



**FALL 2010**  
**SMALL BUSINESS MANAGEMENT**  
**SEMINAR SERIES**  
Presented by the Santa Fe Chapter

Sponsored by: The City of Santa Fe Economic Development Division    Hosted by: The Santa Fe Business Incubator

## **TEN FREE SEMINARS TO BOOST YOUR BUSINESS IN TODAY'S ECONOMY**

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| <b>TIME:</b>  | 6:00 pm to 8:00 pm (registration at 5:45pm)                 | <b>TO REGISTER:</b>  |
| <b>PLACE:</b> | Santa Fe Business Incubator<br>3900 Paseo del Sol, Santa Fe | - Call: 505 424-1140; or<br>- E-Mail: <a href="mailto:scoreseminars@hotmail.com">scoreseminars@hotmail.com</a> |

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| <b>Tuesday, September 14</b>  | <b><i>Developing a Successful Business Plan:</i></b> No business can afford to face today's complexities without a current business plan. This seminar will lead you through the essentials of building your own plan – starting with you: Your skills, needs, resources and restraints. Whether you have been in business for years, or are just starting up, this seminar will work for you. <b>(Rob Wilson &amp; Bob Lantis)</b>  |
| <b>Thursday, September 16</b> | <b><i>Financial Planning and Money Management:</i></b> A continuation of the prior "business planning seminar," stressing the importance of using the financial reports to help run the business profitably. <b>(Bob Lantis &amp; Rob Wilson)</b>  |
| <b>Tuesday, September 21</b>  | <b><i>Legal Structures for your Business:</i></b> A discussion of the various legal "forms" available for businesses in the State of New Mexico, as well as the advantages and disadvantages of each, as they pertain to the various business types. <b>(Jim Langley)</b>  |
| <b>Thursday, September 23</b> | <b><i>Legal &amp; Regulatory Compliance:</i></b> A discussion of the various legal and regulatory requirements of local, state and federal governments, including taxes of all types, copyrights, licenses, record keeping, insurance, labor laws and employee retirement and savings plans. <b>(Jim Langley, Mike Mendez &amp; Will Murphey)</b>  |
| <b>Tuesday, September 28</b>  | <b><i>Hiring &amp; Managing a Successful Employee Team:</i></b> This seminar provides owners and managers with proven tools and strategies for building a strong, productive employee team. You will learn the skills and strategies to lead develop & retain employees who are motivated to make your business successful. <b>(Mike Mendez)</b><br><b>* This seminar runs until 8:30 pm</b>   |
| <b>Thursday, September 30</b> | <b><i>Leading &amp; Retaining a Successful Employee Team:</i></b> A continuation of the preceding seminar, providing owners and managers with proven tools and strategies to build a strong, productive employee team. You will learn the skills and strategies to lead develop & retain employees who are motivated to make your business successful. <b>(Mike Mendez &amp; Alan Ross)</b> <b>* This seminar runs until 8:30 pm</b> |

**Tuesday, October 5**

***Financing Your Business:*** A discussion of the various financing sources available for starting, growing, and the on-going operations of your business, as well as the requirements lenders and/or investors need from you in order to commit financing for your business. This seminar will include guest speakers from the “public” and “private” world of finance. **(Van Horn, with Guest Speakers)**

**Thursday, October 7**

***Effectively Marketing Your Business:*** A discussion of how to develop your own basic Marketing Strategy & Plan. Focus is on understanding & targeting your market, your customers & your competition, properly positioning your product/service, and developing your advertising message & strategy – as part of your “plan of attack.” **(Jim Berry)**

**Thursday, October 14**

***Creating Your Website and Getting Visitor Traffic:*** We will show participants the necessary steps to conceive, register and publish their company website. The goal will be to increase the visibility of the company and increase sales. Using a live internet connection, we will examine and critique websites of seminar participants, with the objective to help them make their websites more productive and easier to find through “search” engines. **(Peter Doniger)**

**Tuesday, October 19**

***Web Strategies to Build Your Business:*** We will give you an overview of methods for marketing your business online – to include distilling your niche market; optimizing your website with “keyword” research, analyzing your competition; finding the best “domain name(s) to use;” using “social media” marketing techniques; marketing with newsletters; and using blogging and backlinking. **(Jim Berry and Hope Kiah)**

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