



Palm Beach SCORE January 2016 Workshops

Unless otherwise stated, workshops are offered for discounted price of \$30 for online advance registration at: palmbeach.score.org Only advance registration receives discount price. Price at the Door is \$50 by Cash or Check Only. **Click on Titles to register or see palmbeach.score.org**

BUSINESS IS ALL ABOUT MONEY!

Wednesday, January 6th, 6:00 - 8:00 pm

Keiser University, 2085 Vista Parkway, West Palm Beach

INSTRUCTOR: Ed Sabin, SCORE Mentor

Whether you are already in business or thinking about starting becoming an entrepreneur, your business finances play a major role in your ability to build a successful company. There are a few uncomplicated tips to help you do a better job of managing your money. Join us to learn the stress-free way of making your money work for you.

Palm Beach SCORE's Introduction To Business LUNCH & LEARN

Thursday, January 7th, Noon - 2:00 pm - Box Lunch Included, \$20 pre-registered required

Palm Beach SCORE Office-500 South Australian Ave., #115, West Palm Beach

INSTRUCTOR: Jerry Steinberg

An opportunity to obtain all the information you need to decide if you are ready ditch your boss and start your own business during your lunch hour. It takes much more than a good idea and a desire to run your own business to be successful. Learn the requirements to start your business, a comparison between being an entrepreneur and being an employee, some of the myths and rewards involved. Enjoy a boxed lunch, lively discussions and advice from top instructor, **Jerry Steinberg, District Director of South Florida SCORE**. This is sure to help you decide if starting your own business is the right thing for you to do.

FRANCHISING 101: ALL ABOUT FRANCHISING & HOW TO SURVIVE & SUCCEED

Wednesday, January 12th, 6:00 - 8:00 pm

Keiser University, 2085 Vista Parkway, West Palm Beach

INSTRUCTOR: Rick Shampaine

Have you ever wondered what franchising is all about? Have you ever wondered who is out there to help you understand how it all works? Franchising 101 will include “why business ownership?” and a discussion on small business in the U.S. Rick will also include an overview of the franchise industry, and three options for going into business. The workshop ends with a look at how to simplify the search while you are considering a franchise.

QUICKBOOKS 101: A COMPREHENSIVE INTRODUCTION & MUCH, MUCH, MORE

Wednesday, January 13th, 5:30 – 8:00 pm

Keiser University, 2085 Vista Parkway, West Palm Beach

INSTRUCTORS: Robert & Jane Bloom

This workshop is much more than just a cursory QuickBooks overview. It will help you understand QuickBooks capabilities, navigation, versions, chart of accounts, items, purchase orders, customers, bills and lots more. Learn how to make this accounting software the perfect business management tool using budgets and planning to chart your business success.

INTELLECTUAL PROPERTY – PATENT TRADEMARK & COPYRIGHT LAW FOR SMALL BUSINESSES

Thursday, January 14th, 6:00 – 8:00 pm

Keiser University, 2085 Vista Parkway, West Palm Beach

INSTRUCTOR: Divya Khullar

Determine when you need protection for your intellectual property. Discover the appropriate methods for your situation, the processes, timelines, what you can do for yourself and when you need to talk with or use an attorney. Not everything can be protected, so know your rights and how to preserve them.

Palm Beach SCORE's INTRODUCTION TO BUSINESS OWNERSHIP

Saturday, January 16th, 10 - Noon, FREE

Mandel Public Library, 411 Clematis, West Palm Beach

INSTRUCTOR: Bill Kist

The Introduction to Business Ownership is a workshop that will help you decide if you are ready to start your own business. Details include legal requirements for launching a business in Florida. Find out what it takes to be successful: the risks, rewards, obstacles and myths about business ownership.

NEW OPPORTUNITIES WITH EQUITY CROWDFUNDING!

Wednesday, January 20th, 6:00 - 8:00 pm

Keiser University, 2085 Vista Parkway, West Palm Beach

INSTRUCTOR: Zachariah Evangelista

Equity Crowdfunding can greatly advantage new or growing businesses. The workshop introduces four types of crowdfunding: Lending, Reward, Donation and Equity – and will help you understand if one of these types is right for you. Learn about the JOBS Act regulations for crowdfunding, strategies and tips for running a crowdfunding campaign.

IS YOUR BUSINESS AT RISK? ESSENTIALS OF A GOOD CONTRACT

Thursday, January 21st, 6:00 - 8:00 pm

Keiser University, 2085 Vista Parkway, West Palm Beach

INSTRUCTOR: Valerie Barnhart

Many small businesses find themselves in hot water with poorly written contracts. But a solid contract agreed upon at the beginning of a relationship will protect you and your business from misunderstandings and even lawsuits, whether you are the originator of the contract or just one of the participants. Contracts are an important part of a business's day-to-day operations. This workshop will help place legal terms in context and help you gain an understanding of common provisions and pitfalls.

SOCIAL MEDIA TIMESAVERS & EMAIL

Tuesday, January 26th, 6:00-8:00pm

Keiser University, 2085 Vista Parkway, West Palm Beach

INSTRUCTOR: Evie Hernandez, Founder & CEO – XoomIM, LLC

Do you know that 43% of small businesses dedicate six or more hours per week to social media? While it is important to engage for social visibility and key connections online, we all want to do more in less time.

Join us and learn the latest time savers, tips for saving more than 10 hours a week managing your social media, best practices and more from a Constant Contact Authorized Local Expert.

LINKEDIN FOR ENTREPRENEURS: Breakfast & Learn

Wednesday, January 27th, 8:00 - 10:00 am

\$40 in advance includes coffee and pastries. Pre-registration required

Publix GreenWise, Legacy Place, 11231 Legacy Ave, Palm Beach Gardens

INSTRUCTOR: Debbie Wemyss

A hands-on 2-hour workshop for entrepreneurs who already have a profile on **LinkedIn** but want to know how to be found more often for their expertise.

Basic marketing options will be reviewed. Attendees must have an established LinkedIn account with at least 25 Connections. Laptops are necessary – iPads & phones are not 100% compatible with LinkedIn editing options. Please know your password!

Palm Beach SCORE's INTRODUCTION TO BUSINESS OWNERSHIP

Thursday, January 28th, 6:00 - 8:00 pm

\$10 Registered In Advance, \$20 at the Door

Keiser University, 2085 Vista Parkway, West Palm Beach

INSTRUCTOR: Bill Kist

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