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UNIVERSITY OF MISSOURI SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTER

Entrepreneurial Educational Opportunities Winter/Spring 2012



Missouri
Small Business
& Technology
Development
Centers

University
Center
for Innovation and
Entrepreneurship

UNIVERSITY OF MISSOURI
 Extension

University of Missouri SBTDC
W1026 Lafferre Hall
Columbia, MO 65211

(573) 882-7096 • www.missouribusiness.net

SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTER SERVICES

The goal of the Missouri Small Business & Technology Centers (MO SBTDC) is to assist entrepreneurs, including University faculty, with pre-venture, start-up or existing business issues including financial management, marketing, technology, product development and commercialization.

Our objectives are to:

- Provide technical assistance to businesses and faculty.
- Help entrepreneurs create companies, jobs, investments and profits.
- Help faculty attract research dollars to MU, including Small Business Innovation Research and Small Business Technology Transfer awards.
- Assist businesses in winning government contracts.
- Provide technology and economic value to businesses in Missouri by facilitating knowledge transfer between faculty and businesses.

We offer University expertise to help start, grow or reposition companies. That expertise may take the form of University faculty addressing a problem within a client business, a business management counselor assessing an operation to provide suggestions for improvement, an entrepreneurial expert helping acquire financing to execute a client's business plan or continue research, a procurement specialist aiding an entrepreneur in selling goods and services to the government or a student team taking on a special project to address a specific need. We help companies develop options, identify solutions, obtain resources, refine ideas and ultimately achieve success.

Specially trained business specialists focus on strengthening the technological competitiveness of Missouri's businesses. Designed to help firms commercialize new technology, the MO SBTDC encourages and enhances technology research and development, technology transfer and deployment. One of the primary services of the MO SBTDC is MoFAST, which provides services to businesses interested in participating in the SBIR/STTR program. Services are provided via individualized consultations with a business management counselor or through educational sessions on a wide variety of topics.

All classes subject to cancellation in the event of low enrollment or inclement weather.

Columbia's Business Roundtables

Overcome the challenges of operating and growing your business by learning and sharing experiences with your peers. Participate in a roundtable forum with networking and peer-to-peer learning. Each Roundtable series meets for six sessions.

Improve Business Performance

Increase Profits

Expand Your Customer Base

Be More Competitive

Facilitated by SBTDC business counselors and former Missouri Quality Award examiners.

How You Benefit

- Improve your business and leadership skills
- Resolve challenges you face in your business
- Discover new ways to be competitive
- Learn from other businesses

Please call 573-882-7096 to learn more about the Business Roundtables.



SBTDC WINTER/SPRING 2012 TRAINING SCHEDULE

Date	Title	Time	Location
January 11	Exploring Entrepreneurship	6:00 - 7:30p	W1004-LH
January 25	Customer Service: Taking Care of Customers	1:30 - 4:30p	CACC, Rm 173B
January 31	Writing a Business Plan: The First Step to a Successful Business	1:30 - 4:30p	CACC, Rm 173B
February 1	Exploring Entrepreneurship	6:00 - 7:30p	CACC, Rm 173B
February 16	Social Media Marketing for Small Business	1:00 - 5:00p	SBTDC
February 21	QuickBooks for Small Business	9:30a - 4:30p	CACC, Rm 135
February 23	Understanding Financial Statements	1:00 - 4:00p	SBTDC
March 1	Tracking Cash Flow for Business Decisions	1:00 - 4:00p	SBTDC
March 7	Writing a Business Plan: The First Step to a Successful Business	1:30 - 4:30p	SBTDC
March 7	Exploring Entrepreneurship	6:00 - 7:30p	SBTDC
March 13	Intermediate QuickBooks for Small Business	9:30a - 4:30p	CACC, Rm 135
March 15	Webinar Series: Top 5 Tax Questions for the Self-Employed	2:00 - 3:00p	Online
March 22	Webinar Series: Preparing an Audit Proof Tax Return	2:00 - 3:00p	Online
March 22	Contracts, Partnerships, Liabilities: What Small Businesses Need to Know	6:00 - 8:00p	SBTDC
March 29	Webinar Series: Tips for Saving on Your Taxes	2:00 - 3:00p	Online
April 4	Exploring Entrepreneurship	6:00 - 7:30p	SBTDC
April 11	Social Media Marketing for Small Business	6:00 - 9:30p	SBTDC
April 17	QuickBooks for Small Business	9:30a - 4:30p	CACC, Rm 135
April 17	Writing a Business Plan: The First Step to a Successful Business	5:30 - 8:30p	SBTDC
April 25	Customer Service: Taking Care of Customers	1:30 - 4:30p	SBTDC
April 25	Understanding Financial Statements	6:00 - 9:00p	SBTDC
May 2	Tracking Cash Flow for Business Decisions	6:00 - 9:00p	SBTDC
May 8	Writing a Business Plan	1:30 - 4:30p	SBTDC
May 9	Exploring Entrepreneurship	6:00 - 7:30p	SBTDC

