

Spring 2020 Workshops

Illinois Small Business Development
and International Trade Center



“With assistance from our International Trade Specialist, we discovered business resources and grant opportunities that helped us export our products and services. We attended additional trade shows to sell our franchise abroad and as a result, have seen measurable increases in sales and profits.”

Danny Park,
CEO of RoboThink, LLC
www.myrobothink.com

RoboThink is a children's education business focused on teaching students robotics and coding. They franchised the business model and currently have over 100 locations worldwide.

START-UP AND PLANNING

STARTING YOUR BUSINESS IN ILLINOIS

Learn the basic elements of starting a successful business such as choosing a business structure, determining tax requirements, marketing and selling and much more. Get answers to the most frequently asked questions! Cost: \$20 per session. Instructor: M. Bienvenue.

Grayslake Campus

7345 TBSM 10-001 **E119**
Wednesday, January 22 2-4 p.m.

7348 TBSM 10-004 **E119**
Thursday, April 23 9-11 a.m.

Southlake Campus

7346 TBSM 10-002 **V328**
Thursday, February 20 9-11 a.m.

7349 TBSM 10-005 **V328**
Tuesday, May 12 2-4 p.m.

Lakeshore Campus

7347 TBSM 10-003 **TBA**
Wednesday, March 18 6-8 p.m.

ACCOUNTING AND FINANCE

INTRODUCTION TO QUICKBOOKS

Gain a better understanding of QuickBooks accounting software for your own business or your employer's company with this 8-hour class, which is designed for users who have less than six months' experience working with QuickBooks. Topics include the setup of new files, processing bank transactions, accounts receivable and accounts payable entries, reconciliation of bank and credit card accounts and running basic financial reports. This class does not cover the cloud/online version of QuickBooks. Materials are included in the course fee. Prerequisite: Ability to use Microsoft Windows products.

7360 TBSM 20-001 **Grayslake Campus**
Thursday, February 27 8 a.m. to 5 p.m.
\$195 E127 R. Ritzwoller

QUICKBOOKS DESKTOP CLOUD

This workshop will empower you to take control of the financial accounting for your business, all with the ease and convenience of an online platform. Learn how to import data, set up your company, run payroll, send invoices and reconcile accounts. Discover best practices when using QuickBooks Online and learn how to navigate its features. We will also review reporting capabilities and methods, sales/revenue, expense/purchase and other transactions. Materials are included in the course fee. Prerequisite: Ability to use Microsoft Windows products.

7361 TBSM 22-001 **Grayslake Campus**
Thursday, May 7 8 a.m. to 5 p.m.
\$195 E127 R. Ritzwoller

INTERMEDIATE QUICKBOOKS

Enhance your existing knowledge of QuickBooks and learn how to analyze financial data to better understand your business; create and customize reports; as well as track and pay sales tax. Learn payroll functions such as setting up payroll information and schedules, payroll tracking and processing payment of payroll taxes in this intensive class. This class does not cover the cloud/online version of QuickBooks. Materials are included in the course fee. Prerequisite: Introduction to QuickBooks or working knowledge of QuickBooks software.

7398 TBSM 21-001 **Grayslake Campus**
Thursday, May 14 8:30 a.m. to 12:30 p.m.
\$115 E127 R. Ritzwoller

A variety of QuickBooks topics are also available online through our provider, ed2go. Visit www.clcillinois.edu/SBDOnline.

UNDERSTANDING BASIC FINANCIAL STATEMENTS

Financial statements provide insight into the financial position and health of a company, all things that you need to understand to run your business. We will review the Balance Sheet, Income Statement and Statement of Cash Flows. You will learn how to use these statements to perform financial analysis and give you a solid understanding of how to make smart, strategic business decisions.

7448 TBSM 6-001 **Grayslake Campus**
Wednesday, February 12 6-7:30 p.m.
\$25 E119 A. Jackson



WHAT YOU NEED TO KNOW ABOUT FEDERAL TAXES & YOUR BUSINESS

Attend this workshop to learn about your federal tax obligations and responsibilities. We will cover when to apply for an EIN, basic recordkeeping requirements, basic bookkeeping and accounting methods and the different types of business structures. Learn how to select a paid tax preparer, identify and deduct business expenses and calculate net profit or loss. We will also review self-employment and estimated taxes, Form 1040 and Schedules C and C-EZ.

7279 TBSM 73-001 **Southlake Campus**
Wednesday, February 19 6-7:30 p.m.
\$25 V328 L. Malz

FINANCING A BUSINESS STARTUP

Small business financing does not have to be a difficult task. Learn the basics of business finance, the types of financing generally available to startups and the different types of financing sources.

