



**College of Lake County**  
*Illinois Small Business Development Center*



# Fall Schedule of Classes

Offered by

*The Illinois Small Business Development Center*

**Register early:** Classes will be withdrawn if minimum enrollment is not met one week prior to the start of class.

## *Start-Up & Business Planning*

### **TBSM 2      FastTrac® NewVenture™**

Tuesday, September 14 – November 23, 2010 from 6:30 – 9:30 pm

Designed specifically for those in the early stages of business development. Save time and money by testing the feasibility of your business concept before you launch. Starting and growing a business does not mean going it alone. Form relationships with people who can provide you the opportunity to identify market need, knowledge of business fundamentals such as marketing, management, financials and to build a business plan. Cost includes all books and materials.

*Sponsored by First Midwest Bank*

**Cost:**     \$350.00

**Grayslake Campus – Grayslake – Room T326**

**Class Nbr.:** 4361 (used for registration)



### **TBSM 7      Smart Start to Your Small Business**

Wednesday, September 15, 2010 from 6:30 – 9:30pm

Starting your own business is exciting and liberating, but it can also be scary, confusing and risky. Attending this workshop is your first step on the road to success. The seminar provides valuable advice and information concerning the basics of the business world and how they affect your business. Learn how to determine the type of legal structure that is best for your business, how to prepare and present your business plan, determine and apply business feasibility, what financial assistance is available to you, how to analyze your profit and loss statement and explore break-even analysis.

**Cost:**     \$35.00

**Southlake Campus - Vernon Hills – Room R004**

**Class Nbr.:** 5156

## **TBSM 10 Starting a Business in Illinois**

Thursday, September 16, 2010 from 6:30 – 9:00pm

Starting a business in Illinois is not as simple as pressing a button. There are laws, regulations and reports a company must abide by and produce. We will discuss important aspects of business ownership and receive handouts that include information on agencies to contact. Don't be sorry, be safe. Learn what is required to start a business in Illinois.

**Cost:** \$25.00

**Grayslake Campus - Grayslake**

**Class Nbr.:** 5164 (used for registration)

**Online - for more information, visit [wpdi.clcillinois.edu/sbdc](http://wpdi.clcillinois.edu/sbdc)**

Self paced learning module that you will have seven days to complete.

**Class Nbr.:** 5179 (used for registration)

## ***Business Growth & Development***

### **TBSM 3 FastTrac® Growth Venture™**

Tuesday, September 14 – November 23, 2010 from 6:30 – 9:30 pm

Hindsight is 20/20 so take what you've learned in your business and look to the future. Create a framework to improve the performance of your business. Focus on the issues you need to investigate to go to the next level and make critical decisions for strategic business growth and opportunity, build and maintain a competitive advantage, and maximize cash flow for future profitability. Cost includes all books and materials.

**Sponsored by First Midwest Bank**

**Cost:** \$350.00



**Grayslake Campus - Grayslake**

**Class Nbr.:** 4362 (used for registration)

## ***Accounting & Finance***

### **TBSM 20 QuickBooks Module 1 – A Practical Introduction**

Tuesday, September 21 & 28, 2010 from 6:00 – 10:00 pm

This class is designed for users who have less than six months' experience working with QuickBooks. Topics include setup of new files, processing banking, accounts receivable and accounts payable transactions, reconciliation of bank and credit card accounts and running basic financial reports. Prerequisites: Able to use Microsoft Windows products.

**Cost:** \$149.00

**Grayslake Campus – Grayslake – Room T338**

**Class Nbr.:** 3915 (used for registration)

# *Commerce & Technology*

## **TBSM 29 Social Network Media 2.0 For Small Business**

How to use Facebook, Twitter, and LinkedIn to increase your brand visibility 140 characters at a time.

### **Introduction to Social Network Media 2.0**

Thursday, September 23, 2010 from 6:30 – 9:30 pm

Learn how Facebook, Twitter, and LinkedIn can increase your brand visibility, building your small business by engaging your customers, being positive, popular, current, and active. This class will concentrate on basic terminology and online format structure.

*Cost:* \$35.00

*Grayslake Campus - Grayslake*

*Class Nbr.:* 5175 (used for registration)

### **Intermediate Social Network Media 2.0**

Thursday, September 30, 2010 from 6:30 – 9:30 pm

You are using Facebook, Twitter, and LinkedIn - now what? We will discuss advanced strategies and target specific networks. This class will venture deeper into online tools and creative working examples to draw people to your Web site.

*Cost:* \$35.00

*Grayslake Campus - Grayslake*

*Class Nbr.:* 5176 (used for registration)

# *Marketing & Sales*

## **NEW TBSM 53 Streetwise Marketing**

Wednesday, September 22, 2010 from 6:30 – 9:30pm

Learn the TOP 10 Commandments for creating raving fans for your business and the fundamentals for creating big response marketing campaigns, for small and medium size businesses. Create sales people in print to maximize your marketing ROI and be able to determine which marketing strategies are working and those that are not.

*Cost:* \$35.00

*Grayslake Campus - Grayslake*

*Class Nbr.:* 5160 (used for registration)

# *International Trade*

## **TBSM 32 Basics of the Export Business: Practices and Procedures for Success**

Thursday, September 30, 2010 from 6:30 – 9:30pm

Ninety-five percent of the world's consumers live outside the U.S exporting is an important part of future business planning. This course provides a "fast-track" approach to understand sales and profits that come from international trade specifically exporting. With the U. S. Government's new National Export Initiative, commitment to expand export promotion will assist firms with credit and foreign market access. Area companies that don't export, or export less than they should, can get the resources they need to identify promising new markets or the necessary contacts in foreign countries.

*Participants will receive a comprehensive workbook and resource guide valued at \$40*

**Cost:** \$89.00

**Southlake Campus – Vernon Hills**

**Class Nbr.:** 5180 (used for registration)

# *Legal Aspects of Business Ownership*

## **TBSM 81 Legal Fundamentals for Small Businesses**

Wednesday, September 29, 2010 from 6:30 – 9:30pm

As a small business owner the first decisions that you make about your business have long-term implications. This workshop helps you focus when selecting a legal structure. It also provides information on liability differences and tax consequences associated with each. Learn which choice is best for your small business, as well as trademark implications, immigration, and employment concerns.

**Cost:** \$35.00

**Grayslake Campus - Grayslake**

**Class Nbr.:** 3917 (used for registration)

## *How to register* <http://wpdi.clcillinois.edu/register/>

**New students** who want to take non-credit classes for personal or professional interests can complete the Continuing Education Student Information Form.

You can apply online at [https://apps.clcillinois.edu/applic\\_s/admappl\\_s.asp](https://apps.clcillinois.edu/applic_s/admappl_s.asp)

**Returning students** are automatically eligible to register if they have enrolled in a CLC class anytime in the last 5 years.

If you have questions or require additional assistance, contact the Office of Admissions and Records at (847) 543-2061.



These Illinois Small Business Development Center programs are partially funded by the U.S. Small Business Administration, the Illinois Department of Commerce and Economic Opportunity, and the College of Lake County as a service to small businesses. Reasonable arrangements for persons with disabilities will be made if requested in advance. To make arrangements please contact Barb at (847) 543-2033 or TDD: (847) 223-0134.