

# 2011 Seminar Calendar (Page 1 of 2)

## SEPTEMBER

September 13 2:00PM Classroom  
Tuesday DeVry University 505 14th St., Oakland, CA

**Website Development** - Understand how to successfully integrate a website into normal business operations and discover the best practices of web development.

September 14 1:00PM Classroom  
Wednesday i-GATE 7693 Longard Rd., Livermore, CA

**Accessing Capital** - Learn how banks evaluate your loan application, the difference between debt and equity, and how to raise money.

September 15 8:30AM Classroom  
Thursday 3300 Capitol Ave. Fremont City Hall, Bldg A, Fremont CA

**Increase Your Retail Sales this Holiday Season** - Boost your holiday marketing plans to increase sales, bring in new business, and reconnect with current customers.

September 20 2:00PM Classroom  
Tuesday Berkeley Public Library 2090 Kittredge St., Berkeley, CA

**Increase Your Retail Sales this Holiday Season** - Boost holiday marketing to increase sales, bring in new business, & reconnect with current customers.

September 21 1:00PM Classroom  
Wednesday i-GATE 7693 Longard Rd., Livermore, CA

**Protect Yourself & Thrive Buying a Small Business** - Review topics including pricing the deal, negotiating terms, how to obtain financing for the transaction, how to structure legal documents and the skills needed.

September 22 9:00AM Webinar  
Thursday Online

**E-Marketing** - Understand online marketing options including e-newsletters, social media, search engine optimization ("SEO") and their relative costs.

September 22 2:00PM Classroom  
Thursday 150 Frank Ogawa Plaza, 2nd Fl. Room 1, Oakland, CA

**Starting a Business** - Learn about business planning, capital, technology, human resource and legal issues critical to being a successful entrepreneur.

September 28 1:00PM Classroom  
Wednesday i-GATE 7693 Longard Rd., Livermore, CA

**Building Effective Websites** - Understand what makes a website successful in attracting visitors and converting visits into sales.

September 29 9:00AM Webinar  
Thursday Online

**Collaboration Management** - Understand how technology can help you connect with customers, increase profits and obtain contracts.

## OCTOBER

October 4 9:00AM Classroom  
Tuesday City Council Chambers, 100 Civic Plaza, Dublin, CA

**E-Marketing & Social Media** - Understand best practices for e-mail marketing, pay-per-click advertising, and social networking.

**Bookkeeping 1** - 1:00PM. See November 2nd for description. **\$30 Fee**  
150 Frank H. Ogawa Plaza, 2nd Fl. Room 1, Oakland, CA

October 5 1:00PM Classroom  
Wednesday i-GATE 7693 Longard Rd., Livermore, CA

**Small Business Innovative Research ("SBIR") Grants** - Learn about research and development grants and how to apply.

October 11 9:00AM Webinar  
Tuesday Online

**Project Management Tools** - Review management tools, compare their features and functionality, and understand the infrastructure requirements.

**Bookkeeping 2** - 1:00PM. See November 9th for description. **\$30 Fee**  
150 Frank H. Ogawa Plaza, 2nd Fl. Room 1, Oakland, CA

October 12 1:00PM Classroom  
Wednesday i-GATE 7693 Longard Rd., Livermore, CA

**E-Marketing & Social Media** - Understand best practices for e-mail marketing, pay-per-click advertising, and social networking.

October 18 2:00PM Classroom  
Tuesday Berkeley Public Library 2090 Kittredge St., Berkeley, CA

**Strong Foundations for a New Restaurant** - Learn best practices for opening a new restaurant including concept, finance, and staffing.

**Bookkeeping 3** - 1:00PM. See November 16th for description. **\$30 Fee**  
150 Frank H. Ogawa Plaza, 2nd Fl. Room 1, Oakland CA

October 19 1:00PM Classroom  
Wednesday i-GATE 7693 Longard Rd., Livermore, CA

**Customer Relationship Management ("CRM")** - Discover the necessary skills for attracting and retaining customers. Learn effective CRM practices.

October 20 9:00AM Webinar  
Thursday Online

**E-Commerce** - Learn how to create an online store, the options for online sales, and the role of the internet as it relates to online business.

October 20 2:00PM Classroom  
Thursday 150 Frank Ogawa Plaza, 2nd Fl. Room 1, Oakland, CA

**Accessing Capital** - Learn how banks evaluate your loan application, the difference between debt and equity, and how to raise money.

