

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

OCTOBER 2019



DATE

10/2

*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.

10/4

THE NUTS AND BOLTS OF SMALL BUSINESS FUNDING

9:30 to 11:00 a.m.

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

Presented by Hannah Fernandez, ROI Business Funding

Access to capital continues to be a pressing challenge among small business owners. In this workshop, you will have a better understanding of the spectrum of funding options that exist for small businesses in the "missing middle" gap, where the capital amount the business owner is looking for is too small for a traditional bank or too big for a microfinance institution or nonprofit lender (typically between \$50K-\$2MM). You will learn how to identify which funding option(s) is most appropriate for your business and know what it takes to become fundable.

10/9

NEGOTIATION SKILLS WORKSHOP

3:00 to 4:30 p.m.

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

Presented by Awatif Yahya, Founder, Awe Horizons, LLC

Think about the last time you bought a car, negotiated your pay, agreed with a customer on a price, or got consensus with your kids on where to dine. How did it go? Were you happy with the outcome? Did you get what you wanted? There is science behind a good negotiation. It is a skill that can be learned and mastered over time. The aim of this workshop is to develop and enhance your negotiation skills, be it in a business environment or a personal setting, to get to a win-win situation. This workshop will address what makes up a good negotiator, cover negotiation myths and mistakes, negotiation satisfies and dig into 5 negotiation tactics. We will close with practicing tips to help you master your negotiations.

10/11

LENDING TOOLS FOR SMALL BUSINESSES IN GROWTH MODE

9:30 to 11:00 a.m.

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

Presented by Jake Stern, SVP & Director of Economic Development at SomerCor

Interested in taking the next step to expand your business? Learn about powerful lending tools that meet the capital needs of existing businesses in growth mode. Topics include SBA 504 loans, Small Business Improve Fund (SBIF) grants and Neighborhood Opportunity Fund (NOF) grants.

10/16

FORMING YOUR BUSINESS: CHOOSING A LEGAL ENTITY

3:00 to 4:30 p.m.

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

Presented by Agostino Filippone, Partner, Chokshi Filippone Law, LLC

Whether LLC, Corp, or another legal entity, when starting a business, organizing your company the right way can significantly limit risk. Agostino Filippone, a Partner at Chokshi Filippone Law, LLC, will present on entity options, as well as provide information and material to help you navigate around common pitfalls faced by business-owners.

DATE

10/18

HOW TO USE NETWORKING TO BUILD YOUR BUSINESS

9:30 to 11:00 a.m.

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

Presented by Anna Maria Viti-Welch, The Viti Companies

Anna Maria will discuss different ways to network, as well as how to begin networking, where to find the best networking opportunities for your business and how to make the most of your networking efforts.

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

10/23

HOW TO WRITE A BUSINESS PLAN - WHAT YOU NEED TO KNOW!

3:00 to 4:30 p.m.

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

Presented by Donna R. Rockin, Managing Partner at Rockin Enterprises, Inc.

Learn how to create a comprehensive business plan. It's easier than you think when you understand all the components that get included. You'll receive a complete list of what to include to demystify the process. Writing a solid business plan is your roadmap to business success.

10/25

IDENTIFYING YOUR OPTIMAL MARKETING TACTICS

9:30 to 11:00 a.m.

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

Presented by Rainier de Ocampo, MBA (Adjunct Marketing Professor at UCLA Extension and Cal State University, Los Angeles)

There are many digital channels and marketing tactics to choose from that it can be overwhelming and difficult to know which ones will work best for your business or brand. This session will unpack and help integrate the following marketing tactics: Social media; Email marketing; Digital advertising; PR & media outreach; Blog content; And more!

10/30

FIGHTING CYBERCRIME AND MEETING YOUR CYBER SECURITY CHALLENGES IN 5 STEPS

3:00 to 4:30 p.m.

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

Presented by the Better Business Bureau (BBB)

Cyber crime targeting businesses is on-going and continues to be a major concern. Learn how five steps can build awareness and an action plan to deter cyber criminals and help avoid the problems that could destroy a business. This presentation uses the latest information about hackers and data breaches to educate businesses how to protect themselves. Better Business Bureau teamed with National Cyber Security Alliance and National Institute for Science & Technology, along with local cyber security experts to create a scale-able program that any size company can use to create an individualized cyber security program. This workshop is in recognition of National Cyber Security Awareness Month.

Join us for the **FREE Small Business Center On the Road Expo** on **Saturday, November 2nd from 10:00AM-2:00PM** at **Malcolm X College-1900 W. Jackson Blvd., Chicago**. For more information go to www.ChiSmallBizExpo.com



/ChiSmallBiz



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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



BUSINESS AFFAIRS
CONSUMER PROTECTION

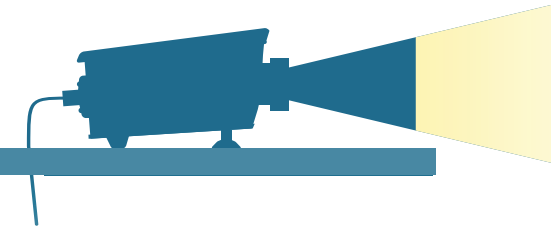
* Workshop offered once a month.

FREE BUSINESS EDUCATION WORKSHOPS @ CITY HALL



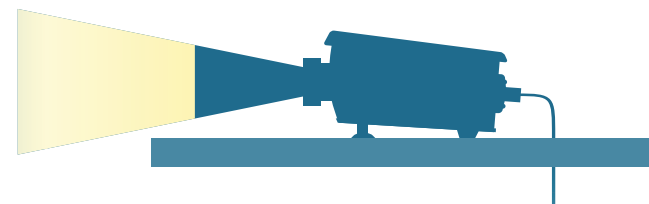
WORKSHOP TOPICS INCLUDE:

- 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.



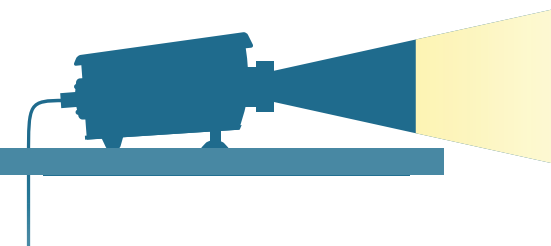
BUSINESS START-UP CERTIFICATE PROGRAM

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

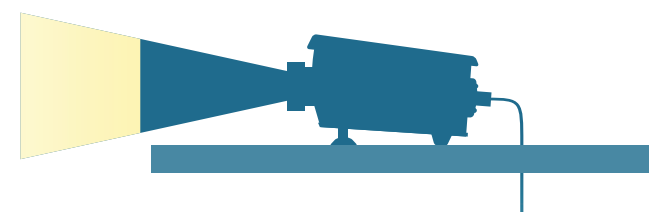
- **Saturday, March 9, 2019 from 10AM-2PM**
@ Kennedy-King College, U Building-6301 S. Halsted St., Chicago
- **Saturday, May 4, 2019 from 10AM-2PM**
@ Arturo Velasquez Institute-2800 S. Western Ave., Chicago
- **Thursday, June 27, 2019 from 5-9PM**
@ 1871-theMART, 222 W. Merchandise Mart Plaza #1212, 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