



Sirti Building
665 North Riverpoint Boulevard
CenterPlace at Mirabeau
2426 North Discovery Place, Spokane Valley
For Information: 358-7890. To Register: 279-6000



U.S. Small Business Administration
The SBDC is partially funded by a cooperative agreement with the U.S. Small Business Administration.

ITEM	DATE	DAY	HOURS	CRS NO	COST
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The SBDC is housed at the Spokane Intercollegiate Research and Technology Institute (Sirti), 665 N Riverpoint Blvd, Spokane. All classes, except where noted, are held at this location.

Community Colleges of Spokane's Small Business Development Center, in cooperation with Washington State University, is designed to meet the many specialized needs of small business managers and owners. The SBDC develops and coordinates the unique resources of universities and community colleges, the private sector, state and local economic development agencies, and the U.S. Small Business Administration.

The SBDC's goal is to stimulate small business growth in Spokane and surrounding areas by providing owners and managers of small business with guidance and education that will enable them to become more productive and profitable. Available through the SBDC are certified business advisors who provide individual counseling at no charge. Advisors provide counseling on a wide range of management and technical assistance services such as new-venture analysis, operational plans, financial proposals, marketing strategies and other small business concerns.

The SBDC also develops and offers educational programs geared to the needs and interests of small businesses on a variety of subjects, which are listed in this class schedule. **Classes are held at the Spokane Intercollegiate Research and Technology Institute (Sirti), 665 N Riverpoint Blvd, Spokane, unless otherwise specified.** To take advantage of these educational and counseling resources, please call 358-7890.

NEW CLASS PRICING

Bring along a business partner for free! Two people from the same business may attend for the price of one; although only one set of class materials is provided. (Exception: Grant Writing Basics for Nonprofits, #P614, is \$65 per person.)

Business Basics

BEGINNING RECORDKEEPING

This is an introduction to basic recordkeeping (double-entry system). Topics covered are income and expense summaries, cash controls, cash reconciliation, checkbook registers, balancing bank statements and the benefits of having a good system in place. Bring a calculator.

S. Wilcox of Wilcox & Associates is a consultant in the areas of accounting, computerization and office practice.

P616	Jan. 23-30	T	6-9pm	SBA 150	\$50
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BUSINESS PLAN FEASIBILITY

Evaluate the feasibility of your idea or market expansion through the use of a business plan process. The plan is used as a management tool to evaluate your idea and help make it come true.

P. Malone has 25 years' experience in consulting with for-profit and nonprofit businesses.

P600	Mar. 21	W	6-9pm	SBA 150	\$40
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Spokane Intercollegiate Research and Technology Institute (Sirti), 665 N Riverpoint Blvd

P605	Dec. 14	Th	6-9pm	SBA 150	\$40
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P606	Feb. 15	Th	5-8pm	SBA 150	\$40
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CenterPlace at Mirabeau, 2426 N Discovery Pl

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CASH FLOW MANAGEMENT

Understand and manage your business's cash flow. This workshop explores cash management principles and cash flow analysis using application and problem-solving exercises. (Free spreadsheet tool included.) Recommended: Using Financial Information to Better Manage Your Business, #P615.

T. Chambers is a certified business advisor with the SBDC.

P637	Mar. 6-8	TTh	6-9pm	SBA 150	\$50
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COST CONTROL SYSTEMS

new!

This two-part class focuses on the basic concepts of a cost control system. Utilizing basic formulas such as profit margins, breakeven point, and fixed and variable costs, examine cost controls for production planning, purchasing, receiving, inventory, FIFO, sales and cash controls. Look at accounting statements such as profit and loss, balance sheet, and cash flow.

M. Beattie, M.B.A., is an adjunct instructor at Gonzaga University, Community Colleges of Spokane and Washington State University.

P612	Jan. 17-24	W	6-9pm	SBA 150	\$50
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EMPLOYER "MUST KNOWS" –

complying with state reporting requirements *new!*

Avoid pitfalls and successfully comply with Washington state tax reporting laws. Representatives from the Department of Labor and Industries and Employment Security explain Worker's Compensation Insurance and Unemployment Insurance laws, and outline proper reporting requirements.

P621	Feb. 2	F	8-11am	SBA 150	\$15
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HUMAN RESOURCES SERIES

Enroll in all three classes to understand human resource management and get a \$20 discount.

M. Beattie, M.B.A., is an adjunct instructor at Gonzaga University, Community Colleges of Spokane, and Washington State University.

P627	Feb. 21-Mar. 7	W	6-9pm	SBA 150	\$85
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HUMAN RESOURCE PRACTICES

Get a basic overview of all aspects of employment including recruitment, interviewing techniques, employment issues and discharge. Other topics include EEO/AA, taxes, benefits and unemployment.

