



SMALL BUSINESS LEARNING SESSIONS

SPRING 2018

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, Website Building, and Business Planning. All sessions on this schedule will be held at Community Futures Central Alberta.

Our Presenters

All of 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.

All classes have limited seating capacity. Register early to avoid disappointment.

Red Deer Location:

Community Futures Central Alberta
5013 – 49 Avenue, Red Deer, Alberta

For Registration:

Call us at (403) 342-2055

OR

E-mail: central@albertacf.com

Spring 2018 Schedule

January 2018

<u>DATE</u>	<u>TIME</u>	<u>TITLE</u>	<u>COST</u>
10	6:30-9:00 pm	Chinook Entrepreneur Challenge Session 1: Plan, CEC Introduction + Craig Elias	FREE
12	10:00-11:30	Legal & Accounting BizChat Webinar (Business Link)*	FREE
17	6:30-9:00 pm	Chinook Entrepreneur Challenge Session 2: Value Proposition Canvas + Market Research	FREE
19	10:00-11:00	How to Find and Call on Companies Ready to Buy (Business Link)*	FREE
24	6:30-9:00 pm	Chinook Entrepreneur Challenge Session 3: Business Model Canvas + Entrepreneur Panel	FREE
26	11:00-12:00	Startup BizChat Webinar (Business Link)*	FREE
31	6:30-9:00 pm	Chinook Entrepreneur Challenge Session 4: ATB/Validation & Inputting Results + Social Media	FREE

Business Link webinars can be viewed at our office or at home on your personal computer. To view at our office, please contact Community Futures Central Alberta to register. To view at home on your own, please register online through www.businesslink.ca.

February 2018

<u>DATE</u>	<u>TIME</u>	<u>TITLE</u>	<u>COST</u>
5	12:10-1:00	Lunchtime Learning – Preparing Your Start Up Budget for Your Business Plan	FREE
7	6:30-9:00 pm	Chinook Entrepreneur Challenge Session 5: Cashflow + Funding + Financials	FREE
12	12:10-1:00	Lunchtime Learning – Preparing Your Marketing Plan and Market Research for Your Business Plan	FREE
14	6:30-9:00 pm	Chinook Entrepreneur Challenge Session 6: Legal + Insurance	FREE
15	9:00-12:00	Understanding Basic Bookkeeping	\$179.00
21	6:30-9:00 pm	Chinook Entrepreneur Challenge Session 7: Operations + Location Analysis	FREE
22	9:00-12:00	Introduction to QuickBooks – Desktop Version	\$179.00**
26	12:10-1:00	Lunchtime Learning – Preparing Your Cashflow for Your Business Plan	FREE
28	6:30-9:00 pm	Chinook Entrepreneur Challenge Session 8: MNP Panel/Executive Summary + Pitches	FREE

March 2018

<u>DATE</u>	<u>TIME</u>	<u>TITLE</u>	<u>COST</u>
1	9:00-12:00	Introduction to QuickBooks Online	\$179.00
5	12:10-1:00	Lunchtime Learning – Preparing Your Start Up Budget for Your Business Plan	FREE
8	9:00-12:00	Beginner QuickBooks – Desktop Version	\$179.00**
12	12:10-1:00	Lunchtime Learning – Preparing Your Marketing Plan and Market Research for Your Business Plan	FREE
15	9:00-12:00	Advanced QuickBooks – Desktop Version	\$179.00**
19	12:10-1:00	Lunchtime Learning – Preparing Your Cashflow for Your Business Plan	FREE
22	9:00-12:00	QuickBooks Payroll – Desktop Version	\$179.00**
26	12:10-1:00	QuickBooks Tips & Tricks – Desktop Version	FREE

April 2018

<u>DATE</u>	<u>TIME</u>	<u>TITLE</u>	<u>COST</u>
9	12:10-1:00	Lunchtime Learning – Preparing Your Start Up Budget for Your Business Plan	FREE
11	12:00-1:30	Business Website Fundamentals	\$40.00
16	12:10-1:00	Lunchtime Learning – Preparing Your Marketing Plan and Market Research for Your Business Plan	FREE
23	12:10-1:00	Lunchtime Learning – Preparing Your Cashflow for Your Business Plan	FREE
25	12:00-1:00	Optimizing Google My Business for More Leads and More Sales	FREE
30	12:10-1:00	Lunchtime Learning – Preparing Your Start Up Budget for Your Business Plan	FREE