*LH = Laffer Hall CACC = Columbia Area Career Center
SBTDC = Small Business & Technology Development Center*

EXPLORING ENTREPRENEURSHIP

This offering will provide you with an overview of the critical first steps associated with starting a business. It is designed specifically for those who are thinking about a new business venture. Participants will learn about the importance of planning, discuss basic legal and regulatory requirements such as legal structures, licensing, and tax form requirements. You'll also be introduced to marketing and financial basics which will enable you to determine your market and competitive strategy. An aspiring entrepreneur needs to walk through this process and do the work up front before investing hard-earned money and avoid costly mistakes.

You'll leave this class with tools for personal assessment, startup cost estimation, financial statements and sales projections. You'll gain the basic knowledge to start a small business and be better able to make informed decisions.

DATES: January 11, February 1, March 7, April 4 & May 9
(held the first Wednesday of each month)

TIME: 6:00 – 7:30 PM

LOCATIONS: 1/11 – W1004 Lafferre Hall, 416 S. 6th St., Columbia
2/1 CACC, 4203 S. Providence, Rm 173B, Columbia
3/7 SBTDC, 500 East Walnut, Suite 103, Columbia
4/4 SBTDC, 500 East Walnut, Suite 103, Columbia
5/9 SBTDC, 500 East Walnut, Suite 103, Columbia

FEE: \$25



CUSTOMER SERVICE: TAKING CARE OF CUSTOMERS

This program uses interactive lecture and video to teach what outstanding customer service looks like. Participants will learn how to deliver outstanding customer service by learning how to avoid and prevent some of the most common mistakes made when interacting with customers.



DATES: Wednesday, January 25 & Wednesday, April 25

TIME: 1:30 – 4:30 PM

LOCATIONS: 1/25 Columbia Area Career Center
4203 S. Providence, Rm 173B, Columbia

4/25 SBTDC
500 East Walnut, Suite 103, Columbia

INSTRUCTOR: Virgil Woolridge
Audrain Co. MU Extension SBTDC

FEE: \$69

TAX SEASON SURVIVAL TOOLS: Help America's Smallest Businesses Webinar

- I. **March 15th - Top 5 Tax Questions for the Self-Employed** – What's a person new to self-employment to do? This tax webinar covers these key questions:
 - a. What entity form should my business be?
 - b. What should I do first?
 - c. How to pay and plan for estimated taxes
 - d. Automobile deduction
 - e. Meals and travel

- II. **March 22nd - Preparing an Audit Proof Tax Return** – No one wants to be audited by the IRS, but in case you do here are the top ways to come out clean.

This tax webinar will help you plan your attack on your tax return:

 - Getting organized
 - Search for deductions
 - Building your paper fort
 - More

- III. **March 29th - Tips for Saving On Your Taxes** – Everyone wants to save as much money as possible when filing their return.

This tax webinar will offer these tips on maximizing your deductions:

 - Hiring your child
 - The home office deduction
 - Retirement contributions
 - More

DATES: Thursday, March 15, March 22 & March 29 (Series of 3 sessions)

TIME: 2:00 –3:00 PM

LOCATION: Online

FEE: \$10



UNDERSTANDING FINANCIAL STATEMENTS: What are your numbers telling you about your business?

Do you know your real profit margin? Is operating overhead hindering growth? Are you efficiently turning over inventory? Effectively managing accounts receivable?

The first in a series of two courses, "Understanding Financial Statements" is for business owners who need to know how to turn financial statements into useful management tools to make informed decisions. During this course you will learn to identify key business information that is captured on the income statement, balance sheet and cash flow statement. Through case studies, you will learn to calculate several key ratios and understand what those ratios mean in terms of business productivity, profitability, and overall success. You will leave this session with a greater understanding of how to read and interpret financial documents and how to use that information to make informed executive business decisions based on sound financial understanding. This is information you can take back to your business and use right away. This isn't theory – it's practical application for real businesses – like yours!



DATES/TIMES: Thursday, February 23 1:00 – 4:00 PM
Wednesday, April 25 6:00 – 9:00 PM

LOCATION: SBTDC
500 East Walnut, Suite 103, Columbia

FEE: \$79

TRACKING CASH FLOW FOR BUSINESS DECISIONS: Cash flow is the life blood of your business.

