

# BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

★ ★ AUGUST 2019 ★ ★

DATE

8/2

## ARE YOU STARTUP READY?

9:30 to 11:00 a.m.

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

*Presented by Cavanaugh L. Gray, Director of Business Development for The Entrepreneur Cafe, LLC*

A lot of small businesses start off with a great idea, but no clear direction or purpose. Hear from startup specialist Cavanaugh Gray as he walks you through the Startup Questionnaire designed to help better navigate the small business landscape all before considerable time and money have been spent.

8/7

## \*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.

8/9

## SELL A PRODUCT OR SERVICE ONLINE OR IN A FACEBOOK SHOP USING WORDPRESS WOOCOMMERCE

9:30 to 11:30 a.m.

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

*Presented by Dante Hamilton, Chicago WordPress Meetup Group*

With the Holiday Shopping Season just a few months away, now is the time to set up and deploy an E-Commerce WordPress website solution. In this workshop you will learn how to Install WooCommerce; Enable Stripe and PayPal Payment Gateways; Set Up a Shipping Zone; Add a Simple Product; Variable Product and Downloadable Product; Upload Product Images and Gallery Photos; Make a Test Sale using Stripe.com Payments. Bonus Feature: Discover how to set up a Custom Branded Apparel Store using Printful.com and integrate with a Facebook Shop using WooCommerce and WordPress.

8/14

## EMPLOYEE HANDBOOKS ESSENTIALS

3:00 to 4:30 p.m.

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

*Presented by Noah A. Frank, Labor & Employment Attorney in SmithAmundsen's Chicago Office*

Are you just starting out and need to know what to put in an employee handbook? Or are you like most employers, and already have an employee handbook, but you haven't updated it in a while, and are no longer sure that it complies with current laws? Will your handbook stand up to increased scrutiny by the DOL, EEOC, OSHA, or NLRB? Will your handbook get you into trouble in your next employee lawsuit? Employment laws and regulations are ever-changing which means every few years (or more frequently!), you need to dust off that handbook and give it a proper evaluation. This workshop will discuss the purpose of an employee handbook; wage/hour compliance; safety standards; new EEO reporting and complaint procedure language; surviving DOL, OSHA, NLRB and EEOC scrutiny; what should be included (and excluded) in an employee handbook; privacy, workplace searches and drug testing policies; preserving the at-will employment relationship; ineffective language to avoid; what to do when there is a union workforce; and other common employee handbook mistakes.

DATE

8/16

## SCAMS & FRAUDS TARGETING BUSINESSES

9:30 to 11:00 a.m.

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

*Presented by the Better Business Bureau (BBB)*

Businesses continue to be targets of scams and frauds because they make money – for the criminals. Businesses can lose tens of thousands of dollars to a single fraud. And research shows a data breach will cause 60% of small and mid-size businesses to go out of business within six months! The average cost of a typical cyber attack is \$200,000. Learn the steps to take to help protect your business against these crimes.

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

8/21

## HOW TO OPEN A CONCESSION AT O'HARE OR MIDWAY AIRPORT

3:00 to 4:30 p.m.

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

*Presented by the Chicago Department of Aviation – Concessions Department*

Are you interested in operating a restaurant or shop at O'Hare or Midway International Airport, but don't know where to begin? Come and learn about the Request for Proposals (RFP) process, how to operate a business at the airport, and a summary of the Airport Concessions Disadvantaged Business Enterprise (ACDBE) program.

8/23

## HOW TO GET MONEY FOR YOUR BUSINESS

9:30 to 11:00 a.m.

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

*Presented by Craig Feldman, Bloom Lending*

Without positive cash flow, it is difficult to take care of the everyday functions of the business or have the ability to buy things such as equipment or materials. Let's have a critical conversation about the importance of getting funding and discussing the key indicators of why working capital and Equipment Leasing are crucial in all areas of your business. You will learn about all different types of funding that will be available, programs for all types of businesses regardless of your credit score and the required documents needed to apply for funding.

8/28

## WRITE WEBSITE CONTENT THAT WORKS!

3:00 to 4:30 p.m.

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

*Presented by Francisco Ramirez, Chimby Consultants*

Business owners know that their websites and marketing materials are only as good as the content they offer. Writing this content often feels like an unpleasant chore. Participants will learn and use a framework to craft content that's easy to write and your customers will want to read.

8/30

## BUSINESS LICENSING 101

9:30 to 11:00 a.m.

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

*Presented by the City of Chicago Department of Business Affairs and Consumer Protection (BACP)*

Attendees will learn the 3 steps to obtain a business license and access free business resources to start or expand their business.

Join us for the FREE Small Business Center On the Road Expo on Saturday, September 7th from 10:00AM-2:00PM at Truman College, McKeon Building-1145 W. Wilson Ave., Chicago. For more information go to [www.ChiSmallBizExpo.com](http://www.ChiSmallBizExpo.com)



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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](mailto:BACPoutreach@cityofchicago.org)

To learn more about BACP's workshops, visit [www.chicago.gov/businessworkshops](http://www.chicago.gov/businessworkshops)

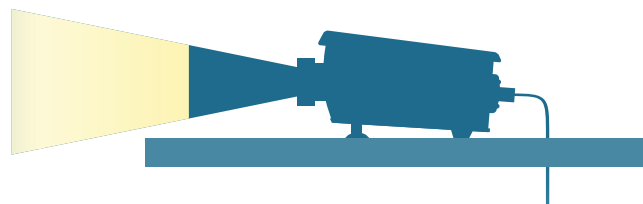
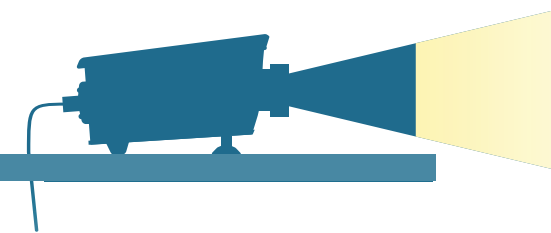


# FREE BUSINESS EDUCATION WORKSHOPS @ CITY HALL



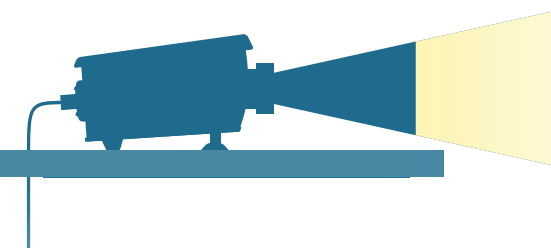
## WORKSHOP TOPICS INCLUDE:

- 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.



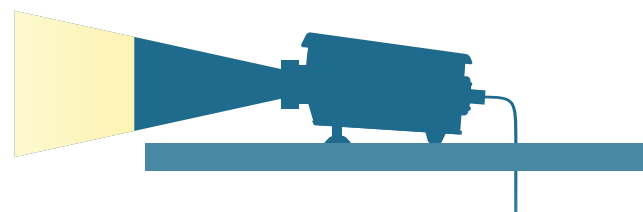
## BUSINESS START-UP CERTIFICATE PROGRAM

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](http://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](http://www.soundcloud.com/ChicagoBACP)

Register for workshops by calling **312.744.2086** or e-mailing [BACPoutreach@CityofChicago.org](mailto: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](http://Chicago.gov/BusinessWorkshops)



City of Chicago Department of Business Affairs and Consumer Protection

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