

Upcoming Events available to small businesses:

If you are interested in attending any of the events listed below or would like more information, contact Jo Cramer at GeneralAdmin@nwcommission.org or call (814) 677-4800 ext. 113.

Registration fees may be paid for *qualifying* microloan clients.
FUNDS ARE LIMITED!

September 22, 2009

“Intellectual Property Seminar”

1:30 pm- 5:30pm
The Penn Stater Conference Center
215 Innovation Blvd.
State College, PA

Free –Must Register

Presented by the Attorneys of McNees, Wallace & Nurick

Topics include:

- Intro to Patents
- Trade Secrets
- Patent Protection/ Litigation
- Licensing

September 22 & 29, 2009 (must attend both dates)

\$35.00

“Next Step Workshop: Writing a winning business plan”

6:00 pm- 8:00 pm
Gannon SBDC
Erie, PA

Learn the steps necessary to *write* your business plan for success! The importance of developing a sound business plan, and putting it on paper, is one of the most critical steps you'll take in starting your business. In fact, 80% of new businesses fail within the first five years of operation because they lack a formal, written plan. ***This is your opportunity to be one of the 20% that succeeds!***

Presented by Gannon Small Business Development Center

Topics discussed:

- How to develop a plan of action
- How to take an objective, critical, and unemotional look at your business
- How to identify areas of strengths and weaknesses
- How to pinpoint needs you might otherwise have overlooked
- How to spot problems before they arise and identify their causes
- Begin planning how best to achieve your goals
- How to provide the basis for a financing proposal

September 23, 2009

“Social Networking Web 2.0 Series”

9:00 am-12:00 pm
Hoss's Steak & Seafood
2432 Route 257
Cranberry PA

\$10.00

Includes morning coffee & salad bar lunch

Facilitated by Heather Mohnkern of CS Technologies Plus

Please join us at the kick-off of our Social Networking Series and learn with your colleagues how to use these tools to expand and improve your business or organization. This session will give an overview of what tools are available and will highlight a panel of local business people who utilize Twitter, Facebook, LinkedIn, YouTube, Podcasting, etc to enhance their business. **Bonus:** Network during lunch.

September 23, 2009

"Market Research" (Corry)

\$60.00

6:00 pm - 9:00 pm

Corry Higher Education Council

221 N. Center St.

Corry, PA 16407

Presented by Gannon Small Business Development Center

Successful market research allows you to preview your business opportunity the smart way, so you don't have to learn about it later the hard way. Experienced entrepreneurs place a higher value on innovative, effective marketing strategies than on fancy new products or services. They know that market research gives them the knowledge to create a powerful market "pull" on their product or service. The science of market research is well developed and major companies spend billions per year on it because it works. Yet it is surprising how much market information can be obtained at relatively little cost. Entrepreneurs can tap into these resources with limited funds and a little bit of effort, as well as a dose of ingenuity.

September 24, 2009

"First Step Workshops: Starting and Growing a Successful Business" (Crawford)

FREE-Must Register

5:30pm - 8:30 pm

Presented by Gannon Small Business Development Center

New business start-ups and entrepreneurs without previous business experience is encouraged to attend one of the Gannon SBDC First Step Workshop before meeting with one of our consultants. The start-up essentials workshop is a three hour program.

September 24, 2009

"Basics of Responsible and Responsive Bidding with the Commonwealth of PA

FREE-Must Register

9:00 am-12:00 pm

Gannon SBDC

Erie, PA

Presented by Gannon Small Business Development Center, Presenter Elizabeth Bowers

Do you know the secrets of the estimating trade? Would you like to make good decisions when you submit a bid?

Improve your construction bidding by attending this workshop on estimating tips, tricks and methods.

September 24, 2009

"COSTARS Program" (Erie)

FREE-Must Register

1:30pm - 4:30pm

Gannon SBDC

Erie, PA

Presented by Gannon Small Business Development Center, Presenter Tim Fulkerson

COSTARS is a new approach to the Cooperative Purchasing Program. COSTARS encourages the formulation of an interactive partnership between Local Public Procurement Units and the Commonwealth.

There are over 4,200 Local Public Procurement Units taking advantage of existing Commonwealth contracts. Our goal is to provide better contracts with competitive pricing, while increasing participation of eligible participants.

At this seminar a representative from the PA Department of General Services COSTARS Program will discuss how to become a COSTARS supplier and get in on the \$200 million spent by local governments, emergency service agencies, school districts, and nonprofits through the state's cooperative purchasing program.

