

# BUSINESS EDUCATION WORKSHOPS

• APRIL 2016 • (WEDNESDAYS & FRIDAYS)

Date

4/1

## SMALL BUSINESS TAX ISSUES CONSIDERATIONS FOR STARTING A SMALL BUSINESS

9:30 to 11:00 a.m.

Presented by H&R Block

You will learn about tax issues in regards to starting and running a business, information on net operating losses, hiring and how you can help plan for your future.

4/6

## \*CITY INSPECTIONS – ASK QUESTIONS, GET ANSWERS

3:00 to 4:30 p.m.

Presented by the City of Chicago

To operate a successful business in Chicago you must know what it takes to maintain compliance. Officials from several City departments will provide insight to operate safely, stay compliant, help prepare for inspections and highlight the do's and don'ts of operating a healthy business.

4/8

## BEST BUSINESS PRACTICES AND SOCIAL MEDIA

9:30 to 11:00 a.m.

Presented by Lema Khorshid, Fuksa Khorshid, LLC

This presentation will provide business owners with best practices regarding their employees' use of social media and how to limit their liability online, while maintaining a positive image for their business. Social media is at the center of our culture and business owners are often at a loss about what social media uses they can and can't restrict as well as how their employees' use of social media may affect their business.

4/13

## HOW TO DEAL WITH DIFFERENT PERSONALITY TYPES IN YOUR BUSINESS

3:00 to 4:30 p.m.

Presented by Eleanor Anne Sweet, Adjunct Professor of Loyola University Chicago – Quinlan School of Business

Learn how to identifying the different behavioral styles and how they affect each other. Understand how your own behavior impacts others in the workplace, and what you can do about it. Learn how to get things done, move forward while dealing with people that have the ability to sabotage, derail, and interfere with your plans, needs and wants.

4/15

## HOW TO OPEN A CONCESSION AT O'HARE OR MIDWAY AIRPORT

9:30 to 11:00 a.m.

Presented by Chicago Department of Aviation – Concessions Department

Are you interested in operating a restaurant or shop at O'Hare or Midway International Airports, but don't know where to begin? Come and learn about the Request for Proposals (RFP) process, how to operate a business at the airports, and a summary of the Airport Concessions Disadvantaged Business Enterprise (ACDBE) program.

\* Workshop offered once a month.



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Date

4/20

## THIS IS NOT YOUR FATHER'S BUSINESS ECONOMY -- STRATEGIES FOR PROTECTION AND VALUE CAPTURE TODAY??

3:00 to 4:30 p.m.

Presented by Jessica Oldani- Oldani Entrepreneurial Law, Mary Jane Alagheband -Country Financial, Jennifer Barliant- Michael Silver and Associates & Laurie Kaplan- Michael Silver and Associates

Most small businesses get so caught up in the day-to-day, they unwittingly miss opportunities to capture, develop, and protect value. Come to this program to learn legal, accounting, and insurance tips and strategies to allow you to realize and protect more value and potential.

4/22

## HOW TO EFFECTIVELY USE SHOPPER ANALYSIS IN A RETAIL BUSINESS

9:30 to 11:00 a.m.

Presented by CountBOX

CountBOX, a Chicago-based startup, will host a workshop on capturing and analyzing shopper data in brick and mortar retail. We'll discuss what shopper analysis is, what data is used in creating the shopper profile, and how shopper data is captured in an unobtrusive way. Examples will include real life use cases in retail stores and actionable insights derived from consumer insight analysis. The workshop will provide basic information on how to use shopper analysis and metrics to assess store operations and marketing/advertising campaigns to boost retail business.

4/27

## BUSINESS LICENSING 101

3:00 to 4:30 p.m.

Presented by the City of Chicago Department of Business Affairs & Consumer Protection (BACP)

Attendees will learn the 3 steps to obtain a business license, and free business resources to start or expand their business.

4/29

## ACCOUNTING IN THE CLOUD: QUICKBOOKS ONLINE

9:30 to 11:00 a.m.

Presented by Maribel Del Real, CPA, MSA Del Real Tax Group, Inc., Certified QuickBooks ProAdvisor

Learn how to keep your financial recordkeeping books in the cloud using QuickBooks Online. We will identify advantages of QuickBooks Online vs. QuickBooks Desktop and list the important online features and benefits. Attendees will learn how to navigate the user interface as well as the sales and expense processes.

**JOIN US FOR THE 'SMALL BUSINESS CENTER ON THE ROAD SMALL BUSINESS EXPO' ON SATURDAY, 4/30 AT ARTURO VELASQUEZ INSTITUTE 10:00 A.M. – 2:00 P.M. FOR MORE INFORMATION GO TO WWW.CHISMBIZEXPO.COM**

Money Smart Week is April 23-30, and the Wednesday, April 27th and Friday, April 29th workshops are a part of this public awareness campaign. Additional events can be found at [www.moneysmartweek.org](http://www.moneysmartweek.org)



All workshops are FREE and are located at the City of Chicago Department of Business Affairs and Consumer Protection City Hall, 121 N. LaSalle St., Room 805

Space is limited. Please reserve your attendance by calling 312-744-2086 or email [BACPoutreach@cityofchicago.org](mailto:BACPoutreach@cityofchicago.org)

To learn more about BACP's workshops, visit [www.cityofchicago.org/businessworkshops](http://www.cityofchicago.org/businessworkshops)

**SMALL BUSINESS CENTER**