



# washington

## small business fair

# 2003

**8:30 AM** Welcome and Orientation  
**8:30 to 4 PM** Resource Center – open all day

### SCHEDULE OF SEMINARS

**9:00 AM**

#### How Do I Turn My Dream Into Reality?

Ideas ... options ... how to get started.  
Also at 10 am & 11 am

#### Business Law Essentials

Learn how to select a legal structure (sole proprietor or LLC), register a trade name, negotiate a lease, put agreements in writing, find the right lawyer, and meet other challenges you may encounter when starting or running a business.  
Also at 10 am & 11 am

#### Taxes and the New Sole Proprietor

Important information every small business owner needs to know: your federal income tax responsibilities, including which forms to file, what taxes to pay and when they are due.  
Also at 1:30 pm

#### Licensing Made Simple

What you need to know about getting a state, city, and local business license.

#### Even if It's in Your Home, It's Still a Business

Tips on how to run a successful home-based business.

#### Top 10 Secrets to Successful Business Web Sites

Learn the key ingredients to online success for your small business web site. Avoid losing money and time by knowing the common pitfalls. Get dozens of tips for creating a web site marketing plan.  
Also at 1:30 pm

#### Benefits of Networking

Developing contacts and exchanging information with others are among the best ways to generate business. Learn how to put your best foot forward, establish a referral base and build long-term business relationships.

#### Selling to the Government

Are you interested in selling to state and federal government agencies? Find out about the certification process, learn how the government purchases goods and services, and how to get started.

**10:00 AM**

#### How Do I Turn My Dream Into Reality?

Also at 9 am & 11 am; see 9 am for description

#### Business Law Essentials

Also at 9 am & 11 am; see 9 am for description

#### Developing a Business Plan

Learn why a business plan is essential and how to write one.  
Also at 11 am & 1:30 pm

#### Keys to Small Business Success

Secret weapons and common mistakes. Strategies for success and avoiding pitfalls.  
Also at 11 am

#### Drive Traffic to Your Web Site

Search engine mysteries revealed! Achieve higher rankings and drive more traffic to your web site. Easy to follow suggestions to make your site a "traffic magnet."

#### What About That Darn Sales Tax?

Learn when Washington State sales tax needs to be collected and how to compute the correct amounts.

#### Start Your Own Import Business

The basics—import transactions, market research, pricing, customs regulations, logistics, and more.

#### Building & Marketing Your Service Business – Selling the Intangible

You know your services are valuable but how do you convince everyone else? Learn how to put a price on what your service is worth and identify your potential customers.

**11:00 AM**

#### How Do I Turn My Dream Into Reality?

Also at 9 am & 10 am; see 9 am for description

#### Business Law Essentials

Also at 9 am & 10 am; see 9 am for description

#### Developing a Business Plan

Also at 9 am & 10 am; see 9 am for description

#### Keys to Small Business Success

Also at 10 am

#### Marketing 101

Effective marketing on a shoestring budget. Small business marketing secrets, advertising ideas and strategies.  
Also at 1:30 pm & 2:30 pm

#### Market Research Sources and Strategies

Discover business database and web sources helpful for your business and marketing plans.

#### E-Services: File and Pay Electronically

Do you want to file and forget about it? Discover the free and easy methods available to file and pay your federal and state business taxes.

#### Spruce Up Your Elevator Speech

You have 10 seconds or less to spark someone's interest in what you have to say about your business. Can you make it memorable?  
Also at 1:30 pm

### Noon to 1:30 PM – Panel Discussion Looking for Cash for Your Business?

Get realistic about your financing options and learn what lenders are looking for. Hear about traditional and alternative forms of financing. Find out where to go when the bank says "no." A small business owner will participate to share real life experiences.

**1:30 PM**

#### Developing a Business Plan

Also at 10 am & 11 am; see 10 am for description

#### Taxes and the New Sole Proprietor

Also at 9 am

#### Top 10 Secrets to Successful Business Web Sites

Also at 9 am

#### Marketing 101

Also at 11 am & 2:30 pm; see 11 am for description

#### Spruce Up Your Elevator Speech

Also at 11 am

#### Developing Your Business—Making It Grow

Guidelines for reviewing your business operations. Focus on how to attract and maintain a customer base and developing a market strategy to plan for expansion.  
Also at 2:30 pm

#### Pricing Your Product or Service

Having a great product isn't enough — it's what you do next that counts. How do you get your product to market? Learn how to do a product analysis, contract with managers, battle for shelf space, and fight copycats.

#### Cash Flow Management Strategies

Is your business thriving but your cash flow floundering? Learn how to evaluate and anticipate your business success by analyzing and using financial statements.

**Noon to 2:30 PM**

### Market Research: Open Lab Time

Search business databases and web sites at your own pace. A business librarian is available for assistance. Drop in anytime, noon to 2:30 pm.

**2:30 PM**

#### Marketing 101

Also at 11 am and 1:30 pm; see 11 am for description

#### Developing Your Business—Making It Grow

Also at 1:30 pm

#### Generate Profits Using the Internet

Sell your products and services online and create new revenue streams. For product-based or service-based businesses, learn the easy steps to turn your web site into a powerful selling machine!

#### Software Solutions for Managing Your Business

See different software packages for bookkeeping and customer relationship management functions. Learn how to simplify your bookkeeping, manage your customers, prospects and referral sources.

#### Persuasive Presentations

Presenting is an essential part of marketing, but many business owners don't know what it takes to move an audience to take action! Learn the essential three elements that move people to action and how to "hook" an audience in the first 30 seconds.

#### Home Office Design

Whether working at home or running a business out of your home, design an effective space using guidelines that incorporate your personality, business philosophy and work patterns.

**4:00 PM** RESOURCE CENTER CLOSES

### Thanks to Renton Technical College

for donating space to make this fair possible, and to the many agency and organization representatives who contributed their time to make this fair a reality.

### Renton Technical College



RENTON TECHNICAL COLLEGE  
3000 NE 4TH STREET, RENTON, WA

**From I-405 Northbound:** take Bronson Way/Maple Valley Exit 4. Take Renton Exit 4B. Turn right at bottom of ramp. At next stoplight turn right onto Sunset Blvd. Go one block, turn right onto NE 3rd (at stoplight). Follow NE 3rd to top of hill. RTC is on the left after you crest the hill. Turn left on Monroe Ave NE to access main entrance.

**From I-405 Southbound:** take Renton Exit 4, merge onto Sunset Blvd. Turn left at first stoplight onto NE 3rd. Follow NE 3rd to top of hill. RTC is on the left after you crest the hill. Turn left on Monroe Ave NE to access main entrance.

Renton Technical College meets the American Disabilities Act requirements. Persons with disabilities requiring special accommodations should call (206) 220-5300 or TDD (206) 220-6030 to make appropriate arrangements.

Food and beverages will be available for purchase at the college.

[www.bizfair.org](http://www.bizfair.org)

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Washington State Department of Revenue  
Taxpayer Services Division

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# small business

# fair

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## Starting a business?

Come to the Resource Center and talk with representatives from federal, state and local government agencies, local chambers of commerce, and business and trade associations at more than 50 booths.

## Expanding your business?

Attend seminars on a wide variety of topics, taught by business experts. Hear from successful small business people.

## Looking for tips on how to succeed?

The Washington Small Business Fair can help turn your dream into a reality!

## 1 DAY YOU CAN'T AFFORD TO MISS!

[www.bizfair.org](http://www.bizfair.org)

SATURDAY  
SEPTEMBER 6, 2003  
8:30 AM – 4:00 PM

RENTON TECHNICAL  
COLLEGE  
RENTON, WA