



2011 i-GATE Seminar Calendar

DATE	TIME	SEMINAR TOPIC	DESCRIPTION
Wed Sept 14	1:00PM	Accessing Capital	Learn how banks and institutions evaluate your loan application, the types of funding provided, the difference between debt and equity, and how to raise money.
Wed Sept 21	1:00PM	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.
Wed Sept 28	1:00PM	Building Effective Websites	Learn the key aspects of good website design. Understand what makes a website successful in attracting visitors and converting visits into sales.
Wed Oct 5	1:00PM	Small Business Innovative Research ("SBIR") Grants	Learn about research and development grants, how to apply, and understand if they are an appropriate funding source for your business.
Wed Oct 12	1:00PM	E-Marketing & Social Media	Make web marketing work for your business. Understand best practices for email marketing, pay-per-click advertising, and social networking.
Wed Oct 19	1:00PM	Customer Relationship Management ("CRM")	Discover the necessary skills for attracting and retaining customers. Learn how to develop effective CRM practices for your business.
Wed Oct 26	1:00PM	Search Engine Optimization ("SEO") & Web Analytics	Learn how to maximize website traffic and sales using SEO and web analytic techniques.
Wed Nov 2	1:00PM	Series: Bookkeeping 1	Learn the difference between cash vs. accrual accounting, data flow processes, cash management, budgeting, financial reports, & computer accounting systems. \$30 Fee
Wed Nov 9	1:00PM	Series: Bookkeeping 2	Review topics such as industry ratios, budget variance, and trends. Analyze reports and use them to identify areas where you can increase your profits. \$30 Fee
Wed Nov 16	1:00PM	Series: Bookkeeping 3	Analyze where your cash has gone and forecast how much you'll have each month. Topics include developing a budget, cash flow analysis, and bank financing. \$30 Fee
Wed Nov 30	1:00PM	Series: Intro to QuickBooks	Learn how to create invoices, track payments, bills and credit card statements, and maintain customer information. \$79 Fee
Wed Dec 7	1:00PM	Your Investor Pitch	Learn what Angel & VC investors want to hear and how to create an effective equity pitch presentation.
Wed Dec 14	1:00PM	Cloud Computing	Learn about the Cloud's benefits & drawbacks. Understand how it can cost effectively reduce technology requirements and increase productivity for your business.

For seminar registration go to:

www.acsbdc.org/events2

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