



SPRING 2019

SMALL BUSINESS LEARNING SESSIONS

If you're starting or expanding a business and looking for direction, you can't afford to miss these great training sessions designed to save you time and money.

Small Business Learning Sessions

Our sessions focus on several main topics: Bookkeeping, QuickBooks, Marketing, and Business Planning. All sessions on this schedule will be held at Community Futures Central Alberta.

Our Presenters

All our presenters are professionals in their field and knowledgeable about the topics in which they are presenting.

Registration

Pre-registration is required for all sessions. This allows us to prepare materials in advance for each session. **Seating is limited, register early to avoid disappointment.**

How to Register:

- **Facebook:** www.facebook.com/CFCentralAlberta/events
- **EventBrite:** www.eventbrite.ca and search **Community Futures Central Alberta**
- **Call or email us!**

Our Location:

Community Futures Central Alberta
5013 – 49 Avenue, Red Deer, Alberta
Phone: (403) 342-2055
E-mail: central@albertacf.com

SPRING 2019 SCHEDULE

FEBRUARY 2019

<u>DATE</u>	<u>TIME</u>	<u>TITLE</u>	<u>COST</u>
12	12:10-1:00	Lunchtime Session: Preparing Your Start Up Budget for Your Business Plan	FREE
14	9:00-12:00	Understanding Basic Bookkeeping	\$125
15	1:00-3:00	Instagram for Business	\$25
20	12:10-1:00	Lunchtime Session: Preparing Your Cashflow for Your Business Plan	FREE
21	9:00-12:00	Introduction to QuickBooks Online	\$125
25	1:00-3:00	Trade Show and Market Vendor Preparation	\$25
27	1:00-4:00	How to Generate Leads and Sales on \$1/Day Facebook Ads	\$25

MARCH 2019

<u>DATE</u>	<u>TIME</u>	<u>TITLE</u>	<u>COST</u>
5	1:00-3:00	Goal Setting and Getting Things Done	\$25
7	9:00-12:00	Introduction to QuickBooks Desktop	\$125
13	12:10-1:00	Lunchtime Session: Preparing Your Start Up Budget for Your Business Plan	FREE
14	9:00-12:00	Beginner QuickBooks Desktop	\$125
19	12:10-1:00	Lunchtime Session: Preparing Your Cashflow for Your Business Plan	FREE
21	9:00-12:00	Advanced QuickBooks Desktop	\$125
27	1:00-4:00	How to Boost Your Sales and Profits with YouTube (limited seating)	\$25

APRIL 2019

<u>DATE</u>	<u>TIME</u>	<u>TITLE</u>	<u>COST</u>
2	1:00-3:00	Instagram for Business	\$25
4	1:00-2:00	Budgeting Basics from an Accountant	FREE
9	12:10-1:00	Lunchtime Session: Preparing Your Start Up Budget for Your Business Plan	FREE
10	9:00-3:00	Market Research Session - What Do My Customers Want?	\$99
16	12:10-1:00	Lunchtime Session: Preparing Your Cashflow for Your Business Plan	FREE
17	1:00-3:00	Trade Show and Market Vendor Preparation	\$25

MAY 2019

<u>DATE</u>	<u>TIME</u>	<u>TITLE</u>	<u>COST</u>
9	9:00-12:00	QuickBooks Payroll (Desktop)	\$125
14	12:10-1:00	Lunchtime Session: Preparing Your Start Up Budget for Your Business Plan	FREE
15	1:00-3:00	Goal Setting and Getting Things Done	\$25
22	9:00-3:00	Market Research Session - What Do My Customers Want?	\$99
28	12:10-1:00	Lunchtime Session: Preparing Your Cashflow for Your Business Plan	FREE

This schedule is subject to change without notice.

LEARNING SESSION DESCRIPTIONS

QUICKBOOKS TRAINING SESSIONS

All our desktop courses use QuickBooks Premier 2018, which is installed on our computers. Please bring a flash drive so you can take a copy of your work home with you. You will be provided with handouts of the information you are learning at each class. In order to attend any of the QuickBooks classes, you must have basic knowledge of bookkeeping. For example, you must know what the following functions are:

- Chart of Accounts, Accounts Receivable, Accounts Payable, how to prepare a bank reconciliation and the difference between a debit and a credit

Pre-registration is required for all QuickBooks courses and full payment must be received upon registration. In order to run QuickBooks sessions, a minimum of four participants must be registered.

Customized QuickBooks Training

In addition to the scheduled QuickBooks sessions being offered, we also offer customized QuickBooks training to meet the specific needs of small businesses. Call us at 403-342-2055 for a quote.

