

# Roadmap to Success:

a business education series

2009-2010 Series

## MARKETING

FREE to Henderson  
Chamber members

**Thursday, September 10**

**Outbound Marketing: *Make people take notice of you***

How to use thought-out promotional items and highly-targeted direct mail programs to spread your name, develop business and do it cost-effectively.

**Thursday, October 15**

**Inbound Marketing 101: *Leveraging techniques to reach customers***

Learn step-by-step tactics on how to get found and turn yourself and your organization into a lead generating machine.

**Thursday, November 5**

**Social Networking: *Why consumers want to see you there***

Learn how to identify and implement the proper outlets, tools and strategies to advance your business and relationships through step-by-step instruction.

**Thursday, January 14, 2010**

**PR That Works: *Raising your profile through media relations***

Learn how media relations can impact your business and how to establish relationships as well as understand expectations and how to pitch ideas.

**Thursday, February 11, 2010**

**Writing A Book: *Understanding the process and getting there***

Learn the basics of getting published from organization, finding a writer, editor and press association to locating financial support and developing a book sales program.

**Thursday, March 11, 2010**

**Search Engine Optimization (SEO): *Getting a desired effect***

Increase your company's website traffic by learning how to develop a strategy to increase your site's ranking including optimizing, link building to benchmarking results.

**Thursday, April 15, 2010**

**Approachability Power: *Make your networking count***

Discover new ways to interact with different networks of people and how to create a more approachable and engaging experience for customers and new contacts.

**Thursday, May 13, 2010**

**Advertising: *Make every dollar count in today's New Economy***

Learn how to make every advertising dollar pay-off. Includes step-by-step tactics used to create compelling copy, desirable formatting and guarantees/offers that really work.

**Seating is limited. RSVP to [info@hendersonbizcenter.com](mailto:info@hendersonbizcenter.com) or call 702-992-7200**

All workshops held 7:30 - 9:30 a.m.  
Breakfast provided  
\$25 non-members

[www.hendersonbizcenter.com](http://www.hendersonbizcenter.com)  
702-992-7200

Workshop Location:  
112 S. Water St.  
Henderson, NV 89015-2312

### Sponsored by:



The Henderson Business Resource Center is a non-profit organization under the Henderson Chamber of Commerce Foundation; designed as a Business Incubator to strengthen and diversify the local economy.

# Roadmap to Success:

a business education series

2009-2010 Series

## SALES/OPERATIONS

FREE to Henderson  
Chamber members

**Thursday, September 17**

**From "I" to "Team": Getting Everyone on Board**

Learn how to "reset" yourself, get your team on the same page, calculate all risks, develop company-wide business strategies and delegate responsibilities.

**Thursday, October 22**

**Business Structure: Developing employee roadmaps and employer safeguards**

Learn how to develop well-thought job descriptions and organization charts as well as how they can enhance employee production and protect your company.

**Thursday, November 12**

**Smooth Operations: Producing happy and productive employees**

Learn how to create a positive communication environment at the workplace, manage workflow, resolve conflict, management styles and how to deal with apathy.

**Thursday, January 21, 2010**

**Effective Business Leadership: Instilling quality from the top down**

Learn the specific tools used to develop strategies to make things happen. How to take intelligent risks, define success, empower others and develop a plan to succeed.

**Thursday, February 18, 2010**

**Structuring Your Business: Start-ups, maintenance and dissolution**

Learn how to protect yourself from your company's liabilities, form and maintain the right kind of corporate entity as well as dissolving your organization.

**Thursday, March 18, 2010**

**Technology for the 21st Century: Solutions to pick-up the slack**

Learn common technology tools that will quickly enhance workflow and measurably increase productivity while having little operational impact on your company.

**Thursday, April 22, 2010**

**Sales Skills in the New Economy: Converting leads into customers**

Learn step-by-step techniques on how to start ROI dialogues, get commitments and how to identify your lead's pain and pleasure points.

**Thursday, May 20, 2010**

**Use the Force: Successfully create and manage a sales force**

Learn how to attract and hire good sales people, tools for tracking success, teaching and sales training techniques as well as how to hold people accountable.

**Seating is limited. RSVP to [info@hendersonbizcenter.com](mailto:info@hendersonbizcenter.com) or call 702-992-7200**

All workshops held 7:30 - 9:30 a.m.  
Breakfast provided  
\$25 non-members

[www.hendersonbizcenter.com](http://www.hendersonbizcenter.com)  
702-992-7200

Workshop Location:  
112 S. Water St.  
Henderson, NV 89015-2312

### Sponsored by:



The Henderson Business Resource Center is a non-profit organization under the Henderson Chamber of Commerce Foundation; designed as a Business Incubator to strengthen and diversify the local economy.

# Roadmap to Success:

a business education series

2009-2010 Series

## FINANCE

FREE to Henderson  
Chamber members

**Thursday, September 24**

**Profit & Loss and Balance Sheets 101: Understanding money spent and money made**

Learn how to read your financial statements, key ratios to look for and how to design sheets that can be used for management purposes.

**Thursday, October 29**

**Tax Strategies: Codes, deductions, expenses ...oh my!**

Learn how to save on business taxes, run expenses through your business, set-up an appropriate wage to lower taxes providing benefits to employees.

**Thursday, November 19**

**Tax Preparation: 1,2,3's of basic business taxes**

Learn how to get Quickbooks readied, key issues to look for and the step-by-step process of filing and keeping accurate records.

**Thursday, January 28, 2010**

**What Banks Want to Know: Proving you're sustainable**

Learn what's critical to banks and how to prepare financial information about your business including how your business is financed, organized and how you plan to run it.

**Thursday, February 25, 2010**

**Strategic Use of Quickbooks: Understanding the heart of your business**

Learn step-by-step how this software can save you vital time and effort in organizing your business finances as well as set-up, and generation and break-down of key reports.

**Thursday, March 25, 2010**

**Raising Money from Investors: Who to take money from and structuring deals**

Learn how to prospect and structure investments opportunities with angel investors, friends and family, venture capitalists, government grants and IPOs.

**Thursday, April 29, 2010**

**Profit & Loss and Balance Sheets Strategies: Modeling, enhancing and segmenting**

Learn to understand advanced ratios and statistics of balance sheets, how to integrate statements, balance a model and understand your true growth drivers.

**Thursday, May 27, 2010**

**Cashflow Management: Getting a firm handle on your numbers**

Learn how to get funding, properly manage cashflow, the difference between revenue vs. income vs. cashflow as well as how to manage accounts receivable and payable.

**Seating is limited. RSVP to [info@hendersonbizcenter.com](mailto:info@hendersonbizcenter.com) or call 702-992-7200**

All workshops held 7:30 - 9:30 a.m.  
Breakfast provided  
\$25 non-members

[www.hendersonbizcenter.com](http://www.hendersonbizcenter.com)  
702-992-7200

Workshop Location:  
112 S. Water St.  
Henderson, NV 89015-2312

**Sponsored by:**



The Henderson Business Resource Center is a non-profit organization under the Henderson Chamber of Commerce Foundation; designed as a Business Incubator to strengthen and diversify the local economy.