

The Bi-National Sustainability Laboratory, The Small Business Development Center and The Small Business Administration

proudly present their

2010 Empower your Business Webinars Series

Join us at this educational series designed to enhance entrepreneurs and small business owners their planning skills within a competitive business edge. The speakers will be presenting on how best to present your company to clients and potential investors, and how to create a great innovative company profile

April – August 2010 Program

All events are from 1:00 to 4:00 p. m.

DATES	EVENTS
April 19	<p style="text-align: center;">Starting your Business</p> <p>The entrepreneur faces serious challenges when starting a business. Identifying and screening opportunities, analyzing the markets, planning operations and sales, forming the team and funding the start-up are some of the many topics to consider. Learn the basic steps to be your own boss.</p> <p style="text-align: center;">Dr. Santiago Ibarreche. Professor of Management. UTEP, M. Roque Segura. Director. SBDC</p>
May 20	<p style="text-align: center;">Developing Business Plans that Work</p> <p>The business plan is the result of a lengthy, arduous, creative process that will transform the idea into a venture. But how can we make sure it will accomplish its objectives? The seminar addresses those important facts necessary to make your business plan work when addressing clients, investors and financial institutions.</p> <p style="text-align: center;">TBD</p>
June 24	<p style="text-align: center;">Effective Marketing and Sales</p> <p>The business success is based on effectively attracting, serving and retaining customers for its product/service offerings. Companies must create effective marketing and sales plans based on solid information and their competitive advantages. Learn the way to better attract your clients through marketing and sales strategies</p> <p style="text-align: center;">TBD</p>
July 29	<p style="text-align: center;">Valuating your Company</p> <p>Established businesses are worth their tangible and intangible assets. New ventures require the application of sophisticated techniques to assign a value during the initial stage, fair enough for owners and potential investors. Learn some techniques used to valuate start-ups.</p> <p style="text-align: center;">TBD</p>
August 26	<p style="text-align: center;">Funding the Venture</p> <p>The capital needed to fund a start up is determined in the pro-forma financial statements. Entrepreneurs can provide initial funding, but most businesses expecting to grow require outside capital from professional investors. Learn the criteria applied by investors when assessing investing in your company.</p> <p style="text-align: center;">TBD</p>

You can participate in this events either via the internet or in person at:

El Paso Community College, Administrative Services Center, 9050 Viscount Boulevard, Building B, B520

To view details and costs please visit: www.bnsl.org; <http://www.elpasosbdc.biz> (under special events)

To register please go: http://www.elpasosbdc.biz/event_detail.sstg?id=143

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