



## 2018 MICROBUSINESS SEMINAR SERIES

Session 37

All Classes Held in the Board Room of the Columbia County Chamber of Commerce  
One North Front Street, Hudson, NY 12534 / Tuesday evenings 6:00 - 8:30 PM

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**Session 1**  
Tues., Sept. 18

**Small Business Basics** (*Panelists: Kim Bach, Verdigris Tea; Mary Vaughn Williams, Hudson Clothier; Max Ocean, Subversive Malting & Brewing*)

Realities of running a small business. Getting your business off the ground. Balancing your business and personal life. Working with challenging employees and customers. Economic realities of owning a business.

**Session 2**  
Tues., Sept. 25

**Laying the Groundwork** (*Matt Griesemer, Attorney, Freeman Howard*)

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. 2

**Staying Within the Lines** (*Thérèse Wolfe, CPA, Pattison Koskey Howe & Buccì*)

Small business bookkeeping. Income statements and balance sheets. Software for business planning, bookkeeping and inventory. Sales tax, payroll tax and self-employment tax.

**Session 4**  
Tues., Oct. 9

**Marketing 101** (*Ryan Scott, Pro Printers; Joe Keenan, Adaptive Media*)

In a world where many activities are centered online, developing an effective digital marketing plan is important. Learn how to assess customer needs and utilize social media, search engine marketing, display advertising, content marketing, email, and more.

**Tuesday, October 16<sup>th</sup> No Class**

**Session 5**  
Tues., Oct. 23

**Managing by the Numbers** (*Instructor TBA*)

Setting financial goals and priorities. Creating cash flow projections. Estimating startup costs. Pricing products and services.

**Session 6**  
Tues., Oct. 30

**Writing a Business Plan** (*Brian Zweig, Business Opportunities Management Consulting*)

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 7**  
Tues., Nov. 6

**Financing Your Business** (*Instructor TBA*)

Capitalization, lines of credit, banks and banking relationships. Alternative lending sources, including SBA Microloans.

**Session 8**  
Tues., Nov. 13

**Putting It All Together**

Business updates from class participants. Sharing of Mission Statements. Transition to follow-up phases of the Microbusiness Program.

The \$195 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 518-828-4718.