

BUSINESS EDUCATION WORKSHOPS

(WEDNESDAYS & FRIDAYS)

★ ★ JUNE 2018 ★ ★

DATE

6/1 PERSONAL CREDIT HEALTH: THE BEGINNING OF YOUR BUSINESS START-UP

9:30-11:00 a.m.

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

Presented by Alecia Boyd Financial Opportunity Center Manager at Central States SER in partnership with LISC Chicago

This workshop will discuss the important role that personal credit plays as it relates to your road to entrepreneurship. You will understand the differences between personal credit and business credit; covering all basic personal credit information such as the 3 major credit Bureaus, FICO and Vantage scores, including how to build and improve personal credit. After taking this workshop you will be equipped with the essential information needed to take the next steps in building or improving your overall personal credit health to finance a new business or expand existing operations.

6/6 *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.

6/8 HOW TO WRITE A BUSINESS PLAN-WHAT YOU NEED TO KNOW!

9:30-11:00 a.m.

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

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.

6/13 C CORP, S CORP, LLC-WHICH IS RIGHT FOR MY BUSINESS?

3:00 to 4:30 p.m.

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

Presented by the Community Law Project

The Community Law Project's Small Business Program offers legal support to entrepreneurs who are starting or have their own small businesses as a strategy to create financial independence. Since most entrepreneurs operate on a shoestring budget, obtaining legal advice is often unaffordable. This workshop will provide entrepreneurs with information about choosing the correct corporate structure for their business.

Join us for the 'Small Business Center On the Road' Small Business Expo on Thursday, June 21st from 5:00 – 9:00 p.m. at 1871 at the Merchandise Mart, 222 W. Merchandise Mart Plaza, #1212.

For more information go to www.chismallbizexpo.com

* Workshop offered once a month.

DATE

6/15 ATTAIN AND RETAIN YOUR KEY EMPLOYEES: A LOOK AT THE TRANSITIONAL VS A TAX SAVING OPTION

9:30-11:00 a.m.

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

Presented by Ward Powell, The Ward Powell Group

In this workshop you will learn how bonuses for key employees will be understood from a different perspective and generate additional wealth while paying your help. We will discuss how the traditional means of compensation and benefits i.e. expenses on the balance sheet can become an asset.

6/20 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.

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

6/22 COMMERCIAL LEASING AND ZONING

9:30 to 11:00 a.m.

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

Presented by Agostino S. Filippone Chokshi Filippone Law, LLC

After payroll, leasing is typically the second biggest cost for any business. Attendees will gain a greater understanding of risks associated with commercial leasing and how to best position themselves for success when dealing with landlords.

6/27 INVESTIGACIÓN DE MERCADO 101 (WORKSHOP WILL BE PRESENTED IN SPANISH)

3:00 to 4:30 p.m.

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

Presented by Quiroga College and Illinois Hispanic Chamber of Commerce

En este taller exploraremos los principios de la investigación de mercado, una herramienta que nos permite conocer si nuestro producto, servicio o empresa satisface alguna necesidad en el mercado, información básica que nos ayudará a enfocar nuestra oferta de valor.

6/29 INTRODUCTION TO E-MAIL MARKETING

9:30 to 11:00 a.m.

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

Presented by Rhea Steele, Blue Ocean Logic

This session will discuss the concept of e-mail marketing and how to apply the concepts of e-mail marketing to grow the influence and reach of your business. We will analyze different applications of e-mail marketing and select a campaign strategy to increase your reach.



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/Chicago BACP

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.cityofchicago.org/businessworkshops



**SMALL
BUSINESS
CENTER**

FREE BUSINESS EDUCATION WORKSHOPS @ CITY HALL



WORKSHOP TOPICS INCLUDE:

- Business licensing requirements
- Develop a business plan
- How to finance your business
- City's contract process
- Know what to expect during an inspection
- Marketing, social media and websites
- Leverage technology to boost your business

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 3, 2018 from 10AM-2PM**
@ South Shore Cultural Center-7059 S. South Shore Dr., Chicago
- **Saturday, May 12, 2018 from 10AM-2PM**
@ Arturo Velasquez Institute-2800 S. Western Ave., Chicago
- **Thursday, June 21, 2018 from 5-9PM**
@ 1871-theMART, 222 W. Merchandise Mart Plaza #1212, Chicago
- **Saturday, September 8, 2018 @ 10AM-2PM**
@ Truman College- 1145 W. Wilson Ave., Chicago
- **Saturday, October 27, 2018 @ 10AM-2PM**
@ Malcolm X College-1900 W. Jackson Blvd., Chicago
For updates visit www.ChiSmallBizExpo.com

STAYING ALIVE: 2ND YEAR IN BUSINESS SERIES

A series of workshops featured in 2018 dedicated to business owners who want to continue growing their enterprise during that tricky make-or-break second year in operation. Designed to build knowledge and fine tune business principles to "Keep You Alive."

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 CityofChicago.org/BusinessWorkshops



City of Chicago Department of Business Affairs and Consumer Protection



CityofChicago.org/SBC



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