



KENMORE BUSINESS FREE SEMINAR SERIES

**Featuring Kenmore Business Incubator Mentors
All Seminars Begin at 7:00 PM at Kenmore City Hall**

You can attend any or all sessions for helpful business information!

***Session 2: Wednesday, June 11**

A Great Brand is Great for Business

Speaker: Troy Turner Founder and
President, V2 Works

What is a Brand? It's not a logo. It's not an identity. It's not a product. A brand is a person's perception of a product, service or business. This impression is simply based on a customer's gut feeling. People are emotional, intuitive beings, and they are not simply looking to purchase something; they are looking for confirmation of their way of life. Learn what it takes to stand out and be different.

During this session we will cover subjects such as: What is a true brand; Why is your brand so important; Brandengineering by Design; Brand Victory.

Come Prepared: Get some one on one time with Troy by emailing (Troy@V2Works.com). Send your questions and attach any images before June 9th and he will address them specifically either during the seminar or if you like after the meeting is over. Take advantage of his 30+ years in branding.

Session 3: Thursday June 26

Marketing Planning: Know Your Customer

Speaker: Barry Weisband
Kenmore Business Incubator Program Consultant

Learn the key elements needed in a good marketing plan. No matter how it's organized, the marketing plan should be a straightforward, easily understood company document. It should provide a clear direction for short-term marketing and strategic marketing direction. Basic principles such as price, product, place, and promotion will be discussed. This class is a great complement to the Branding session presented on June 11.

**Session 1 of the seminar series "Create a Business Plan That Works!" presented by Barry Weisband, was held on March 20, 2014.*

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Session 4: Thursday, July 17
Session 5: Thursday, July 31

Finance and Accounting for Start-Ups
Speaker: Justin A. Bourn, CPA
Willett, Zevenbergen & Bennett

Leaders and managers interpret and utilize financial reports regularly. Reports can help assess the overall financial performance of the organization, a particular department, or even the competition. This provides a basis for sound decision-making and action. Participants will learn how to read and interpret income statements, balance sheets and cash flow statements.

Effective management of business' finances is critical to the launch and long-term success of any business. These seminars provide non-financial professionals with an understanding of fundamental budgeting principles and forecasting methods, budget process, and want to improve their financial literacy. Costing methods, budget process, capital budgeting, revenue forecasting, cost accounting, budget analysis and the balanced scorecard will be discussed. You can attend either or both sessions for helpful information.

Session 6: Thursday, September 25

Legal Topics for Entrepreneurs
Speaker: Kha Dang Partner, Perkins Coie
Emerging Companies & Venture Capital
Practice

This session addresses the legal aspects of starting and growing a new company. Entrepreneurs face many challenges as they pursue a new business idea. The appropriate legal tools provide significant legal protections and avoid future liability. Among other subjects, the course will cover American law on choice of entity (corporation, limited liability company, partnership, sole proprietorship), selection of a company name and trademark, protecting intellectual property of the business with patent, trade secret, trademark and copyright law, and structuring agreements among owners. The seminar will focus on practical steps entrepreneurs can take to build and protect a new venture and to identify potential issues from a business-legal perspective.

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