Division of Economic Development to Host SCORE Workshops To Help Build Up the Small Business Community
posted on 3/3/2011 4:58:05 PM

Farmingville, NY - The Town of Brookhaven's Division of Economic Development has scheduled a SCORE Workshop to be held on Monday, March 14 and Monday March 21 at 6:30pm in the Media Room on the second floor at Town Hall. The purpose of the workshops are to help build up the small business community through its experienced members who provide guidance to prospective and existing small business owners and nonprofit organizations, and high quality technical and managerial counseling. To register for the workshops, please call 631-451-6563.

"Thousands of small businesses throughout Brookhaven Town are the backbone of our local economy and our Division of Economic Development plays a vital role in helping them grow and succeed, especially during these tough economic times," said Supervisor Mark Lesko. "I commend our Economic Development team and the members of SCORE for their dedication and service to the small business community."

The courses offered at the SCORE workshop are:

Monday, March 14

**COURSE 1:** Starting and Growing Your Own Business (Suggested attendees: individuals who are thinking about starting a new business or people who already have a small business)
- Basics of setting up a business
- Legal entity structures - Sole proprietor, Partnerships, Sub Chapter S, LLC and others
- Paying taxes
- Keeping financial records
- Insurance
- Business Plan introduction
- Marketing basics

**COURSE 2:** Financing a business / Writing a Business Plan (Suggested attendees: People who already have a small business and others who have taken Course 1)
- Components of a business plan - what needs to be included
- Start up costs
- How to prepare a budget
- Cash flow projections
- How to use a business plan to get financing
- Walk through an example

Monday, March 21

**COURSE 3** - Marketing Your Own Business (Suggested attendees: People who already have a business and others who have taken Courses 1 and 2.
- Developing a Marketing Plan
- Performing market research
- Pricing
- Advertising and promotion
- Internet marketing
- Tracking results

**COURSE 4** - Financial Management & Recordkeeping in Small Business (Suggested attendees: People who already have a business and others who have taken Courses 1, 2 or 3)
- Start up costs and financial records for business
- Record keeping for small business
- General Bookkeeping & Accounting for small business
Determining pricing and analyzing Profit or Loss
Forecasting & Budgeting
How to handle Expenses and Income

As leading mentors to U.S. small businesses, SCORE is the premier source of free, confidential small business advice dedicated to educating entrepreneurs and helping small businesses start, grow and succeed. The SCORE program concentrates on the individual business owner or manager providing first-rate technical and managerial guidance. Serving as "Counselors to America's Small Business," SCORE's 13,000 nationwide volunteers are working or retired business owners, executives and corporate leaders who have more than 600 business skills. Mentors offer counseling on specific problem areas such as finance, personnel, marketing, production, merchandising and more. SCORE is a resource partner with the Small Business Administration (SBA).

The Town of Brookhaven's SCORE Chapter meets every Friday from 10:30am to 1:00pm at Town Hall, located at One Independence Hill in Farmingville. For more information, contact Lisa Mulligan, Director of Economic Development at 631-451-6563 or visit www.brookhaven.org.