calling **312.744.2086** or e-mailing BACPoutreach@CityofChicago.org

Workshops are held on Wednesdays and Fridays at City Hall, 121 N. LaSalle St., Chicago, IL 60602

Download our monthly calendar at Chicago.gov/BusinessWorkshops



City of Chicago Department of Business Affairs and Consumer Protection

Chicago.gov/BACP

@ChicagoBACP

/ChicagoBACP

@ChiSmallBiz

/ChiSmallBiz