



:- WORKSHOP SCHEDULE – MAY 2009

SCORE Los Angeles Chapter 9
330 North Brand Blvd., Suite 190, Glendale, CA 91203
A Resource Partner of the U.S. Small Business Administration

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Starting a Business? In Business and Need Assistance?

SCORE workshops are designed to help those starting a business - or those already in business - to operate and conduct their businesses more successfully. Workshop fees are \$30 payable at the door for all workshops, except "Starting Your Own Business," which is \$40. You can pre-pay on-line for any workshop and receive a \$5 discount by going to www.scorela.org and clicking on "workshop." Otherwise, reservations are not required for any workshop. All workshops are conducted in English.

Join the SCORE Success Club and attend an unlimited number of workshops through January 2010 for \$70.

"STARTING YOUR OWN BUSINESS"

At this all-day workshop, you'll learn how to identify and qualify your market opportunities, and the steps you'll need to take to move a business from concept to actual operation. Learn from a panel of working professionals as they share their knowledge with you. They provide the information in a comprehensive, yet easy to understand format. A must-attend for any aspiring entrepreneur.

Date and Time: *Thursday, May 7, 2009, 9:00 a.m. to 3:00 p.m.*

Host: *Jerry Earle, Senior SCORE Counselor*

Modules: (A) Finance (B) Accounting (C) Marketing (D) Insurance (E) Legal

Location: Los Angeles Area Chamber of Commerce, 350 South Bixel Street, Wells Fargo Room, Los Angeles, CA 90017.

Date and Time: *Saturday, May 16, 2009, 9:00 a.m. to 3:00 p.m.*

Host: *Al Portnoy, Senior SCORE Counselor*

Modules: (A) Finance (B) Accounting (C) Marketing (D) Insurance (E) Legal

Location: National University, 14724 Ventura Blvd., Lobby Level #12, Sherman Oaks, CA 91403.

Date and Time: *Saturday, May 30, 2009, 9:00 a.m. to 3:00 p.m.*

Host: *Robert Hoersch, Senior SCORE Counselor*

Modules: (A) Finance (B) Accounting (C) Marketing (D) Insurance (E) Legal

Location: University of Phoenix, 1515 W. 190th Street, Suite 200, Gardena, CA 91403.

"CREATING A SUCCESSFUL BUSINESS PLAN"

What is a business plan? How do I write one? Business plans are essential for any successful business – and this workshop will enable you to propel your ideas forward and share your vision of your company with others. Every part of the business plan is explained in detail in a step-by-step format. You'll leave this session with the tools to put your great business ideas on paper!

Thursday, May 14, 2009, 9:30 a.m. to Noon.

Presenter: *Al Portnoy, Senior SCORE Counselor*

Location: SCORE Conference Room, 330 N. Brand Blvd., Suite 190, Glendale, CA 91203.

CREATING/MAXIMIZING YOUR ONLINE PRESENCE”

Saturday, May 9, 2009, 9:00 a.m. to Noon.

In today's world it is vital that you make the most of your online/web presence. This workshop will help you define your online strategy and image, help you choose the right technologies for your site and introduce you to techniques for driving traffic to your site. It should be followed by attending the following month's workshop, "Marketing Your Business Online."

Presenter: Oscar Muro, Principal, Rhino Web Group.

Los Angeles Athletic Club, 431 W. 7th Street, Garden Room, Los Angeles, CA 90014

“MARKETING ESSENTIALS AND MORE”

Tuesday, May 19, 2009, 9:00 a.m. to Noon.

An intense, interactive 3-hour workshop to help you learn the essentials of how to market your product or service. Taught by two marketing experts, the session first explains how to create and execute a marketing and selling program in today's competitive marketplace. The workshop then focuses on your specific business questions and provides you with practical advice and solutions. If you want to increase your sales, build your brand or are just starting out, this is the workshop for you!

Presenters: John Haskel, marketing and sales consultant.

Location: VEDC Bldg. 5121 Van Nuys Blvd., 3rd Floor, Van Nuys, CA 91403 (next to Burger King).

“PROMOTING AND PROTECTING YOUR INVENTION”

Wednesday, May 13, 2009, 9:30 a.m. to 11:30 a.m.

Protect your ideas! This informative workshop is designed for inventors that want to promote their ideas while protecting their legal rights. You'll not only learn what the differences are between patents, trademarks and copyrights – but you'll learn where each is valuable and how it plays into building your business.

Presenter: Presenter: Robert Sperry, Former US Patent Office Examiner.

Location: SCORE Conference Room, 330 N. Brand Blvd., Suite 190, Glendale, CA 91203.

* SCORE Success Club membership cards can be purchased at any "Start Your Own Business" workshop or at our Glendale office.

SCORE LA also offers free face-to-face counseling at over 35 locations in LA County. Check our website at www.scorela.org or call us at 818-552-3206 (9:30 AM – 1PM, Monday – Friday) for the latest listings. We also counsel one Saturday a month at our Glendale office. No appointment is necessary.

SCORE LA conducts these workshops to provide information to business owners and does not expressly endorse or guarantee the services of any presenter. All of SCORE LA's programs, services, and activities are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance.

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