



Valley Community Development Corporation

Low-Cost Workshops for Valley Entrepreneurs! June/July 2008

Exploring Your Business Dream: Is Starting a Business Right for You?

Look at the risks and rewards of business ownership. Determine your business and personal goals and assess your resources for starting a business. Begin exploring the market potential of your proposed venture and create an action plan for next steps. This workshop series is appropriate for anyone thinking about starting a business, whether full-time or part-time. Prerequisites: None. 9 hrs. \$75. Instructor: Howard Bronstein. www.odtmaps.com

3 Tuesdays June 10-24 6-9 PM Florence Savings Bank, 355 Russell St. (Rt-9), Hadley

Guerrilla Marketing Learn how to improve sales without spending money on advertising. Write your entire guerrilla marketing plan in seven sentences so that you can achieve maximum results from minimal resources. This program includes a 30 page workbook designed to help you implement a 30, 60 and 90 day action plan to boost profits in a manner consistent with your business and personal readiness. This program is not for startups, but rather for business owners whose revenue has plateaued, or are frustrated by lackluster results from their traditional marketing.

Prerequisites: None. 3 hrs, \$35. Instructor: Sheldon Snodgrass, MBA. www.steadysales.com

Thursday June 12 5-8 PM Florence Savings Bank, 355 Russell St. (Rt-9), Hadley or
Thursday July 10 5-8 PM TD Banknorth, 175 Main St., Northampton

Websites 102: Marketing Your Business Online Learn how to: measure and evaluate website performance, confirm your site's search engine friendliness, read and interpret web traffic statistics, uncover your competitors' secrets and strategies, use "offline" marketing to your maximum advantage, use powerful free tools from Google, and market your website on a "shoestring budget". Prerequisites: None. 6 hrs, \$60. Instructor: Peter Pelland. www.pelland.com

2 Thursdays June 19-26 5-8 PM Eastworks, Room 368, 116 Pleasant St., Easthampton

QuickBooks Basics – Webinar Learn from the comfort of your own office! This web & telephone-based QuickBooks training will teach you all the accounting you'll need to know to work with QuickBooks & basic company set-up. Requirements: Your own PC or MAC with Quickbooks 2000 or later installed. (QuickBooks Online is not acceptable.) High-speed internet access, telephone. (A 60-day trial version of QuickBooks Pro 2008 is available at <http://quickbooks.intuit.com> if you don't own the software.) Pre-requisites: General PC/Mac & internet navigation skills. 2 hrs, \$25. Instructor: Amy Grabowski, www.fiscaltraining.com

Tuesday July 8 5-7 PM Your office

Introduction to QuickBooks 2007 Accounting Software The most popular easy-to-use accounting program for non-accountants. Learn what you should know as a business owner, whether you keep your own books or someone keeps them for you. Set up your company books, create accounts and invoices, make and receive payments, and measure your financial performance. PC-based. Pre-requisites: General MS Windows navigation skills. 12 hrs. \$95. Instructor: Sara Gross. www.accountingtechsolutions.com

4 Mondays, June 9-30 5-8 PM Eastworks, Room 368, 116 Pleasant St., Easthampton

Introduction to Excel 2003 Learn the industry standard spreadsheet program. In this two-part workshop, you will learn how to navigate a basic Microsoft Excel 2003 spreadsheet, format cells, columns, and rows, create formulas and worksheets, and develop spreadsheets for budgeting and projecting cash flow as well as multi-purpose spreadsheets. PC-based. Prerequisites: General MS Windows navigation skills. 6 hrs, \$60. Instructors: June-Nate Jasper, www.iTutor.biz, July- Mannie White, www.ptraining.com

2 Tuesdays, June 17-24 5-8 PM Eastworks, Room 368, 116 Pleasant St., Easthampton or
2 Wednesdays, July 9-16 5-8 PM Eastworks, Room 368, 116 Pleasant St., Easthampton

Creating Marketing Materials in Publisher 2003 or Word 2003 Create outstanding marketing materials in Microsoft Word 2003 or Publisher 2003 using graphics, text boxes, line drawings, color, and fonts. Learn skills to produce business cards, fliers, posters, brochures, and ads in-house. Experiment with page set-up and ready-made templates. PC-based. Prerequisites: Publisher - General MS Windows navigation skills, Word – Prerequisites: Familiarity with Microsoft Word; ability to create, open edit, save .doc files. This is an advanced beginner/intermediate-level course. 4 hrs, \$50. Instructor: Pauline Celetti

MS Word, 2 Wednesdays, June 11-18 5-7 PM Eastworks, Room 368, 116 Pleasant St., Easthampton or
MS Publisher, 2 Mondays, July 7-14 5-7 PM Eastworks, Room 368, 116 Pleasant St., Easthampton

Class size is limited, so register early. Register online at www.valleycdc.com

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