Supervisor Mark Lesko Announces Free Workshops for Small Businesses
posted on 5/20/2011 4:17:35 PM

Farmingville, NY - The Town of Brookhaven's Division of Economic Development has organized a series of SCORE Workshops on Monday, June 6th, Monday, June 13th, and Monday, June 20th at 6:00 p.m. in the Media Room on the second floor of Brookhaven Town Hall, located at 1 Independence Hill in Farmingville. SCORE Workshops give the opportunity for prospective and current small business owners, as well as non-for-profit organizations, to receive counseling from experienced SCORE members about the specific issues that surround owning a business. To register for the free workshops, please call (631) 451-6563.

"The workshops hosted by SCORE are a great opportunity for small businesses in Brookhaven to receive tools and knowledge needed to navigate any issues they may encounter when forming and operating their business," said Brookhaven Supervisor Mark Lesko, "The Brookhaven Business Advisory Council recently conducted a survey that found 84% of Brookhaven businesses think the Town is a positive location for business. We hope to build on that success through the SCORE workshops."

The courses offered by SCORE are as follows:

Monday June 6, 2011 - 6:00 p.m.

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). This course will cover the following topics:

- The 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
- Financing a business

Course 2: Writing a Business Plan (suggested attendees: people who already have a small business and others who have taken Course 1.) This course will cover the following topics:

- The components of a business plan
- Start-up costs
- How to prepare a budget
- Cash flow projections
- How to use a business plan to get financing

Monday June 13, 2011 - 6:00 p.m.

Course 3: Marketing Your Own Business (suggested attendees: people who already have a business and others who have taken Courses 1 and 2). This course will cover the following topics:

- Developing a marketing plan
- Performing market research
- Pricing
- Advertising and promotion
- 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). This course will cover the following topics:

- 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 and budgeting
• How to handle Expenses and income

Monday June 20, 2011 - 6:00 p.m.

Internet Security 101: This class is suggested for anyone. This class will discuss:
• Social media, including, but not limited to: Twitter, Facebook, MySpace, LinkedIn, Blogs, Website, Email Signatures
• Password protection
• Anti-virus software
• Awareness of phishing, scams, and hackers

The SCORE Association, a resource partner with Small Business Administration (SBA), is dedicated to helping small business owners and entrepreneurs succeed from the establishment to the development of their businesses by giving free high quality guidance. The workshops are taught by working or retired business owners, executives, and corporate leaders with at least 600 business skills combined. SCORE’s 13,000 nationwide volunteers offer education in specific areas such as finance, personnel, marketing, production, and merchandising.

The Town of Brookhaven's SCORE Chapter provides services to small businesses ever Friday morning 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.

Division of Public Information * Office of the Supervisor
One Independence Hill • Farmingville • NY 11738 • Phone (631) 451-6595 • Fax (631) 451-6258