P628	Feb. 21	W	6-9pm	SBA 150	\$35
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HIRING SMART

Develop a multistep strategy for "hiring smart." Focus on identifying candidates that fit the organization, the job and legal requirements. These strategies help new employees become productive more quickly, enable employers to provide performance feedback, and increase communication and cooperation among employees and management.

P632	Feb. 28	W	6-9pm	SBA 150	\$35
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IMPROVE PRODUCTIVITY BY MOTIVATING EMPLOYEES

Learn low-cost ideas and proven strategies to motivate and reward employees, including a "top 100" list of rewards and recognition ideas. Develop time-saving techniques to improve productivity and maximize the hours and labor budget you have with a more productive and motivated workforce.

P639	Mar. 7	W	6-9pm	SBA 150	\$35
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INCOME TAX ISSUES THAT IMPACT YOUR BUSINESS

This course covers the most current income tax issues that have an impact on your business and the taxes you'll pay.

D. Normandeau, CPA, has taught for the IRS, HUD, and Community Colleges of Spokane.

P631	Feb. 27-Mar. 1	TTh	6-9pm	SBA 150	\$50
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LEGAL ISSUES FOR SMALL BUSINESSES

This discussion-based workshop addresses legal entities, basics of contract law, and other legal issues affecting the establishment and management of your business.

J. Herbster practices business formation and transactions law.

P618	Jan. 29	M	6-9pm	SBA 150	\$35
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MARKETING STRATEGIES FOR SMALL BUSINESSES

Effectively market your business with limited resources. Look at the four elements of successful marketing and how to apply them in a marketing plan.

B. Glatzer is an author, consultant and instructor in advertising and marketing.

P611	Jan. 16	T	6-9pm	SBA 150	\$35
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PATENTS, TRADEMARKS AND COPYRIGHTS

Learn the application process and benefits of protecting your inventions, products, trade names, designs and publications.

B. Hyta is a patent attorney.

P607	Jan. 8	M	6-9pm	SBA 150	\$35
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PAYROLL RECORDKEEPING

Learn about employee procedure manuals and I-9 forms, plus set up an effective system for keeping payroll records, employee records, taxes, withholding and quarterly/annual tax deposits.

D. Bender is an accredited accountant, enrolled tax agent and business consultant.

P636	Mar. 5	M	6-9pm	SBA 150	\$35
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PREBUSINESS WORKSHOP

Designed for entrepreneurs interested in starting a new business, this workshop covers basic start-up information, including required licenses and registrations, agency information, and ways to get started on the right foot.

P. Malone

P602	Dec. 5	T	6-9pm	SBA 150	\$35
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P604	Mar. 7	W	6-9pm	SBA 150	\$35
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Spokane Intercollegiate Research and Technology Institute (Sirti),
665 N Riverpoint Blvd

P603	Jan. 25	Th	5-8pm	SBA 150	\$35
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CenterPlace at Mirabeau, 2426 N Discovery Pl

TAXES FOR SMALL BUSINESSES

This two-night class makes estimating and paying taxes more manageable. Participants learn to report federal business taxes, pay Washington state taxes, and save money by using the appropriate deductions. Bring a calculator for hands-on exercises.

D. Bender

P625	Feb. 19-26	M	6-9pm	SBA 150	\$55
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USING FINANCIAL INFORMATION TO BETTER MANAGE YOUR BUSINESS

This class reviews the income and balance sheet and offers simple and practical tools to help you understand and use financial information to understand your business, and evaluate potential problems and opportunities by using alternative "what if?" analysis. (Free spreadsheet tool included.) Recommended: Cash Flow Management, #P637.

T. Chambers

P615	Jan. 22-24	MW	6-9pm	SBA 150	\$50
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Computers in Business**ALL YOU NEED TO KNOW ABOUT A WEB SITE**

Understand concepts and practical methods that save you time and money. Whether you build your own site or have it built, this is the information you need. From basic site considerations to navigation and search engine ranking, this class helps you put your product or service on the web effectively. (Free software included.)

J. Cousins is the general manager of a local web development company.

P608	Jan. 9-16	T	6-9pm	SBA 150	\$50
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BEST TIPS FOR INTERNET MARKETING

Learn effective use of the Internet to market a product or service. The Internet has its own rules; learn to use them to benefit your business. Understanding content, copywriting and key words is vital to creating a web site. Search engines and Adword (pay-per-click) campaigns are covered. (Free software included.)

J. Cousins

P610	Jan. 11-18	Th	6-9pm	SBA 150	\$50
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CREATING GREAT WEBSITE GRAPHICS

Enhance marketing and selling your products on the web using graphics and images. This hands-on class shows you how to get good color and crisp images, and the tricks to make downloading a snap. (Free software and sample images included.)