7388 TBSM 15-001 **Grayslake Campus**
Thursday, April 2 6-7:30 p.m.
\$25 E121 S. Stang

FINANCING OPTIONS TO GROW A BUSINESS

We will review traditional and non-traditional financing solutions and identify pros and cons for each and you will gain a greater understanding of ways to finance current and future business growth needs. Topics include knowing what to ask for, friends and family financing, non-traditional financing, equipment leasing and bank financing, and SBA loans.

7362 TBSM 40-001 **Grayslake Campus**
Tuesday, April 28 6-7:30 p.m.
\$25 E121 B. Kornit

BUSINESS GROWTH AND DEVELOPMENT

PROTECTING YOUR BUSINESS BRAND, ASSETS AND INNOVATIONS

If you are starting a business or already own one, you may have intellectual property assets that need legal protection! Learn the basics of intellectual property and how it applies to your business. We will review how to protect and build your brands through trademarks and how to protect your inventive concepts through patents and trade secrets.

7417 TBSM 46-001 Southlake Campus
Thursday, March 5 6-7:30 p.m.
\$25 V302 B. Rotman

GOVERNMENT CONTRACTING

NAVIGATING THE MAZE OF GOVERNMENT CONTRACTING

U.S. federal government contracts represent a tremendous sales and revenue opportunity for small businesses. Selling to the government requires a very different approach than selling to the private sector.

Take the three-part series and save!

7322 TBSM 62-001 Southlake Campus
Individual classes meet: 3 Sessions
Thursdays, February 13, March 12, April 9
\$40 V328 R. Haake

All sessions held at College of Lake County, Southlake Campus | Vernon Hills, Room V328, 9 a.m. to 12 p.m. Series classes can be taken individually for \$20 per session. Series Cost: \$40 (a \$20 savings!).

GOVERNMENT CONTRACTING 101

Learn the basics of government contracting to compete in the government-contracting marketplace. Topics include PTAC's free bid lead/bid matching system, vendor registration at all governmental levels (SAM, IPG, etc.), small business certifications and sub-contracting opportunities.

7319 TBSM 61-001 Thursday, February 13

THE CERTIFICATION PROCESS

There are several government agencies at the federal, state and local levels offering small business certification, but navigating the alphabet soup of government certifications is confusing! Learn which small business certification is the best one for you!

7320 TBSM 65-001 Thursday, March 12

BID TO WIN GOVERNMENT CONTRACTS

Are you interested in winning a government contract, but aren't sure how to write a good proposal to respond to a bid? Learn the basics of writing a proposal that is going to ensure you are responding to everything asked of you in a solicitation. Various bid documents will be discussed.

7321 TBSM 63-001 Thursday, April 9

Need guidance on how to navigate the maze of government contracting? To schedule an appointment, call Rita Haake, Center Manager, PTAC-College of DuPage at (630) 942-2184.

INTERNATIONAL TRADE

FINDING, EVALUATING AND MANAGING FOREIGN DISTRIBUTORS

Using distributors to sell is one of the most common methods for exporters to start gaining footprints in foreign markets. Foreign distributors represent your product and act as the local presence for your business. It is extremely important to know how to find and select the right partners, and nurture and grow the relationships. We will discuss how to locate potential distributors, the screening and pre-qualifying process, as well as the interview. Learn the art of approaching foreign distributors, the best practice of managing foreign partners and other key considerations.

7445 TBSM 88-001 Grayslake Campus
Thursday, February 20 10-11:30 a.m.
\$25 E119 B. McNamara

INTRODUCTION TO EXPORTING

This workshop provides you with a comprehensive overview of export requirements and procedures including knowledge, resources, and key elements to your export success. Learn how to determine if exporting is right for your company, the different export models that are used and when each is appropriate, how to prepare for exporting, and how to execute on your export plan. Topics include export readiness, how to select target markets, market research and prioritization, finding good partners, methods of payment, insurance, managing your international shipments and export compliance.

7350 TBSM 92-001 Grayslake Campus
Thursday, April 16 9-10:30 a.m.
\$25 E119 K. Kim

DRAFTING A STRONG, BINDING INTERNATIONAL CONTRACT

Gain a better understanding of international contracts so you can keep your money, save time and mitigate risk. When doing business with a company based in another country, it is essential to have written agreements which cover matters that are unique to international business. In this workshop, we will examine and draft wording normally included in international business contracts with a focus on distribution contracts and proforma invoices. We will discuss real situations involving international business contracts where the exporters paid hefty fines, and in some cases, were imprisoned.