May 2018

<u>DATE</u>	<u>TIME</u>	<u>TITLE</u>	<u>COST</u>
2	1:00-2:00	Introduction to Data Analytics (Collins Barrow)	FREE
7	12:10-1:00	Lunchtime Learning – Preparing Your Marketing Plan and Market Research for Your Business Plan	FREE
8	12:00-1:00	BizStream – How to Land Big Contracts as a Small Business	FREE
14	12:10-1:00	Lunchtime Learning – Preparing Your Cashflow for Your Business Plan	FREE
16	1:00-2:00	Understanding City Permits	FREE

Bundle the Introduction to QuickBooks and Beginner QuickBooks courses for only \$299.00, or bundle the Introduction to QuickBooks, Beginner QuickBooks, Advanced QuickBooks and QuickBooks Payroll for \$549.00

This schedule is subject to change without notice.

LEARNING SESSION DESCRIPTIONS

CHINOOK ENTREPRENEUR CHALLENGE SESSIONS

These sessions are part of the Chinook Entrepreneur Challenge, a business plan competition. These sessions are hosted at the University of Lethbridge and will be available via videoconference. If you would like to participate in these sessions from home, please register at <http://www.chinookchallenge.com/>. If there are enough people interested, we will be showing the sessions in our training room. Please contact us if you would like to take part.

BUSINESS LINK WEBINARS

Business Link webinars can be viewed at our office or at home on your personal computer. To view at our office, please contact Community Futures Central Alberta to register. To view at home, please register online through www.businesslink.ca.

Legal & Accounting BizChat Webinar

In this live Q&A-style webinar we will be joined by not one, but two experts here to help your business succeed. Watch our legal and accounting experts battle it out to answer your most nagging startup questions.

From incorporating, shareholder agreements, contracts, and liability to income tax, deductible expenses, GST, payroll, and more, we've got you covered.

Come prepared to submit your questions live to our experts via webinar chat.

Presenter: Crystal Lucier, Preferred Tax Solutions and Jordan Mertz, Bryan & Company LLP

Offered on: January 12th

10:00 – 11:30

Cost: FREE (Pre-registration is required)

How to Find and Call on Companies Ready to Buy Webinar

In this webinar leading Sales Coach Kim Orlesky will share why having the right conversation with the right person will get you further ahead, and how to structure that conversation so you are able to sell your product faster.

Join us to find out:

Who the right person to contact is and the best way to contact them

How to structure your conversation to book more meetings

What to say to book a profitable meeting that delivers value to you and your prospect

How to stop having "coffee meetings" that go nowhere

How to get past the reasons why people say they aren't interested

How to increase your service offering to double, triple, or even 10x your current revenue

And more!

These tactics can work for all companies and all dollar amounts. It doesn't matter if you're selling a product for \$500, \$1000, or \$10,000, use the tips in this webinar and your company's sales will skyrocket!

Presenter: Kim Orlesky, KimOrlesky.com

Offered on: January 19th

10:00 – 11:00

Cost: FREE (Pre-registration is required)

Startup BizChat Webinar

If you're starting a new business, there are a number of steps you need to complete to get your business up and running. Learn and ask questions about the most critical things – like registration, licensing, business numbers, and more – so you can check those things off your to-do list and start making money! Join our in-house startup expert for a look at the most critical steps you need to do in order to launch your business.

Come prepared with questions to ask, and submit them live to our expert via chat during the webinar.

Presenter: David Bayda, Business Link

Offered on: January 26th

11:00 – 12:00

Cost: FREE (Pre-registration is required)

LUNCHTIME LEARNING SESSIONS

Lunchtime Learning – 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 5th, March 5th, April 9th, April 30th

12:10 - 1:00

Cost: FREE (Pre-registration is required)

Lunchtime Learning – Preparing Your Marketing Plan and Market Research for Your Business Plan

Learn how to create a marketing plan and how to gather market research. The staff at Community Futures Central Alberta will explain what is needed for a marketing plan and why you should do market research before going into business.