The second in a series of two financial courses, "Tracking Cash Flow for Business Decisions", is designed for business owners and operations managers on how to pro actively monitor cash flow and make educated business decisions.

In this three hour session, you will turn financials, particularly cash flow statements, into effective management tools. You'll also identify and correct cash flow problems, look closely at sources and major "gobblers" of cash, predict future cash needs, estimate future sources/uses for cash (financial projections). We'll show you how to analyze to plan for tomorrow and provide a financial template for tracking and calculating cash flow in your own business.

Participants will leave this session feeling more adept at making decisions related to preparing for growth, realistic loan and financing requests, how much cash they can safely take out of the business, and making affordable purchases for the business.

Highly recommended: completion of first session in this series, "Understanding Financial Statements" prior to attending.



DATES/TIMES: Thursday, March 1 1:00 – 4:00 PM
Wednesday, May 2 6:00 – 9:00 PM

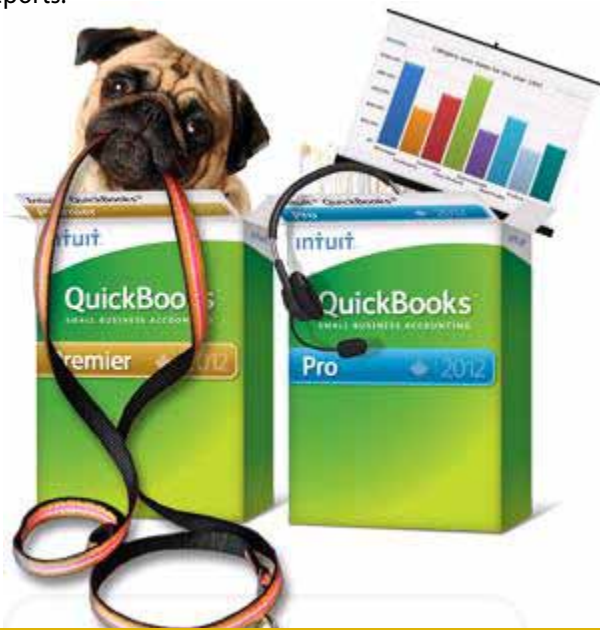
LOCATION: SBTDC
500 East Walnut, Suite 103, Columbia

FEE: \$79



QUICKBOOKS FOR SMALL BUSINESS

This is a basic, computer, hands-on learning opportunity for small business owners, office managers, and anyone with financial responsibilities. Boost the accuracy of your small business accounting. In this session, you will learn how to: set up your company with the Easy Step Interview, set up accounts, enter transactions, invoicing, tracking customers and vendors, and generating financial reports.



- DATES:** Tuesday, February 21 & Tuesday, April 17
- TIME:** 9:30 AM – 4:30 PM (one hour lunch on your own)
- LOCATION:** Columbia Area Career Center, Rm 135
4203 S. Providence Rd.
- FEE:** \$129

INTERMEDIATE QUICKBOOKS FOR SMALL BUSINESS

This is an advanced QuickBooks workshop, computer, hands-on learning opportunity for small business owners, office managers, and anyone with financial responsibilities. In this session we'll deal with some more challenging topics such as: customizing invoices and other documents, customizing of basic QuickBooks reports, designing reports and importing into Microsoft Excel, tracing transactions and transaction history, explanation of accounting and forms, taxes and tax forms (941, etc), reconciling checkbook, using the "find" feature to find and correct documents quickly, using customization and filtering to save time, and dealing with inventory and point-of-sale entry.



DATE:	Tuesday, March 13
TIME:	9:30 AM – 4:30 PM
LOCATION:	Columbia Area Career Center, Rm 135 4203 S. Providence Rd.
FEE:	\$129



CONTRACTS, PARTNERSHIPS, LIABILITIES: What Small Businesses Need to Know

The ABC's of understanding and negotiating contracts for small business owners, legal formation of LLCs, liability protection, and the basics of partnership agreements.

Prevention is better than the cure...avoid common contract mistakes. Employment, purchase orders, warranty, leases, partnership agreements and more. Verbal or written...when it is a legal contract. Learn the dos and don'ts of contract terms.



- DATES:** Thursday, March 22
- TIME:** 6:00 – 8:00 PM
- LOCATIONS:** SBTDC
500 East Walnut, Suite 103, Columbia
- INSTRUCTOR:** Amy Salladay
Knight & Salladay Law Offices
- FEE:** \$49

THE BASICS OF WRITING A BUSINESS PLAN: The First Step to a Successful Business

This workshop will provide you with step-by-step instructions for completing each section of your business plan, including the marketing plan, operations plan and financial plan. You will receive the guide on “How to Prepare a Business Plan”, as well as access to our online Financial Projections Spreadsheet to produce a 3-year income statement, balance sheet and cash flow statement for your business plan. You will also receive guidance on style and appearance to help you create a more appealing business plan.



