

BUSINESS EDUCATION WORKSHOPS

• JULY 2016 • (WEDNESDAYS & FRIDAYS)

Date

7/1

UNDERSTANDING CREDIT CARD PROCESSING

9:30 to 11:00 a.m.

Presented by ISC at TransFirst

In this workshop you will learn what to look for when you are shopping for a merchant account, how card processing works and the difference between going directly through a bank vs. a processor and PCI Compliance.

7/6

*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 need to 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.

7/8

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 also learn how to navigate the user interface, sales and expense processes.

7/13

BRAND YOURSELF & YOUR BUSINESS: LEARN THE SECRETS OF FORTUNE 500 MARKETERS!

3:00 to 4:30 p.m.

Presented by L. Renee Richardson, CEO of Wealth and Riches Today, Inc. and Rich Gurlz Inc.

This presentation will motivate and inspire business owners to create powerful and memorable brands. We will discuss how to create your personal brand image to generate trust and credibility in the business world, what a brand is, how to define your brand, and how to stand out in a competitive marketplace. We will explore some of the world's top marketers and examine their advertising strategies for promoting their brands in the marketplace. Having a well-known and distinguished brand name translates into revenue.

7/15

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

9:30 to 11:00 a.m.

Presented by the 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.

Date

7/20

HOW TO OBTAIN A MOBILE FOOD DISPENSER/PREPARER LICENSE

3:00 to 4:30 p.m.

Presented by City of Chicago Department of Business Affairs & Consumer Protection (BACP) and Chicago Department of Public Health (CDPH)

This workshop will give you all the information you need to become either a Mobile Food Dispenser (MFD) or Mobile Food Preparer (MFP) licensed food truck operator. We will walk you through the MFD/MFP licensing process including inspections, the application, mobile food vehicle, and operational requirements, as well as the optional pre-application Mobile Food Vehicle Assessment.

7/22

BUSINESS BASICS

9:30 to 11:00 a.m.

Presented by ARCC Consulting

To operate a business you must know the basics. In this workshop you will learn the advantages of good bookkeeping and how effective tax planning can minimize your tax liability. Also learn the pros and cons of the various type of corporate structure and which is right for your business.

7/27

AN IMPORTANT CASH FLOW CONVERSATION - UNDERSTANDING WORKING CAPITAL

3:00 to 4:30 p.m.

Presented by Craig Feldman, Managing Partner - Bloom Lending

Let's have a critical conversation about the importance of cash flow, learn the key indicators of why working capital is crucial in all areas of your business and discuss when short term debt is the best decision for you. Attending this workshop will provide you with the confidence to make the important decisions to manage your cash flow and to secure the best financing needed to achieve your goals.

7/29

WHICH SOCIAL MEDIA PLATFORMS ARE RIGHT FOR MY BUSINESS?

9:30 to 11:00 a.m.

Presented by Business Bragger, Inc.

Some companies practice the "everyone should be on all platforms motto," we disagree! In this interactive workshop, you'll gather a general overview of the main social media platforms and discover which platforms are good for your business and why, which includes a few strategies on how to use each.

* Workshop offered once a month.



/ChicagoBACP



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

To learn more about BACP's workshops, visit www.cityofchicago.org/businessworkshops

SMALL BUSINESS
★ CENTER ★