J. Cousins

P622	Feb. 5-12	M	6-9pm	SBA 150	\$50
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HOW TO MAXIMIZE HITS TO YOUR WEB SITE

Web sites that can be found can become revenue generators. This class provides the what-to-do and the how-to-do-it for getting your site found. Discover the professional secrets to getting a site into the top rankings in the most popular search engines. Covers key words, content and pay-per-click campaigns. (Free software included.)

J. Cousins

P613	Jan. 17	W	6-9pm	SBA 150	\$35
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QUICKBOOKS FOR PAYROLL

Beginning, intermediate, and advanced learners can benefit from this class. Set up and create payroll with QuickBooks with confidence. Hands-on instruction includes setup of employees, payroll items, quarterly payroll reports and taxes.

G. Lewin

P601	Mar. 21	W	6-9pm	SBA 150	\$35
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QUICKBOOKS FOR RECORDKEEPING

Learn the basics of recordkeeping using a computerized accounting program, QuickBooks. Understand how to check the integrity of your accounting records. Recommended: Beginning Recordkeeping, #P616, and familiarity with QuickBooks.

G. Lewin

P638	Mar. 6	T	6-9pm	SBA 150	\$35
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QUICKBOOKS NUTS AND BOLTS

This workshop provides you with an opportunity to increase and confirm your knowledge, and receive valuable tips on using QuickBooks to reach your financial objectives. Receive a workbook with complete seminar notes, including step-by-step instructions and easy-to-follow screen shots. During the workshop, incorporate your questions into our training discussion.

G. Lewin

P626	Feb. 19-21	MTW	6-9pm	SBA 150	\$135
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Leadership

LEADERSHIP DYNAMICS SERIES

Develop, improve and excel in your leadership skills. Workshops are designed for business owners, supervisors, team leaders, and managers at all levels who need to sharpen their leadership skills. Take an individual class or the series and save \$25!

G. Campbell is owner of Campbell Consulting/Leading Edge Success.

P646	Nov. 28-Dec. 7	TTh	6-9pm	SBA 150	\$115
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BASIC LEADERSHIP TECHNIQUES

This course covers the fundamentals and basic skills of leadership. Identify and tap into personal leadership skills and put them into action.

P647	Nov. 28	T	6-9pm	SBA 150	\$35
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COACHING AND MOTIVATING PEOPLE

See what an effective coach provides daily for the team or organization, and learn about critical paths and game plans. Learn the importance of motivating and how effective coaching and motivating are critical keys to success as a leader.

P648	Nov. 30	Th	6-9pm	SBA 150	\$35
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MANAGING CHANGE

What happens when our organization goes through change? Look at managing change and crisis in the workplace through effective plans of action, interpersonal skills and communication skills.

P649	Dec. 5	T	6-9pm	SBA 150	\$35
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THE ART OF LEADERSHIP

What separates a good leader from a great leader? Look at actions necessary to develop charisma and to form leadership at all levels in the organization. Through behavior modeling and role-playing, develop an action plan to take your leadership development to a higher level.

P650	Dec. 7	Th	6-9pm	SBA 150	\$35
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Special Interest

BRAND IDENTITY – What’s all the hype?!

Increase sales and exposure through a strong recognizable brand identity package. Appreciate brand identity and what it can do for your profits. Learn to make your business a household name and stand out from the competition, making the best use of your marketing dollar.

S. Marroquin owns Absolute Designs.

P641	Feb. 20	T	6-9pm	SBA 150	\$35
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BUYING AND SELLING A BUSINESS

An overview for buyers and sellers of a business. Learn what information is needed by both parties, how information should be presented, how to protect confidentiality, and options for establishing deal terms and future relationships. Understand basic valuation methods to help establish realistic pricing for the business.

T. Chambers

P619	Jan. 30	T	6-9pm	SBA 150	\$35
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COMMUNICATIONS –

creating a clear, memorable message *new!*

Learn tools and strategies for framing messages about issues, programs and events that stimulate action. Learn to craft a clear message and create core messages and tailored messages that match your audience(s). Review skills and strategies for working through the media and designing effective outreach strategies and communication plans. Bring examples of messages that work and messages that don't. If you're preparing a campaign that requires message development, bring it.

S. Gill is director of Northwest Nonprofit Resources.

P629	Feb. 22	Th	1-4pm	SBA 150	\$35
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CONSTRUCTION BIDDING – introduction

Hands-on practice and discussion of job formatting, bid organization, standard cost factors, developing your own cost factors, variable and fixed overhead rates, payroll and other applicable tax factors, and forms of bid presentation. Focus is on small commercial and residential contracting.

G. Sofio

P633	Feb. 28	W	6-9pm	SBA 150	\$35
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CONSTRUCTION BUSINESS – using QuickBooks

Learn how QuickBooks integrates estimating, time tracking and job costing with accounting and payroll. Get the information you need to successfully manage your construction-related business. Required: proficiency in QuickBooks.