Understanding Basic Bookkeeping

Join our certified Bookkeeper and QuickBooks trainer, Debbie Romkes, as she takes you through the basics of simple bookkeeping practices. Learn what a debit and credit is, explanations of the various areas in your financial statements, learn how to reconcile your bank and the importance of it, and basic transaction entering whether you are doing your books in an accounting program, or on a spreadsheet.

Presenter: Debbie Romkes, Aggregate Financial Solutions
Offered on: February 14th 9:00 – 12:00
Cost: \$125 (Pre-registration is required as seating is limited)

Introduction to QuickBooks Online (QBO)

Learn how to get setup and organized in QuickBooks Online. Specifics about what you will be learning are:

1. Learn how to set your QuickBooks file up properly
 - Initial file set up and activation
 - Setting up your Chart of Accounts
 - Setting your Preferences for the company
 - Setting up your customers and vendors
2. Learn how to maneuver in QuickBooks

Presenter: Debbie Romkes, Aggregate Financial Solutions
Offered on: February 21st from 9:00 – 12:00
Cost: \$125 (Pre-registration is required as seating is limited)

Introduction to QuickBooks – Desktop Version

Learn how to get organized and started in the software. Specifics about what you will be learning are:

1. Learn how to set your QuickBooks file up properly
 - Initial file set up and activation
 - Setting up your Chart of Accounts
 - Setting your Preferences for the company
 - Setting up your customers and vendors
2. Learn how to maneuver in QuickBooks

Presenter: Debbie Romkes, Aggregate Financial Solutions
Offered on: March 7th from 9:00 – 12:00
Cost: \$125 (Pre-registration is required as seating is limited)

Beginner QuickBooks – Desktop Version

This course will begin after your file is set up and you want to begin processing your bookkeeping documentation. You will be taken through the accounting cycle covering sales, payables/payments, banking and GST. Basic accounting topics will be discussed as well. The following is a detailed outline:

1. Sales Transactions: sales receipts, create invoices, credit memos, receive payments from customers, apply discounts and credits, and create statements
2. Accounts Payable: enter bills, pay bills, printing cheques, enter credit card charges, pay the credit card, enter bills you paid personally and reimburse yourself
3. Bank and other reconciliations: how to prepare reconciliations
4. File a Sales Tax Return
5. QuickBooks reports: how to find the basic reports you might want to view

Presenter: Debbie Romkes, Aggregate Financial Solutions

Offered on: March 14th from 9:00 – 12:00

Cost: \$125 (Pre-registration is required as seating is limited)

Advanced QuickBooks – Desktop Version

Individuals wishing to take this course need to have a background in using QuickBooks (taking the first two classes will help but there should be an element of practical experience). Join our certified QuickBooks trainer, Debbie Romkes, as she goes through some more advanced options in QuickBooks. Below is a detailed outline of some of the things you will learn in this course:

- Managing your “items”
- Setting up classes and using the job costing
- Using the purchase orders
- An introduction to using the inventory in QuickBooks
- Reporting

Presenter: Debbie Romkes, Aggregate Financial Solutions

Offered on: March 21st from 9:00 – 12:00

Cost: \$125 (Pre-registration is required as seating is limited)

QuickBooks Payroll – Desktop Version

Learn how to set up the basic payroll file in your QuickBooks. You will learn how to do payroll item setup, employee set up, basic payroll processing, how to pay your CRA remittances and how to prepare ROE's.

A subscription to QuickBooks Payroll is required to perform this function on your personal computer. This is available with Pro versions of QuickBooks.

Presenter: Debbie Romkes, Aggregate Financial Solutions

Offered on: May 9th from 9:00 – 12:00

Cost: \$125 (Pre-registration is required as seating is limited)

FACEBOOK ADS SESSION

How to Generate Leads and Sales on \$1/Day Facebook Ads

Struggling to get your Facebook Ads to perform?

According to Buffer, “Ninety-one percent of marketers invested in Facebook advertising last year. It’s easy to understand why when you look at the data: more than 1.18 billion people use Facebook every day, and on average, each person spends more than 50 minutes a day across Facebook, Messenger, and Instagram.”

Whether you are part of the 91% that used Facebook Ads last year or part of the 9% who are just getting started, here is your crash course to get you started!

Part 1: What are You Promoting & Selecting an Ad Type

Part 2: Selecting an Audience

Part 3: Ad Placement

Part 4: Setting a Budget and Schedule

Part 5: The Ad

Part 6: Tracking

Presenter: Randy Bett, Quest Marketing

Offered on: February 27th 1:00-4:00pm

Cost: \$25 (Pre-registration is required)

YOUTUBE ADS SESSION

How to Boost Your Sales and Profits with YouTube Ads

Sick and tired of not getting high paying customers to boost your sales and profits?

