



## :- WORKSHOP SCHEDULE – JUNE 2008

SCORE Los Angeles Chapter 9  
330 North Brand Blvd., Suite 190, Glendale, CA 91203  
A Resource Partner of the U.S. Small Business Administration

Phone: (818) 552-3206  
Web Site: [www.scorela.org](http://www.scorela.org)  
E-mail: [09@scorela.org](mailto:09@scorela.org)

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## Starting a Business? In Business and Need Assistance?

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SCORE workshops are designed to help those starting a business - or those already in business - to operate and conduct their businesses more successfully. Workshop fees are \$30 payable at the door for all workshops, except "Starting Your Own Business," which is \$40. You can pre-pay on-line for any workshop and receive a \$5 discount by going to [www.scorela.org](http://www.scorela.org) and clicking on "workshop." Otherwise, reservations are not required for any workshop. All workshops are conducted in English.

*Join the SCORE Success Club and attend an unlimited number of workshops through January 2009 for \$70.*

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### "STARTING YOUR OWN BUSINESS"

At this all-day workshop, you'll learn how to identify and qualify your market opportunities, and the steps you'll need to take to move a business from concept to actual operation. Learn from a panel of working professionals as they share their knowledge with you. They provide the information in a comprehensive, yet easy to understand format. A must-attend for any aspiring entrepreneur.

**Date and Time:** *Thursday, June 5, 2008, 9:00 a.m. to 3:00 p.m.*

**Host:** *Jerry Earle, Senior SCORE Counselor*

**Modules:** (A) Finance (B) Accounting (C) Marketing (D) Insurance (E) Legal

**Location:** Los Angeles Area Chamber of Commerce, 350 South Bixel Street, Wells Fargo Room, Los Angeles, CA 90017.

**Date and Time:** *Saturday, June 7, 2008, 8:15 a.m. to 2:00 p.m.*

**Host:** *Robert Hoersch, Program Manager, former California Manufacturing Technology Center Manager*

**Modules:** (A) Finance (B) Accounting (C) Insurance (D) Retail Locations

**Location:** University of Phoenix, 1515 West 190th Street, Suite 200, Gardena, CA 90248

**Date and Time:** *Saturday, June 21, 2008, 9:00 a.m. to 3:00 p.m.*

**Host:** *Al Portnoy, Senior SCORE Counselor*

**Modules:** (A) Finance (B) Accounting (C) Marketing (D) Insurance (E) Legal

**Location:** National University, 14724 Ventura Blvd., Lobby Level #12, Sherman Oaks, CA 91403.

### "CREATING A SUCCESSFUL BUSINESS PLAN"

What is a business plan? How do I write one? Business plans are essential for any successful business – and this workshop will enable you to propel your ideas forward and share your vision of your company with others. Every part of the business plan is explained in detail in a step-by-step format. You'll leave this session with the tools to put your great business ideas on paper!

*Thursday, June 19, 2008, 9:30 a.m. to Noon.*

**Presenter:** *William White, former senior insurance executive and agency owner.*

**Location:** SCORE Conference Room, 330 N. Brand Blvd., Suite 190, Glendale, CA 91203.

*Saturday, June 28, 2008, 9:30 a.m. to Noon.*

**Presenter:** *Jan King, successful entrepreneur and lecturer.*

**Location:** University of Phoenix, 1515 West 190<sup>th</sup> Street, Suite 200, Gardena, CA 90248.

**“MARKETING ESSENTIALS AND MORE”**

*Tuesday, June 24, 2008, 9:00 a.m. to Noon.*

An intense, interactive 3-hour workshop to help you learn the essentials of how to market your product or service. Taught by two marketing experts, the session first explains how to create and execute a marketing and selling program in today’s competitive marketplace. The workshop then focuses on your specific business questions and provides you with practical advice and solutions. If you want to increase your sales, build your brand or are just starting out, this is the workshop for you!

***Presenters: Ben Tenn and Alan Perper, former entertainment industry and marketing sales executives.***

**Location: VEDC Bldg, 5121 Van Nuys Blvd., 3<sup>rd</sup> Floor, Van Nuys, CA 91403 (next to Burger King).**

**“MARKETING YOUR BUSINESS ONLINE”**

*Saturday, June 14, 2008, 9:00 a.m. to Noon.*

Getting visitors to your website is a key to your online success. Learn how to drive traffic to your site through online marketing strategies and tactics, and induce them to take some desired action.

***Presenter: Oscar Muro, Principal, Rhino Web Group.***

**Los Angeles Athletic Club, 431 W. 7<sup>th</sup> Street, Empire Room, Los Angeles, CA 90014**

**“PROMOTING AND PROTECTING YOUR INVENTION”**

*Wednesday, June 11, 2008, 9:30 a.m. to 11:30 a.m.*

Protect your ideas! This informative workshop is designed for inventors that want to promote their ideas while protecting their legal rights. You’ll not only learn what the differences are between patents, trademarks and copyrights – but you’ll learn where each is valuable and how it plays into building your business.

***Presenter: Richard Erbe, Patent Attorney.***

**SCORE Conference Room, 330 N. Brand Blvd., Suite 190, Glendale, CA 91203.**

\* SCORE Success Club membership cards can be purchased at any “Start Your Own Business” workshop or at our Glendale office.

SCORE LA also offers free face-to-face counseling at over 35 locations in LA County. Check our website at [www.scorela.org](http://www.scorela.org) or call us at 818-552-3206 (9:30 AM – 1PM, Monday – Friday) for the latest listings. We also counsel one Saturday a month at our Glendale office. No appointment is necessary.

SCORE LA conducts these workshops to provide information to business owners and does not expressly endorse or guarantee the services of any presenter. All of SCORE LA’s programs, services, and activities are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance.