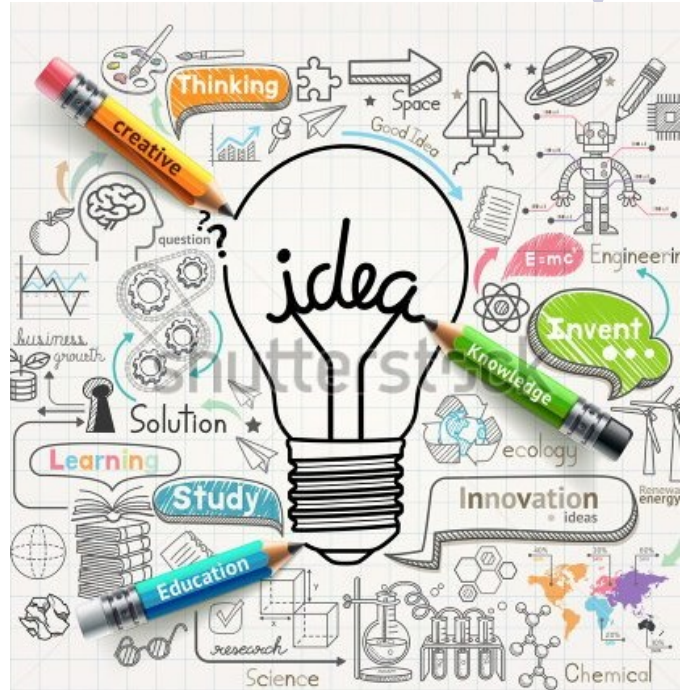


Small Business Institute

Friday, Nov. 3,
2017



Sponsored by:



Phone: 217-491-2401

E-mail:

bmiddendorf@2riversrcd.org

**Event held at : JWCC Southeast Education Center,
39637 260th Ave, Pittsfield, IL**

Registration includes :

Continental Breakfast
Agency Resource Information
Choice of 4 Educational Sessions
Lunch Buffet

Everything You Need To Know in a One Day Seminar!

If you currently own or manage a business in Illinois, or might like to in the future, this seminar is for you!

8:00—9:00 a.m Registration and Continental Breakfast

9:00 am—10:00 am Hear brief introductions from agencies and resources in our area, then spend time networking with any agency that's helpful to YOU!

Workforce Innovation Board
Illinois Department of Employment Security
Small Business Development Center
John Wood Community College
Illinois Treasurer
Illinois Department of Commerce & Economic Opportunity
Pike County Chamber of Commerce

SESSION TOPICS: (Please choose 1st and 2nd choice from each session)

Session 1: 10:00 am—11:00 am

Accounting for your Small Business – An Overview of Quickbooks

Staff from Harrison Business Services will provide tips on accounting practices that will get you started on the right foot or help resolve issues you are currently having with your accounting procedures.

Word Press Training for your Website

Need to be able to update your website? **LeeAnn Homberger** with Vervocity Interactive will walk you through step by step so you can make those needed changes.

Starting a Business in Illinois

Sean Park, Business Planner with SBDC, will guide you through choosing & registering your legal structure, how your legal structure affects your income tax filing, obtaining your EIN, Registering for Illinois Sales Tax and responsibilities as an employer (FICA, Workmen's Comp, Child Support, etc.)

Session II: 11:00 am—Noon

Linked In – Make it Work For You

What are the benefits of using LinkedIN? **LeeAnn Homberger** will present tips and tricks on this professional networking tool. Make it work for you instead of trying to navigate through it on your own. Bring your questions!

Trademarks and Patents

Mike Petzoldt, Consultant/Owner at TransTek and Patent Professional will provide information and tools for small businesses to maneuver through the patent, license and trademark process. Mike can help small businesses develop their ideas into commercial products.

Security Awareness Training

Technology is vital to your business, but how do you keep yourself and your business protected? **David Skinner** from ETC Computerland will cover the types of cyber-security attacks, how they affect businesses, best practices and basic steps to identify and prevent security risks.