Presenter: Community Futures Central Alberta Staff

Offered on: February 12th, March 12th, April 16th, May 7th

12:10 - 1:00

Cost: FREE (Pre-registration is required)

Lunchtime Learning – 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 26th, March 19th, April 23rd, May 14th

12:10 - 1:00

Cost: FREE (Pre-registration is required)

QUICKBOOKS TRAINING SESSIONS

All of our desktop courses use QuickBooks Premier 2017, 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
- The difference between a debit and a credit

Pre-registration is required for all QuickBooks courses and full payment must be received no later than 4:00 p.m. the Tuesday prior to class. 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 15th

9:00 – 12:00

Cost: \$179.00 (Pre-registration is required and 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: February 22nd

9:00 – 12:00

Cost: \$179.00 per class or bundle with Beginner QuickBooks for \$299.00, or bundle all four QuickBooks classes for \$549.00.

(Pre-registration is required and seating is limited)

Introduction to QuickBooks Online

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: March 1st

9:00 – 12:00

Cost: \$179.00

(Pre-registration is required and 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 8th

9:00 – 12:00

Cost: \$179.00 per class or bundle with Introduction to QuickBooks for \$299.00, or bundle all four QuickBooks classes for \$549.00.

(Pre-registration is required and 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 15th

9:00 – 12:00

Cost: \$179.00 per class or bundle all four QuickBooks classes for \$549.00.

(Pre-registration is required and 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: March 22nd

9:00 – 12:00

Cost: \$179.00 per class or bundle all four QuickBooks classes for \$549.00.

(Pre-registration is required and seating is limited)

BUSINESS WEBSITE SESSION

Business Website Fundamentals

Learn everything you need to know about planning a new business website or improving an existing one. This jam-packed course will provide you with useful resources and important information on the following topics:

- Web hosting and domain names
- Website builder options
- Creating your “brand”
- Website content and structure
- Writing your content effectively
- User experience and user flow
- Turning visitors into customers
- Selling online (e-commerce)

Presenter: Laura Edinga, Refine Graphics

Offered on: April 11th

12:00 - 1:30

Cost: \$40.00 (Pre-registration is required)

OPTIMIZING GOOGLE MY BUSINESS SESSION

Optimizing Google My Business for More Leads and More Sales

As a local business owner are you losing money because you're not visible on Google Maps or Google My Business? This course will show you how to fix that.

Google My Business is Google's new, user friendly tool to aid small business owners in getting some "Google Love" in their search engine rankings.

By making use of the Google My Business information, it is possible to increase a business' online presence by providing valuable information to customers and interacting with fans of the business, and all from the convenience of a hand held device, most notably, the cell phone.

When a prospective customer searches for a business, it's also more useful if a map of the business location pops up for them to view, followed by the business hours and all of the customer reviews.

With a verified Google My Business listing, those are just a few of the things that can be accomplished by being listed with GMB (Google My Business). In this training, we will be reviewing some of the most valuable features of Google My Business and how it relates to the local business owner.

Presenter: Randy Bett, Quest Marketing

Offered on: April 25th

12:00-1:00

Cost: FREE (Pre-registration is required)

DATA ANALYTICS SESSION

Introduction to Data Analytics

This session will give an introduction into Data Analytics, what it is, how it is used, and how to leverage the information to make informed decisions.

Presenter: Phil Porter, Collins Barrow

Offered on: May 2nd

1:00pm - 2:00pm

Cost: FREE

(Pre-registration is required. This class requires a minimum of 10 participants, so please register as soon as possible.)

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 is 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: May 8th

12:00 - 1:00

Cost: FREE (Pre-registration is required)

CITY PERMITS SESSION

Understanding City Permits

Are you starting a new business in Red Deer, expanding or relocating? Is your business going to be home based or have a store front? Curious about what city approvals you might need to renovate an existing location or what is required to start a home business? Maybe you just need some help navigating the city permits so you can be confident that you have everything in place to open your doors. This 1-hour workshop presented by Inspections & Licensing staff from The City of Red Deer will answer all your questions about permits needed to open, relocate or expand your business.

When you register, please let us know if there is something specific you are hoping to learn from the session so we can be sure to cover the information you need.

Presenter: Inspections & Licensing Staff, City of Red Deer

Offered on: May 16th

1:00pm - 2:00pm

Cost: FREE (Pre-registration is required)