

Starting & Growing a Business: Legal & Financial Knowledge You Need to Succeed

Learn all the things you "didn't know you needed to know" about building your business. Leading attorneys and financial professionals present this 14-part series giving entrepreneurs and business owners the practical and comprehensive training needed to set up a business for long-term growth and success.

Detailed class information, speaker biographies and registration options can be found at: www.lalawlibrary.org/BUSINESS. Series is offered twice annually, spring and fall.

Starting and Growing Your Business: Where to Start

Tuesday, February 5, 2019 | 12:00 – 2:00 p.m.

Planning for Success: Business Plan Writing Workshop

Wednesday, February 13, 2019 | 12:00 – 2:00 p.m.

How to Form a Corporation or LLC

Tuesday, February 19, 2019 | 12:00 – 2:00 p.m.

Make It Official: Get Your Business Licensed

Tuesday, February 26, 2019 | 12:00 – 2:00 p.m.

From Seed Money to Serious Investment: Raising Money for Your Business

Tuesday, March 5, 2019 | 12:00 – 2:00 p.m.

Know Before You Sign the Dotted Line: Reading & Negotiating Business Contracts

Tuesday, March 12, 2019 | 12:00 – 2:00 p.m.

Branding and Marketing 101

Tuesday, March 19, 2019 | 12:00 – 2:00 p.m.

Registration fees: FREE - sponsored by the Friends of the Los Angeles County Law Library through the generous support of **Pacific Western Bank**.

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Protecting Your Intellectual Property: Trademarks & Patents

Tuesday, March 26, 2019 | 12:00 – 2:00 p.m.

On Solid Ground: Financial Planning for Business Owners

Tuesday, April 2, 2019 | 12:00 – 2:00 p.m.

Keeping the Books: Business Accounting Basics

Tuesday, April 9, 2019 | 12:00 – 2:00 p.m.

Sales Techniques and Strategies

Tuesday, April 16, 2019 | 12:00 – 2:00 p.m.

Protecting Your Intellectual Property: Copyrights & Trade Secrets

Tuesday, April 23, 2019 | 12:00 – 2:00 p.m.

Government Contracts - Steady Income for Your Business

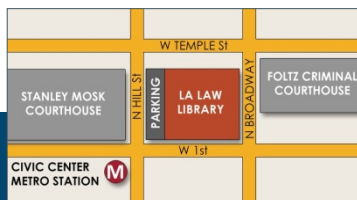
Tuesday, April 30, 2019 | 12:00 – 2:00 p.m.

Should I Be Exporting? Increase Your Revenue by Tapping Foreign Markets

Tuesday, May 7, 2019 | 12:00 – 2:00 p.m.

For more information or to register, visit us at:
www.lalawlibrary.org/BUSINESS

or call: 213.785.2516
301 W. 1st Street,
Los Angeles, CA 90012



Starting and Growing Your Business: Where to Start

Presented by: Pacific Asian Consortium in Employment and Ryan Metheny

- Developing a business idea
- Identifying a market and reaching customers/clients
- Avoiding common legal issues

Planning for Success: Business Plan Writing Workshop

Presented by: Mark Kapczynski with the support of Bixel Exchange

- Why a business plan is essential
- Setting goals for your business

How to Form a Corporation or LLC

Presented by: Prof. Michael Chasalow

- Advice on creating legal structures that will protect business start-ups and accommodate the business as it grows
- Why shouldn't you just operate as a partnership or a sole proprietorship?

Make It Official: Get Your Business Licensed

Presented by: City, County, State & IRS Officials

- How to apply for business licenses and permits
- Avoid license, permit & tax compliance issues

From Seed Money to Serious Investment: Raising Money for Your Business

Presented by: Kevin Lew with the support of Bixel Exchange, and Raul Yañez of Pacific Western Bank

- How to sell your business to investors
- Crafting a business pitch

Know Before You Sign the Dotted Line: Reading & Negotiating Business Contracts

Presented by: G. Mark Santa-Anna

- Essential terms of a contract for goods or services
- "Typical" contracts negotiated by business people

Branding and Marketing 101

Presented by: Erin Kapczynski

- Approach to marketing on a budget
- Promoting your company and product or service

Protecting Your Intellectual Property: Trademarks & Patents

Presented by: Evan Woolley with the support of Bixel Exchange

- Protecting an original invention through the patent process
- How to develop and protect a valuable trademark

On Solid Ground: Financial Planning for Business Owners

Presented by: Kimberly Kelly-Rolfe

- Setting realistic financial and personal goals
- Minimizing tax liability

Keeping the Books: Business Accounting Basics

Presented by: Gary Krausz

- How to apply the fundamentals of financial modeling to set realistic, achievable goals
- How to use key financial statements like income, balance sheet, and cash flow

Sales Techniques and Strategies

Presented by: Doug Korte with the support of Bixel Exchange

- Defining your competition (SWOT analysis – strength/weakness/opportunity/threat)
- Road(s) to market – developing a sales and distribution model

Protecting Your Intellectual Property: Copyrights & Trade Secrets

Presented by: Dan Forman and John Geiger

- What types of expressions are protected by copyright
- Trade secrets: how to obtain, protect, and enforce

Government Contracts: Steady Income for Your Business

Presented by: City, County & State officials

- Finding and responding to public solicitations
- Business development and government contracting resources in L.A. City and County

Should I Be Exporting? Increase Your Revenue by Tapping Foreign Markets

Presented with the support of Port of Los Angeles Trade Connect

- Is exporting for me?
- The Trade Connect program for exporters

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