G. Lewin

P640	Mar. 7	W	6-9pm	SBA 150	\$35
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INCOME TAX UPDATE FOR PREPARERS

This four-session course covers the latest 2006 changes to the tax code, including recent tax issues, rulings and cases affecting individual and business tax returns, and like-kind exchange issues.

D. Normandeau, CPA

P623	Feb. 6-15	TTh	6-9pm	SBA 150	\$125
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IMPORT EXPORT NOW!

Learn to import and/or export goods or services in this step-by-step hands-on course delivered over the Internet. Develop your product or service, find the best suppliers and customers, work with banks, insurance companies, government agencies and other trade entities, and navigate through licensing and permits. The course includes self-paced study, one-on-one contact with instructor and optional, weekly live sessions and post-course listserv interaction. Required: computer with Internet service and text "How Small Business Trades Worldwide," available through bookstores or online. Call 358-7890 for more information or to register.

J. Spiers has worked with international trading companies since 1974 and been self-employed trading internationally since 1984.

P624	Feb. 7-Apr. 4	ARR	ARR	SBA 150	\$59
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QUICKBOOKS FOR PROPERTY MANAGEMENT AND INVESTING

This three-part class is designed to help real estate investors and property managers learn how adaptive QuickBooks software is for their industry. Part 1 explores QuickBooks basics. Part 2 covers custom tailoring QuickBooks to manage investment properties. Part 3 demonstrates setting up custom reports like "rent rolls" and utilizing features for special reporting needs. Recommended: knowledge of basic bookkeeping.

S. Wilcox

P630	Feb. 22-Mar. 8	Th	6-9pm	SBA 150	\$85
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STARTING A BOOKKEEPING SERVICE

Take advantage of market demand for bookkeeping services. This class explores the advantages and drawbacks, what skills and equipment are needed, and how to market your service effectively.

D. Normandeau, CPA

P609	Jan. 10	W	6-9pm	SBA 150	\$35
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STARTING AND OPERATING A CONSTRUCTION BUSINESS

For individuals considering starting a construction business or who have recently started one. The information presented caters to residential homes or commercial construction. Covers bonding and licensing, legal structures, recordkeeping, standard contracts, travel and subcontractor issues, depreciation and federal tax issues.

G. Sofio has 28 years' experience in both residential and commercial construction. **G. Lewin** is an accountant in private practice.

P620	Jan. 31-Feb. 7	W	6-9pm	SBA 150	\$50
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IEL PROGRAMS

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Attention: Nonprofit Organizations

The SBDC is developing classes to support nonprofit businesses in the area. Call 358-7890 to register or to suggest a class you'd like to see offered.

BROADCAST MEDIA 101 FOR NONPROFITS

Learn about public service announcements, media strategies for TV and radio, news coverage, and Internet partnerships. Learn what decision makers want and what they support.

K. Votava is the television marketing and promotions manager and community service director for KXLY Broadcast Group.

P634 Mar. 2 F 9-12pm SBA 150 \$35

COMMUNICATIONS –

creating a clear, memorable message *new!*

Learn tools and strategies for framing messages about issues, programs and events that stimulate action. Learn to craft a clear message and create core messages and tailored messages that match your audience(s). Review skills and strategies for working through the media and designing effective outreach strategies and communication plans. Bring examples of messages that work and messages that don't. If you're preparing a campaign that requires message development, bring it.

S. Gill is director of Northwest Nonprofit Resources.

P629 Feb. 22 Th 1-4pm SBA 150 \$35

GRANT WRITING BASICS FOR NONPROFITS

Learn to identify your organization's needs, locate grant money, build relationships with funders, key components of a grant, and writing successful grants. Discover who makes the decisions, what criteria they use and how you can set your nonprofit apart from the competition. Practice the essentials of writing a grant, from start to finish and what to do after you get the grant. Price is \$65 per person.

P. Malone

P614 Jan. 19 F 8am-5pm SBA 150 \$65

LEGAL ISSUES FOR NONPROFITS *new!*

Designed for executive directors and board members. Covers legal considerations relating to organizational structure, employment issues, general liability and insurance, IRS rules for political participation, and other current legal hotspots.

B. Beggs is an attorney and executive director at Spokane's Center for Justice.

P617 Jan. 25 Th 1:30-4:30pm SBA 150 \$35

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NxLevel Entrepreneurial Training
NxLevel Training For Business

NxLevel training is for entrepreneurs thinking about starting a business or expanding an existing business.

This proven, comprehensive and interactive program provides skills and tools you need to be successful. In this 12-week course, you consider your business options, plan your organization, research your product and market, and gain a deeper understanding of marketing and financial management.

Course includes comprehensive workbooks, networking opportunities, one-on-one business consulting and support, and business leaders as guest speakers.

Call 358-7890 for more information.



Worker ReTRAINING

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