Emergency Preparedness

These are not gentle times: Fires, floods, tornadoes, hurricanes, civil unrest, cyber-attacks, and mass shootings. Recovery from events such as these isn't just happenstance. Successful response to disaster, whether small scale or Irma-esque, begins long before the first drop of rain or gust of wind. Disaster recovery is the result of a comprehensive assessment and planning process. **Robin Hanna**, SBDC, will provide an overview of the steps involved and a review of available resources for businesses to consider in the process.

Session III: 1:00—2:00 pm

What is Social Media & How to Apply It to Your Small Business

Confused about social media? Think it can't work for your small business? This presentation by **Michelle Schuckman**, Vervocity Interactive, will provide you with a brief overview of Facebook, Instagram, Snapchat, Twitter and Pinterest and how you can apply them to your marketing strategy. See how Facebook can benefit your business, how to "boost" your posts, and how to gauge the effectiveness of your posts.

Illinois Small Business Top Ten List

Use **Jim Boyd's** experience in the Small Business Development Center and in both successful and unsuccessful private businesses to learn ten things every aspiring small business owner needs to know before starting a business in Illinois. Bring your questions!

How Much Insurance is Enough?

Don Kirk, Northwestern Mutual, will talk about the insurance you may not think about but need as a business owner, such as Life Insurance for business owners to protect the business, Disability insurance with disability buy out, Long Term Care, Buy out insurance, providing insurance policies as employee benefits

What You Need to Know About Unemployment Benefits

Diane Prenger, Illinois Department of Employment Security, will give a general overview of Unemployment Benefits from the employer standpoint. Diane will also review new changes to the Illinois Unemployment laws that can impact your business. Learn 8 new disqualifying criteria that may save you money.

Session IV: 2:00—3:00 pm

Legal Pitfalls for Small Businesses

Local attorney, **Ron Hoskins**, will lend a discussion of common legal issues for small businesses, including the formation of businesses to avoid personal liabilities, employee issues, and relevant legal updates.

International Trade

Michelle Lewis, Small Business Development Center, will provide an overview of the services and resources International Trade Centers provide to businesses looking to expand into the global marketplace. A diverse range of products are exported each year, making international trade a significant portion of our economy. ITC's address a wide range of aspects related to international trade and export assistance with in-depth advice/counseling, best practices, export processes and international market opportunities.

Money Matters

What does financial success mean to you? **Jim Boyd** will discuss how to start or improve your financial business plan, what your banker will expect from you and from your business as you get underway and the steps needed to make your business as financially successful as possible

Business Succession Planning

Sean Park, Business Planner, SBDC. As business owner's look to retire many intend on using the proceeds from the sale of their business to fund their retirement. It is therefore important that they maximize the possibility of selling their business for full value. We will look at some of the issues related to selling an entrepreneurs business as well as some of the "best practices" of succession planning.

Special thanks to all our speakers : ETC Computerland, Illinois Department of Employment Security, Harrison Business Services, Hoskins Law Office, Northwestern Mutual, Small Business Development Center, Trans Tek, Vervocity Interactive.

REGISTRATION FORM (Complete and return)

8:00 Registration & Check in (Continental Breakfast)

9:00 Introductions of Resource Agencies

10:00—11:00 am Session I Choices

- Accounting for your Small Business
- Word Press Training for Websites
- Starting a Business in Illinois

11:00 am—Noon Session II Choices

- Linked In—Make It Work For You
- Security Awareness Training
- Trademarks & Patents
- Emergency Preparedness

12:00 Lunch

1:00—2:00 pm Session III Choices

- What is Social Media & How to Apply it to your Business
- Illinois Small Business Top Ten List
- How Much Insurance is Enough?
- What you Need to Know About Unemployment Benefits

2:00 pm—3:00 pm Session IV Choices

- Legal Pitfalls for your Small Business
- International Trade
- Money Matters
- Succession Planning

Registration Information

Name

Business

Address

City

State

Zip

Day Phone

Email:

Mail or email registration form to:

Pike County Economic Development Corporation

P O Box 214

Pittsfield, IL 62363

Email: bmiddendorf@2riversrcd.org

Registration Deadline is Oct. 31. Seating is limited so please register EARLY!