

The Art of Small Business Survival

2011-2012

PRESENTED BY

City of Pasadena
Foothill Workforce Investment Board
Pasadena Chamber of Commerce

A FREE series of informational workshops for small business and entrepreneurs

Topics and Schedule:

September 13: Small Business Resources presented by City of Pasadena, Foothill Workforce Investment Board, Pasadena Chamber of Commerce, SCORE, Pacific Coast Regional Small Business Development Center, SBA, Valley Economic Development Corporation, US Department of Labor and More

October 11: Beyond Social Media: Direct Marketing in the Internet Age presented by Mark Goodstein of Townloop and Todd Gatzow of Oobah!

November 8: Marketing Choices: Choosing What Works Best for You presented by Craig Valine of the Glazer-Kennedy Insiders' Circle

December 13: Building a Better Business: Creating a Vision for Success presented by John Sovec

February 14: Financial and Cash Management: presented by John Doyle and SCORE

March 13: Human Resources 101: What Every Employer Needs to Know presented by Jesus Rodriguez and Albert Jimenez of J&A Consulting Group

April 10: Greening Your Business: Simple Steps to Save Money and the Environment presented by various experts and providers

May 8: Internet Security: Protecting Your Business Life Online presented by Justin Tsui of TeamLogic IT

June 12: Disaster Planning: Safeguard Your Business in Case of an Emergency presented by Dana Coates

*Speakers subject to change without notice.

2011

Rose Bowl Media Center
1001 Rose Bowl Drive
Pasadena
(park in Lot F)

2012

Ability First-Laurence L. Frank Center
201 South Kinneloa Avenue (at Del Mar)
Pasadena
(park on the street)

The Art of Small Business Survival workshops are FREE but reservations are required. Everyone in attendance can enjoy a complimentary continental breakfast, juice and coffee or tea. To RSVP visit www.cityofpasadena.net/asbs and sign up. You can also call 626-744-4660 for more information or to reserve your place.