DATES/TIMES:	Tuesday, January 31	1:30 – 4:30 PM
	Wednesday, March 7	1:30 – 4:30 PM
	Tuesday, April 17	5:30 – 8:30 PM
	Tuesday, May 8	1:30 – 4:30 PM

LOCATION:	1/31	CACC, 4203 S. Providence, Rm 173B, Columbia
	3/7	SBTDC, 500 East Walnut, Suite 103, Columbia
	4/17	SBTDC, 500 East Walnut, Suite 103, Columbia
	5/8	SBTDC, 500 East Walnut, Suite 103, Columbia

FEE: \$59



SOCIAL MEDIA MARKETING FOR SMALL BUSINESS

Optimizing Social-Media and Online Presence for Small Businesses is now more critical than ever! Are you efficiently converting your website traffic to leads to customers to evangelists?

By now, your business probably has a social media presence such as a Facebook page, Twitter account, etc. But is it integrated with your website? Do you optimize your online presence through location and keyword specific tactics via SEM (Search Engine Marketing) and SEO (Search Engine Optimization)? Are you efficiently converting your website traffic to leads to customers to evangelists? What are customers saying about your business on local business pages? How about web ads? Is your business's online presence standing out from your competition's?

WorldWideWeb giants such as Facebook and Google are rolling out changes every day and it could be overwhelming to stay up-to-date on your marketing strategies.

Attend the seminar and gain a comprehensive perspective of what's new and how you can use newer platforms and features to your advantage to gain an edge over your competition. There are many great free tools out there that you could put to use right away! You don't have to be a techy person to attend this seminar.



DATES/TIMES: Thursday, February 16 1:00 – 5:00 PM
Wednesday, April 11 6:00 – 9:30 PM

LOCATION: SBTDC
500 East Walnut, Suite 103, Columbia

FEE: \$75

STATEWIDE IMPACT:

Clients of MU Extension's Business Development Program in fiscal year 2010 achieved more than \$1.19 billion in economic impact for the State of Missouri.

The Missouri Small Business & Technology Development Centers (MO SBTDC) and Missouri Procurement Technical Assistance Centers (MO PTAC), assisted its clients in attaining:

- Increase in sales: \$515,105,270
- Investments: \$203,972,794
- Government contracts: \$467,710,068
- Research grants funded: \$8,457,408
- Creating or retaining 16,143 jobs
- Starting 265 businesses statewide

The MO SBTDC and MO PTAC programs work with a wide variety of companies each year. The economic impact many of those firms realize is self-reported by the business owners themselves through a verifiable process that guarantees their accuracy.

The MO SBTDC and MO PTAC programs include 39 locations throughout the state, many at other state universities. Working in individualized counseling sessions, specialists with the two programs assist Missouri firms in addressing management, marketing, government procurement, technology commercialization and financial management issues.

SOME OF OUR SPECIFIC SERVICES INCLUDE:

- Assistance with business plans
- Assistance with financial projections
- Market research
- Assistance with development of a marketing plan
- Strategic planning
- Instruction and assistance with financial management
- Review of SBIR/STTR proposals
- Assistance with commercialization plans
- Introduction to private investors
- Assistance with government contracting
- Networking, introductions and access to a statewide network of experts in a wide variety of industries and disciplines

We will customize our assistance to your specific needs. After a brief intake session, your case will be assigned to the appropriate specialist, and we will do all we can to meet your needs in a timely, efficient and high-quality fashion.

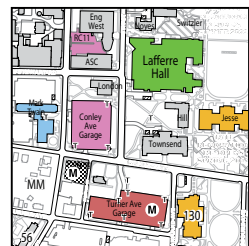
Our staff is available to meet with you at our offices or at your place of business. Office hours are 8am to 5pm. Monday through Friday, primarily by appointment.

For more information, visit www.missouribusiness.net.

To view the entire location map go to:

<http://map.missouri.edu/>

Parking located in Turner Avenue Garage and Conley Avenue Garage.



U.S. Small Business Administration



This program is supported by the U.S. Small Business Administration and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Olivia Gill at the Small Business and Technology Development Center at (573) 882-7096.

New Office Opening Soon!

(Now two locations to serve you.)

500 East Walnut, Suite 103
Columbia, MO 65201



success *n.* 1 the accomplishment of an advantageous
favourable outcome (their efforts met with
2 the attainment of wealth, fame, or position
by success). 3 a thing or person that tends to
[from Latin *successus* 'advance, harvest']
; 1 having or producing wealth