September 29, 2009

"Running a Profitable Restaurant"

\$55.00

9:00 am-12:00 pm

Gannon University SBDC

824 Peach Street

Erie PA

(more details coming soon)

Presented by Gannon Small Business Development Center, Presenter Ron Sofranko

September 30, 2009

"Tax and Bookkeeping Issues for the Small Business Owner"

\$30.00/35.00

8:00 am-11:30 am
Structural Modulars, Inc.
101 Southern Ave.
Strattanville, PA 16258

Presented by Joy Kennedy, Owner Joy Kennedy Tax Service, CPA

- Business Tax Deductions
- Fixed Assets and Depreciation
- Compiling Information for your Tax Preparer
- Sole Proprietors (Schedule C), Partnerships, Corporations and LLC

September 30, 2009

"The Essentials of Small Business Sales Strategy and Tactics"

\$60.00

6:00 pm - 9:00 pm
Corry Higher Education Council
221 N. Center St.
Corry, PA 16407

Presented by Gannon Small Business Development Center

In today's global economy, businesses small and large are seeking every opportunity to win sales and attract new customers through competitive advantages. In this educational seminar you will learn how to get a leg up on your competition by developing a successful selling strategy that will lead to the expansion of your customer base and increased revenue. You will also gain valuable insight and tips related to sales tactics involving day-to-day selling, prospecting, sales processing, and customer follow-up.

October

October 1, 2009

"Twitter" (Seneca) - CS Technologies

October 1, 2009

"First Step Workshops: Starting and Growing a Successful Business" (Mercer)

FREE-Must Register

5:30pm - 8:30pm

Presented by Gannon Small Business Development Center

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October 7, 2009

"Create your Savvy Image" – Marketing Strategies

\$60.00

6:00 pm - 9:00 pm
Corry Higher Education Council
221 N. Center St.
Corry, PA 16407

Presented by Gannon Small Business Development Center, Presenter Barbara Niebauer

This course will walk you through the step-by-step process for writing a marketing plan, allowing you to gain a greater understanding for target marketing, advertising and on-line demos.

October 8, 2009

"Twitter" (Cranberry)- CS Technologies

October 14, 2009

"Human Resources Management Team"

\$60.00

6:00 pm - 9:00 pm
Corry Higher Education Council
221 N. Center St.
Corry, PA 16407

Presented by Gannon Small Business Development Center

This section will guide you through the thought processes, decision-making, and action steps you need to be not only an effective business owner, but a capable manager and team leader. You'll come to have a full understanding of

the responsibilities you take on as an employer in the state of Pennsylvania, and you will be able to use the references and checklists provided here to make hiring (and firing) decisions, report and remit payroll taxes, and manage your human resources to the advantage of both your business and the individuals you employ. In addition, you will acquire assistance in becoming an effective member of your business community by utilizing the resources of the businesses and people with whom you come in contact. In general, this section will “coach” you as you become more than a boss – a well-organized, responsible business owner whose livelihood depends to a large extent on being surrounded by individuals as committed to your business as you are.

October 14, 2009

“First Step Workshops: Starting and Growing a Successful Business”

FREE-Must Register

9am - 12pm

Gannon Small Business Development Center

Erie, PA

Presented by Gannon Small Business Development Center

New business start-ups and entrepreneurs without previous business experience is encouraged to attend one of the Gannon SBDC First Step Workshop before meeting with one of our consultants. The start-up essentials workshop is a three hour program.

October 15, 2009

“International Schedule B”

Gannon Small Business Development Center

Erie, PA

Presented by Gannon Small Business Development Center

(more details coming soon)

October 21, 2009

“Human Resources” (Corry)- GSBDC

October 27, 2009

“Facebook & LinkedIn” (Cranberry)- CS Technologies

October 28, 2009

“Accounting and Finance”

6:00 pm - 9:00 pm

Corry Higher Education Council

221 N. Center St.

Corry, PA 16407

Presented by Gannon Small Business Development Center

This session will deal with the different options of keeping track of your business revenues and expenses. Learn how the preparation of accurate monthly financial statements provide “report cards” to you for the management of your business. Discussions will cover various sources of capital formation including bank loans, SBA guaranteed loans, and low interest governmental loans. The session will show you how to make financial projections for both revenues and expenses for inclusion in your business plan.

November (More details coming soon)

- 5 YouTube, Blogging & Podcasting (Cranberry)- CS Technologies**
- 6 LinkedIn (Cranberry)- CS Technologies**
- 12 First Step Workshops: Starting and Growing a Successful Business (Erie) GSBDC**
- 19 Go2Meeting & Skype (Cranberry)- CS Technologies**

December (More details coming soon)

- 3 Tools of the Trade: Graphics, Video & Audio (Cranberry)- CS Technologies**
- 4 Facebook (Cranberry)- CS Technologies**
- 10 First Step Workshops: Starting and Growing a Successful Business (Erie) GSBDC**

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Jo Cramer at GeneralAdmin@nwcommission.org or 814.676.4800 X113.