This is your Ultimate Chance to Tap High Paying Customers & Boost ROI without Spending Boatloads of Money...

Learn How To:

- **Create Engaging and High Converting** YouTube Marketing Campaigns
- **Spread Your Message Easily** to Local YouTube users
- **Drive Laser Targeted Traffic** to Your Landing Page Offer or Business
- **Boost Leads, Sales and Profits** Nearly Hands Free

Presenter: Randy Bett, Quest Marketing

Offered on: March 27th 1:00-4:00pm

Cost: \$25 (Pre-registration is required)

MARKET RESEARCH SESSION

What Do My Customers Want?

7 out of 10 businesses fail, and one of the main reasons is lack of market research.

Whether you're just starting out in business, or have been in operations for a while, you need to know:

- Is there a market for my business?
- Who is my most valuable customer?
- What do they really want or need from me?

Market research helps you find the answers to all of these cornerstone business questions. Set your business up for success and get ahead of the competition by learning how to conduct effective market research.

Presenter: Danielle Klooster, Danikloo Consulting

Offered on: April 10th and May 22nd from 9:00-3:00

Cost: \$99 (Pre-registration is required as seating is limited)

INSTAGRAM SESSION

Instagram for Business

Instagram has over 1 billion users world wide! If you aren't already using Instagram, it isn't too late to start. As new business tools are continuously rolled out, you can build your presence from scratch or take your brand to the next level. There is an audience out there waiting for you!

Presenter: Community Futures Central Alberta Staff

Offered on: February 15th and April 2nd from 1:00-3:00

Cost: \$25 (Pre-registration is required as seating is limited)

TRADE SHOW AND MARKET VENDOR SESSION

How to Prepare for Success at Trade Shows and Markets

Being part of a trade show or market can be a wise investment for your business. Preparation is essential to the success of a show or market. Learn effective ways to prepare, essentials in setting up your booth, do's and don'ts, welcoming potential customers and what to do after the show!

Presenter: Community Futures Central Alberta Staff

Offered on: February 25th and April 17th from 1:00-3:00

Cost: \$25 (Pre-registration is required as seating is limited)

GOAL SETTING SESSION

Goal Setting and Getting Things Done

Everyone has dreams and goals. Achieving personal and professional goals requires planning and action. Learning how to manage time and setting realistic goals will increase your chances of success. Join us and learn to overcome procrastination, manage time effectively, accomplish important tasks, self-motivate, and create 'SMART' goals.

Presenter: Community Futures Central Alberta Staff

Offered on: March 5th and May 15th from 1:00-3:00

Cost: \$25 (Pre-registration is required as seating is limited)

BUDGETING SESSION

Budgeting Basics from the Perspective of an Accountant

In this educational session, you will learn the basics of budgeting from the perspective of a CPA – Chartered Professional Accountant. Topics covered will be:

- Basics of budgeting
- What statements do we look at to budget

- Understanding the terms and concepts found in budgeting
- Goals and how to get started on your own business budget.

Presenter: Phil Porter of Collins Barrow

Offered on: April 4th from 1:00-2:00

Cost: FREE (Pre-registration is required)

LUNCHTIME SESSIONS

Preparing Your Start up Budget for Your Business Plan

Learn how to create a budget for your business plan. The staff at Community Futures Central Alberta will explain the steps to figure out how much money you will need to open your business and keep your business operating.

Presenter: Community Futures Central Alberta Staff

Offered on: February 12th, March 13th, April 9th, May 14th from 12:10 - 1:00

Cost: FREE (Pre-registration is required)

Preparing Your Cash Flow for Your Business Plan

Learn how to create a cash flow statement for your business plan. The staff at Community Futures Central Alberta will work with you to make sense of why you need a cash flow in your business plan and why it is important to understand cash flow for your business.

Presenter: Community Futures Central Alberta Staff

Offered on: February 20th, March 19th, April 16th, May 28th from 12:10 - 1:00

Cost: FREE (Pre-registration is required)

BIZSTREAM SESSION

BizStream - How to Land Big Contracts as a Small Business

The staff at Community Futures Central Alberta will take you through what you need to know to meet industry requirements and be able to engage in contracts with oilfield, municipal government or bid on large project contracts. This will be an information session on the BizStream Small Business Program. Participants will have the option to complete a Preliminary Assessment and continue on with the BizStream program following payment of applicable fees and acceptance into the program.

Presenter: Community Futures Central Alberta Staff

Offered on: By Appointment

Cost: FREE (Pre-registration is required)