



## NEWS RELEASE – City of Cottonwood, AZ

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### For Immediate Release

Date: April 3, 2014

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BAC Business Representative

(928) 634-0260

### **Business Assistance Center – April 2014 Training Opportunities**

**Business Start-Up Lab** – Presented by Kurt Haskell of SBDC, with Guest Speaker, Kate Densmore of American Family Insurance

Location: **Business Assistance Center, 821 N Main St.**

Date: **Tuesday, April 8<sup>th</sup>**

Time: **5pm-8pm**

This workshop is designed for individuals interested in starting a business, as well as those in business for less than two years. This new entrepreneur course will cover:

- Business concept evaluation
- Marketing
- Market research,
- Startup costs and sources of capital
- Insurance
- Cash flow analysis and cash management
- Business legal structure options
- Licensing
- Tax and permit requirements
- Employee/employer requirements
- Protecting your business ideas (intellectual property)

**Introduction to Internet and Social Media Marketing** – Presented by Kristine Ketel of Yavapai College

Location: **Business Assistance Center, 821 N Main St**

Date: **Wednesday, April 9<sup>th</sup>**

Time: **5pm-8pm**

*The use of technology to market your business is an integral part of your overall marketing strategy!*

This seminar focuses on the use and understanding of the internet and how to efficiently employ it for market information and data. An overview of the different web browsers and search engines in use today will be covered.

This seminar also explores the business use of social media sites such as Twitter, Facebook, LinkedIn, Google+, and others.

This overview class is designed to prepare you for the in-depth social media classes to follow, that will focus on these platforms.

**Social Media Marketing-Twitter** – Presented by Kristine Ketel of Yavapai College

Location: **Yavapai College, 601 Black Hills Drive, Room I-138**

Date: **Wednesday, April 16<sup>th</sup>**

Time: **5pm-8pm**

*Engagement in Social Media is a vital part of marketing strategy for businesses of every scope!*

When you join us for this valuable workshop, you will be presented with strategies for the use of **Twitter** in marketing your business. You will set up your own Twitter account(s) in class. You will learn how to integrate Twitter into your internet presence, how often to post, and what components go into crafting posts that will keep followers engaged.

**Introduction to Business Finance** – Presented by Kurt Haskell of SBDC, with Guest Speaker from National Bank of Arizona.

Location: **Business Assistance Center, 821 N Main St.**

Date: **Thursday, April 17<sup>th</sup>**

Time: **5-8pm**

Introduction to Business Finance is a three-hour snapshot on how to:

- Use your income statement to track performance
- Use your balance sheet to manage the success of your investment
- Use the statement of cash flow to understand what is happening to your money

This workshop is a primer for principles of finance. This will be an overview of financial documents, financial ratios, evaluating trends and preparing pro forma financial projections to manage your business.

**Social Media Marketing-Facebook** – Presented by Kristine Ketel of Yavapai College

Location: **Yavapai College, 601 Black Hills Drive, Room I-138**

Date: **Wednesday, April 23<sup>rd</sup>**

Time: **5pm-8pm**

*Engagement in Social Media is a vital part of marketing strategy for businesses of every scope!*

When you join us for this valuable workshop, you will be presented with strategies for the use of **Facebook** in your business. By the end of class, you will have set up your own Facebook account. You will learn how to manage your account or integrate Facebook into your internet presence.

**Registration is required! Please contact Andrea at 928-340-2740 to reserve your seat.**

Best Regards,

Andrea Harless  
Business Services Representative

**Cottonwood Economic Development**

**Business Assistance Center**

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