October 25 1:00 PM Classroom  
150 Frank H. Ogawa Plaza, 2nd Fl. Room 1, Oakland, CA

**Intro to QuickBooks** - See November 30th for description. **\$79 Fee**

October 26 1:00PM Classroom  
Wednesday i-GATE 7693 Longard Rd., Livermore, CA

**Search Engine Optimization ("SEO") & Web Analytics** - Learn how to maximize website traffic and sales using SEO and web analytic techniques.

# 2011 Seminar Calendar

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## NOVEMBER

November 2 1:00PM Classroom  
Wednesday i-GATE 7693 Longard Rd., Livermore, CA

**Bookkeeping 1** - Learn the difference between cash vs. accrual accounting, data flow processes, budgeting, cash management, financial reports, computer accounting systems and more. **\$30 FEE**

November 9 1:00PM Classroom  
Wednesday i-GATE 7693 Longard Rd., Livermore, CA

**Bookkeeping 2** - Review topics such as industry ratios, budget variance, trends, and more. Learn how to analyze your financial reports and use them to identify areas where you can increase your profits. **\$30 FEE**

November 15 2:00PM Classroom  
Tuesday Berkeley Public Library 2090 Kittredge St., Berkeley, CA

**Successful Business Plans** - Understand the fundamentals of writing a comprehensive business plan which is crucial to profitable growth, raising capital, communicating with employees, vendors and customers.

November 16 9:00AM Webinar  
Wednesday Online

**Online Communications** - Examine tools for communicating and collaborating online, including e-mail, chat, online documents, file sharing, and web conferencing.

November 16 1:00PM Classroom  
Wednesday i-GATE 7693 Longard Rd., Livermore, CA

**Bookkeeping 3** - Analyze where your cash has gone and forecast how much cash you'll have each month. Topics include developing a budget, statement of cash flows analysis, bank financing, & more. **\$30 FEE**

November 17 2:00PM Classroom  
Thursday 150 Frank Ogawa Plaza, 2nd Fl. Classrm 1, Oakland, CA

**Understanding Business Valuation & Appraisal** - Tailored to the first-time buyer of a business, this seminar introduces the audience to a basic discussion of business valuation and what constitutes a professional appraisal.

November 29 9:00AM Classroom  
Tuesday Hayward City Hall, Council Chambers, 777 B St., Hayward, CA

**E-Marketing** - Examine online marketing options including e-newsletters, social media, search engine optimization ("SEO") and their costs.

November 30 1:00PM Classroom  
Wednesday i-GATE 7693 Longard Rd., Livermore, CA

**Intro to QuickBooks** - Learn how to create invoices, track payments, bills and credit card statements, and maintain customer information. **\$79 FEE**

## DECEMBER

December 1 2:00PM Classroom  
Thursday 150 Frank Ogawa Plaza, 2nd Fl. Classrm 1, Oakland, CA

**Tax Considerations for the Sole Proprietor** - Learn how to prepare your business taxes with a basic understanding of the 1040 Schedule C. We don't guarantee you won't get audited, but this class makes it less likely.

December 7 1:00PM Classroom  
Wednesday i-GATE 7693 Longard Rd., Livermore, CA

**Your Investor Pitch** - Learn what Angel & VC investors want to hear and how to create an effective equity pitch presentation.

December 13 9:00AM Webinar  
Tuesday Online

**Website Development** - Understand how to successfully integrate a website into normal business operations and discover the best practices of web development.

December 13 2:00PM Classroom  
Tuesday Berkeley Public Library 2090 Kittredge St., Berkeley, CA

**Accessing Capital** - Understand the differences between securing debt and equity financing. Learn how banks and other lending organizations evaluate your loan application and the types of funding they can provide.

December 14 1:00PM Classroom  
Wednesday i-GATE 7693 Longard Rd., Livermore, CA

**Cloud Computing** - Learn about the Cloud's benefits and drawbacks. Understand how it can cost effectively reduce technology requirements and increase productivity for your business.

December 15 9:00AM Classroom  
Thursday Hayward City Hall, Council Chambers, 777 B St., Hayward, CA

**Online Financial Management** - Learn online tools for accessing and managing your financials from anywhere at anytime. Topics include lending, loan packages, income, cash flow, and financial statements.

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