7501 TBSM 90-001 Grayslake Campus
Thursday, May 14 10-11:30 a.m.
\$25 E119 D. Evans



For full workshop descriptions, visit www.clillinois.edu/sbdc-itc/workshops.

MARKETING AND SALES

DIGITAL MARKETING STRATEGIES SERIES

The prospect of marketing your business can be overwhelming, especially when you are a small business with an even smaller budget. The good news is that there are marketing tools that won't break the bank. Learn how to get found online, attract new customers and grow your business.

TAKE THE FOUR-PART SERIES AND SAVE! BRING YOUR LUNCH AND JOIN US!

7355 TBSM 52-001 Southlake Campus
Individual classes meet: 4 Sessions
Tuesdays, February 11, March 10, April 7, May 12
\$75 V328 N. Barszczewski

All sessions held at College of Lake County, Southlake Campus | Vernon Hills, Room V328, 12-1:30 p.m. Series classes can be taken individually for \$25 per session. Series Cost: \$75 (a \$25 savings!).

DIGITAL MARKETING – GET READY FOR TAKEOFF!

Digital marketing is the marketing of tomorrow and that means providing each customer and prospect with a tailored message. Learn how to engage an audience that will increase sales and provide valuable metrics that you can analyze.

7354 TBSM 53-001 Tuesday, February 11

THE POWER OF EMAIL MARKETING

Learn about different types of newsletters, permission-based email marketing and how to become a trusted sender, increasing deliverability and open rates.

7353 TBSM 55-001 Tuesday, March 10

GETTING BUSINESS REFERRALS

Referrals are one of the top ways to grow a business and your best source for new business is referrals from happy customers. The key is to get satisfied customers to promote you and your business within their social and professional networks. Learn how to ask your customers for referrals and, most importantly, teach them how to send high value sales leads your way.

7447 TBSM 14-001 Grayslake Campus
Tuesday, February 18 6-7:30 p.m.
\$25 E124 A. Jackson

SALES SUCCESS

Your ability to generate sales and profits is the key to your success. Learn step-by-step plans, strategies, methods and techniques to build a more profitable book of business - resulting in positioning yourself as the first-choice product or service provider.

7397 TBSM 16-001 Grayslake Campus
Tuesday, March 31 6-7:30 p.m.
\$25 E121 J. Belford

HARNESS THE POWER OF LINKEDIN

Learn best practices for a successful LinkedIn profile and discover how your small business can use this platform to gain visibility, develop relationships and drive sales. Discover strategies for quality content that drives engagement and integrate LinkedIn into your marketing mix.

7352 TBSM 29-001 Tuesday, April 7

ONLINE LEARNING - PROFESSIONAL, CONVENIENT AND AFFORDABLE!

These are comprehensive, interactive, instructor-led courses available in four or six-week sessions and can be accessed 24/7. For a more flexible option, select the "self-paced courses" that provide access to all lessons immediately with up to three months to complete. These online courses cannot be accessed through Blackboard.

ENTREPRENEURSHIP

NEW! ENTREPRENEURSHIP ONLINE CERTIFICATE SERIES

Learn how to create a business plan and take home a step-by-step approach to attract and keep customers with an emphasis on customer-driven marketing decisions and building a strong brand. At the end of this series, you will be able to identify the abilities required of successful entrepreneurs and take-home techniques to successfully manage and market your new business.

TAKE THE SERIES AND SAVE! - \$495 COURSES CAN BE TAKEN INDIVIDUALLY

NEW! ENTREPRENEURSHIP BOOT CAMP - \$195

Identify the abilities required of successful entrepreneurs and how to acquire them, develop goals to help establish your business, build an outline for your plan, and take-home techniques to successfully manage your new business.

NEW! THE BUSINESS PLAN - \$195

Evaluate the many aspects and potential hurdles of the business and build your Business Plan, one-step at a time. This practical, hands-on approach encourages you to immerse yourself in the vision and planning aspects of your business.

NEW! ENTREPRENEURIAL MARKETING - \$195

This course offers you a step-by-step approach to attract and keep customers, all within a realistic budget. You will take away practical marketing tips and tools that you can use to improve your marketing efforts.

For a complete list of online classes and to register, visit www.clcillinois.edu/SBDOnline.

Illinois SBDC International Trade Center is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA), the Illinois Department of Commerce and Economic Opportunity, and the College of Lake County. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact the center at (847) 543-2033 or TDD: (847) 223-0134.