

# TRAINING FOR SMALL BUSINESS OWNERS

## Entrepreneurial Strategic Planning (ESP) Program

- Courses are designed to help business owners kick-start growth and achieve success
- Low cost business assistance training and classes
- One-on-one professional advising and classes in key areas of business management and development including financing options, computerization, new business strategies, planning and expansion, and other changes in the business world
- Business Resource Materials
- Certificate awarded to each participant upon completion of entire curriculum or each class taken

CURRICULUM	
<p><b>QUANTUM LEAP TO SUCCESS</b> \$60.00 - 6 hours (2 three-hour sessions) Jan 24 &amp; 26, 2012 • 7:00 pm-10:00 pm • Vernon Webb</p>	<p><b>RECORDKEEPING/ACCOUNTING</b> \$60.00 - 6 hours (2 three-hour sessions) Feb 21 &amp; 23, 2012 • 7:00 pm-10:00 pm • Jeffrey Hill</p>
<p><b>DEVELOPING YOUR BUSINESS PLAN</b> \$60.00 - 6 hours (2 three-hour sessions) Jan 31 &amp; Feb 2, 2012 • 7:00 pm-10:00 pm • Melanie Rae</p>	<p><b>QUICKBOOKS</b> \$60.00 - 6 hours (2 three-hour sessions) Feb 28 &amp; Mar 1, 2012 • 7:00 pm-10:00 pm • Miriam Aguilar</p>
<p><b>BUSINESS LEGAL ISSUES</b> \$50.00 - 3 hours (1 three-hour session) Feb 7, 2012 • 7:00 pm -10:00 pm • Jacob M. Simon</p>	<p><b>ANALYZING YOUR FINANCIAL STATEMENTS</b> \$50.00 - 3 hours (1 three-hour session) Mar 6, 2012 • 7:00 pm-10:00 pm • Farid Haqq</p>
<p><b>SOCIAL MEDIA MARKETING BASICS</b> \$50.00 - 3 hours (1 three-hour session) Feb 9, 2012 • 7:00 pm-10:00 pm • Matt Mora</p>	<p><b>FINANCING YOUR BUSINESS</b> \$60.00 - 6 hours (2 three-hour sessions) Mar 8 &amp; 13, 2012 • 7:00 pm-10:00 pm • Farid Haqq</p>
<p><b>MARKETING YOUR BUSINESS</b> \$60.00 - 6 hours (2 three-hour sessions) Feb 14 &amp; 16, 2012 • 7:00pm-10:00pm • Suzanne Lawrence</p>	<p><b>EMPLOYEE DEVELOPMENT / CUSTOMER RELATIONS</b> \$50.00 - 3 hours (1 three-hour session) Mar 15 , 2012 • 7:00 pm-10:00 pm • Rosita Odom</p>
<p><b>MANAGING YOUR BUSINESS EFFECTIVELY</b> \$60.00 - 6 hours (2 three-hour sessions) Mar. 20 &amp; 22, 2012 • 7:00 pm-10:00 pm • Frank Sutton</p>	
<p>Limited Attendance... Enroll Now! For more information and registration: <b>(213) 674-2696 or (866) 301-9989 • www.pcrsbdc.org</b> 3255 Wilshire Boulevard, Ste. 1501 • Los Angeles, CA 90010</p>	

### COST AND REQUIREMENTS:

- \$300 Registration fee for entire curriculum
- \$250 Early Bird registration fee (by Jan. 6, 2012)
- (Individual classes may be attended at the prices shown)