

# Starting & Growing a Business: Legal & Financial Knowledge You Need to Succeed

Learn all the things you “didn’t know you needed to know” about building your business. Leading attorneys and financial professionals present this 14-part series giving entrepreneurs and business owners the practical and comprehensive training needed to set up a business for long-term growth and success.

Detailed class information, speaker biographies and registration options can be found at: [www.lalawlibrary.org/BUSINESS](http://www.lalawlibrary.org/BUSINESS). Series is offered twice annually, spring and fall.

## **Starting and Growing Your Business: Where to Start**

Tuesday, August 7, 2018 | 12:00 – 2:00 p.m.

## **Planning for Success: Business Plan Writing Workshop**

Tuesday, August 14, 2018 | 12:00 – 2:00 p.m.

## **How to Form a Corporation or LLC**

Tuesday, August 21, 2018 | 12:00 – 2:00 p.m.

## **Make It Official: Get Your Business Licensed**

Tuesday, August 28, 2018 | 12:00 – 2:00 p.m.

## **From Seed Money to Serious Investment: Raising Money for Your Business**

Tuesday, September 4, 2018 | 12:00 – 2:00 p.m.

## **Know Before You Sign the Dotted Line:**

### **Reading & Negotiating Business Contracts**

Tuesday, September 11, 2018 | 12:00 – 2:00 p.m.

## **Branding and Marketing 101**

Tuesday, September 18, 2018 | 12:00 – 2:00 p.m.

## **Protecting Your Intellectual Property: Trademarks & Patents**

Tuesday, September 25, 2018 | 12:00 – 2:00 p.m.

## **On Solid Ground: Financial Planning for Business Owners**

Tuesday, October 2, 2018 | 12:00 – 2:00 p.m.

## **Keeping the Books: Business Accounting Basics**

Tuesday, October 9, 2018 | 12:00 – 2:00 p.m.

## **Sales Techniques and Strategies**

Tuesday, October 16, 2018 | 12:00 – 2:00 p.m.

## **Protecting Your Intellectual Property: Copyrights & Trade Secrets**

Tuesday, October 23, 2018 | 12:00 – 2:00 p.m.

## **Government Contracts - Steady Income for Your Business**

Tuesday, October 30, 2018 | 12:00 – 2:00 p.m.

## **Should I Be Exporting? Increase Your Revenue by Tapping Foreign Markets**

Tuesday, November 6, 2018 | 12:00 – 2:00 p.m.

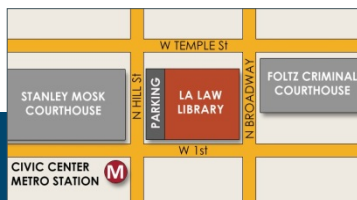
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### Starting and Growing Your Business: Where to Start

**Presented by:** Swann Do & Ryan Metheny

- Developing a business idea
- Identifying a market and reaching customers/clients
- Avoiding common legal issues

### Planning for Success: Business Plan Writing Workshop

**Presented by:** Mark Kapczynski with the support of

Bixel Exchange

- Why a business plan is essential
- Setting goals for your business

### How to Form a Corporation or LLC

- Advice on creating legal structures that will protect business start-ups and accommodate the business as it grows
- Why shouldn't you just operate as a partnership or a sole proprietorship?

### Make It Official: Get Your Business Licensed

**Presented by:** City, County, State & IRS Officials

- How to apply for business licenses and permits
- Avoid license, permit & tax compliance issues

### From Seed Money to Serious Investment: Raising Money for Your Business

**Presented by:** Kevin Lew with the support of Bixel Exchange, and Raul Yañez

- How to sell your business to investors
- Crafting a business pitch

### Know Before You Sign the Dotted Line:

#### Reading & Negotiating Business Contracts

**Presented by:** G. Mark Santa-Anna

- Essential terms of a contract for goods or services
- "Typical" contracts negotiated by business people

### Branding and Marketing 101

**Presented by:** Erin Kapczynski

- Approach to marketing on a budget
- Promoting your company and product or service

### Protecting Your Intellectual Property: Trademarks & Patents

**Presented by:** Adam Daniels & Yira Dirocie with the support of Bixel Exchange

- Protecting an original invention through the patent process
- How to develop and protect a valuable trademark

### On Solid Ground: Financial Planning for Business Owners

**Presented by:** Kimberly Kelly-Rolfe

- Setting realistic financial and personal goals
- Minimizing tax liability

### Keeping the Books: Business Accounting Basics

**Presented by:** Gary Krausz

- How to apply the fundamentals of financial modeling to set realistic, achievable goals
- How to use key financial statements like income, balance sheet, and cash flow

### Sales Techniques and Strategies

**Presented by:** Doug Korte with the support of Bixel Exchange

- Defining your competition (SWOT analysis – strength/weakness/opportunity/threat)
- Road(s) to market – developing a sales and distribution model

### Protecting Your Intellectual Property: Copyrights & Trade Secrets

**Presented by:** Dan Forman & John L. Geiger

- What types of expressions are protected by copyright
- Trade secrets: how to obtain, protect, and enforce

### Government Contracts: Steady Income for Your Business

**Presented by:** City, County & State officials

- Finding and responding to public solicitations
- Business development and government contracting resources in L.A. City and County

### Should I Be Exporting? Increase Your Revenue by Tapping Foreign Markets

**Presented** with the support of Port of Los Angeles Trade Connect

- Is exporting for me?
- The Trade Connect program for exporters

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