



2009 Small Business Workshops

Month	Topic	Fox Cities (Kaukauna)
March	Managing Cash Flow	3/26
	This two-hour workshop will discuss how to use financial statements to manage a business, develop projections of revenues and expenses, and improve cash flow by better managing credit & collections, accounts receivable, accounts payable, and inventory expenses.	Lower Level Classroom Heart of the Valley Chamber
April	Advertising & Public Relations	4/30
	This two-hour workshop will discuss how to get the most impact from advertising and public relations by developing and implementing effective promotional strategies. There will also be a discussion of how to use positioning strategies for maximum competitive advantage.	Lower Level Classroom Heart of the Valley Chamber
May	Internet Marketing	5/28
	This two-hour workshop will discuss the basics of e-commerce including how to select and use a variety of web-based marketing tools. There will also be a discussion of e-mail marketing techniques, web site optimization, and opportunities created by new on-line technologies.	Lower Level Classroom Heart of the Valley Chamber
June	Hiring & Firing Employees	6/25
	This two-hour workshop will discuss the basics of hiring and firing employees, including best practices and legal requirements for recruiting, retaining and releasing employees. There will also be a discussion of related recordkeeping, insurance and tax requirements.	Lower Level Classroom Heart of the Valley Chamber
August	Managing Your Taxes	8/27
	This two-hour workshop will discuss the basics of small business tax accounting for sole proprietorships, partnerships, corporations and limited liability companies, including an overview of recordkeeping requirements, resources, and strategies for reducing tax liabilities.	Lower Level Classroom Heart of the Valley Chamber
September	Successful Retail Management	9/24
	This two-hour workshop will discuss the basics of how to successfully manage a retail business in a competitive environment, including how to develop and implement the product mix, pricing, promotion, location, and positioning strategies needed to survive and prosper.	Lower Level Classroom Heart of the Valley Chamber
October	Writing a Winning Business Plan	10/29
	This two-hour workshop will discuss the basics of writing a plan to start, grow or expand a business, including how to research industry trends, market opportunities, and existing competition. There will also be a discussion of successful marketing, financial and management plans.	Lower Level Classroom Heart of the Valley Chamber
November	Bring a New Product to Market	11/19
	This two-hour workshop will discuss the basics of bringing new product ideas to marketing, including how to protect intellectual property rights. There will also be a discussion how to license new product ideas, and ways to raise investor and grant financing for research & development.	Lower Level Classroom Heart of the Valley Chamber

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