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**Choose Columbia**  
Columbia Economic Development Corporation

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## **CEDC set to host 2017 MicroBusiness Seminar Series**

*Sessions offer hands-on help for start-ups and existing businesses*

Columbia Economic Development Corporation (CEDC) today announced applications are now being accepted for the organization's annual MicroBusiness Seminar Series. This popular course will run September 19 – October 31. All classes will be held from 6:00 PM to 8:30 PM at the Columbia County Chamber of Commerce at One North Front Street, Hudson, NY.

“Educating small business owners is part of a strategy to strengthen the Columbia County business community,” stated CEDC Business Development Specialist Martha Lane. “In addition to making small business loans, we offer the Microbusiness Seminar Series to ensure entrepreneurs know the basics about running a successful small business.”

The seven, two and a half-hour sessions are taught by professionals in their field. Topics include marketing, bookkeeping, financing, and legal issues (see complete course list below).

“The MicroBusiness Seminar Series provides the tools and education necessary to develop not only a business plan but a strong sense of business leadership,” stated CEDC President and CEO F. Michael Tucker. “It’s an incredible opportunity to be coached by a dynamic and supportive team of local professionals.”

The course fee is \$195. \$175 of the course fee is refunded in the form of a one-year membership in the Columbia County Chamber of Commerce, or a gift card to Staples. Scholarships are available. Applications are available by calling CEDC at 518 828.4718.

Columbia Economic Development Corporation (CEDC), the leading economic development organization in Columbia County, is committed to strengthening the county's tax base through economic development and job creation while maintaining the quality of Life so desired by the people who live and work here. For more information about CEDC's programs and services, visit our website at [www.columbiaedc.com](http://www.columbiaedc.com) or call 518 828.4718.



## 2017 MICROBUSINESS SEMINAR SERIES

- Session 1**  
Tues., Sept. 19  
**Marketing: Ready, Aim, Fire**  
Evaluating the competition. Identifying your market and developing cost-effective strategies for reaching it. Social networking and marketing communications.
- Session 2**  
Tues., Sept. 26  
**Laying the Groundwork**  
Pros and cons of business legal structures, including DBAs, partnerships and various forms of incorporation. Property, casualty, workers' compensation, NYS disability and other insurance topics.
- Session 3**  
Tues., Oct. 3  
**Staying Within the Lines**  
Small business bookkeeping. Income statements and balance sheets. Software for business planning, bookkeeping and inventory.
- Session 4**  
Tues., Oct. 10  
**Managing by the Numbers**  
Setting financial goals and priorities. Creating cash flow projections. Estimating startup costs. Pricing products and services.
- Session 5**  
Tues., Oct. 17  
**Writing a Business Plan**  
Tell the world about you and your business. Why a business plan is important. Learn how to write one that reflects your goals and sets deadlines for reaching them.
- Session 6**  
Tues., Oct. 24  
**Financing Your Business**  
Capitalization, lines of credit, banks and banking relationships. Alternative lending sources including SBA Microloans.
- Session 7**  
Tues., Oct. 31  
**Putting It All Together**  
Business updates from class participants. Sharing of Mission Statements. Transition to follow-up phases of the MicroBusiness Program.