



Upcoming classes at the Louisiana Small Business Development Center at LSUS. To register, call **797-5144** or visit [www.lsbdc.org](http://www.lsbdc.org).

### Starting and Financing a Small Business **FREE**

**Thursday, January 14, 2010 3:00 PM to 5:00 PM**

**LSUS Business/Education Bldg. 103**

**Saturday, January 30, 2010 10:00 AM to 12:00 PM**

**LSUS Business/Education Bldg. 103**

**Thursday, February 11, 2010 6:00 to 8:00 PM**

**Bossier Parish Library-East 80 Branch, 1050 Bellevue Rd., Haughton**

**Thursday, February 25, 2010 6:00 to 8:00 PM**

**Tech Enterprise Center, 509 W. Alabama, Ruston**

This workshop is highly recommended for all individuals interested in determining the feasibility of their business idea, planning to start or have recently started a small business, seeking a small business loan, or wanting to learn more about business planning. Topics of discussion will include writing a business plan, sources of funds for start-up and expansion, small business resources, and required licenses.

Speaker: Cooper Cochran, director, Louisiana Small Business Development Center at LSUS

### Developing a Business Plan **\$35**

**Thursday, January 21, 2010 6:00 PM to 9:00 PM**

This workshop will explore the basic format for a business plan whether it's to determine the feasibility of a business idea, apply for a loan, prepare for change during an uncertain economy or simply use as a road map for your business. You will leave with tools to help jumpstart your business plan including Rhonda Abrams' dynamic "Business Plan in a Day" (\$20 value), a sample business plan and resources to get more, detailed business outline. Each additional person from the same business can attend for \$20 if sharing materials.

Speaker: Wayne Hogue, LSUS Instructor of Management and Marketing

Location: [LSBDC at LSU Shreveport: Main Office, Business Education Building, \\*Shreveport](#)

### Small Business Tax Workshop **\$15**

**Thursday, February 04, 2010 6:00 PM to 9:00 PM**

This workshop covers the basic tax requirements of a small business owner, including tax comparison of various business structures, taxpayer ID numbers, independent contractor vs. employee, recordkeeping systems, business use of home, business use of auto.

Speaker: Louisiana Society of Enrolled Agents

Location: [LSBDC at LSU Shreveport: Main Office, Business Education Building, \\*Shreveport](#)

### Marketing Makeover for Today's Environment **\$15 (includes lunch)**

**Wednesday, February 10, 2010 11:30 AM to 1:00 PM**

The way we sell products and services in the marketplace is changing. The usage of traditional media is waning. The use of "connected" media is growing. Business is more relationship-driven than ever. Is your business prepared to compete in today's environment or does your marketing need a makeover. Come and here from the experts. Lunch and materials included.

Speaker: Cindy and William Smith, Kalmbach Smith Meadows

Location: [LSBDC at LSU Shreveport: Main Office, Business Education Building, \\*Shreveport](#)

### Small Business Record Keeping Made Simple **\$65**

**Tuesday, February 16, 2010 to Tuesday, March 2 6:00 PM to 8:30 PM**

This workshop explores setting up a simple record keeping system, developing a budget, making cash flow projections and preparing financial statements. A basic demonstration of Quickbooks will be included. Workshop price includes a copy of "Keeping the Books" by Linda Pinson (\$22.95 value). Each additional person from the same business can attend for \$40 (if sharing materials).

Speaker: Peggy Connor, consultant, Louisiana Small Business Development Center at LSUS

Location: [LSBDC at LSU Shreveport: Main Office, Business Education Building, \\*Shreveport](#)

### Website Rehab **\$35**

**Thursday, February 18, 2010 6:00 PM to 9:00 PM**

A 12-step program for creating a website that attracts, engages and converts more online visitors. The online world is filled with overpriced websites that underperform for their owners. In today's economic downturn, doesn't it make sense to maximize the effectiveness of your website so that you can bring in more customers? Learn to turn your website from a Zero to a Hero!

Speaker: Jess Marlow, Pixel Fusion

Location: [LSBDC at LSU Shreveport: Main Office, Business Education Building, \\*Shreveport](#)

### Patent Workshop **FREE**

**Monday, February 22, 2010 5:30 PM to 7:30 PM**

This seminar provides basic information on patents, search techniques, and general interest information useful to inventors and researchers. An Intellectual Property Attorney will answer questions. A local inventor will talk about his patent experiences. Part of this workshop will be broadcast from LSU in Baton Rouge to LSU Shreveport via distance learning Speaker: Alexis Carrasquel, LSU Patent Librarian; Intellectual Property Attorney, TBA; Wayne Hogue, LSUS Department of Management and Marketing

Location: [LSBDC at LSU Shreveport: Main Office, Business Education Building, \\*Shreveport](#)

### Hiring & Firing Essentials **\$35**

**Wednesday, March 10, 2010 9:00 AM to 12:00 PM**

This workshop covers the dos and don'ts of hiring and firing as well as gives an overview of other basic employment law issues such as workers' compensation, employee vs. independent contractor, personnel policies, employee handbooks, employee records and anti-discrimination laws.

Speaker: Price Barker, attorney with Cook, Yancey, King & Galloway

Location: [LSBDC at LSU Shreveport: Main Office, Business Education Building, \\*Shreveport](#)



The Small Business Development Center will not discriminate against anyone based on color, sex, race, religion, creed or ethnic background. All programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities and limited English proficiency (LEP) will be made. The LSUS SBDC is a service center of the Louisiana Small Business Development Center (LSBDC). The LSBDC operates in partnership with the U.S. Small Business Administration under Cooperative Agreement Number 10-603001-Z-0019-26 and the Louisiana Department of Economic Development. The support by the U.S. Small Business Administration through such funding does not constitute an express or implied endorsement of the cosponsor(s) or participant's opinions, products or services.