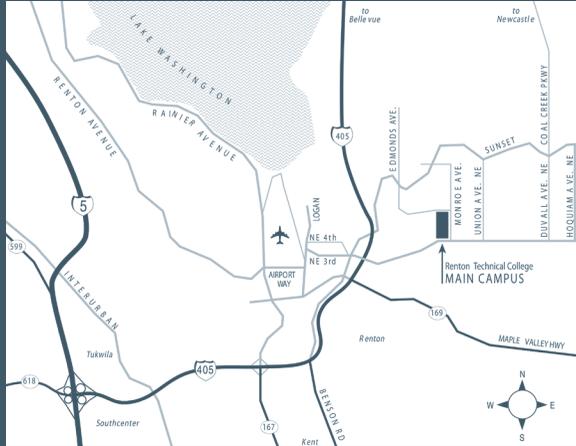


Special thanks to Renton Technical College for donating space to make this fair possible.

Biz Fair is presented by a partnership of government agencies, nonprofit business support organizations and educational institutions.

**RENTON TECHNICAL COLLEGE**  
3000 NE 4TH STREET, RENTON, WA 98056



**From I-405 Northbound:** Take Exit 4. Do not take Maple Valley exit to the right – stay left and take the Bronson Way exit. 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.

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

Renton Technical College meets the American Disabilities Act requirements. Persons with disabilities requiring special accommodations should call 206-946-3703.

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Brochure design by: Mia Bradshaw  
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# 2015 WASHINGTON SMALL BUSINESS FAIR

Saturday, September 26, 2015  
8:00 am to 3:30 pm



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

RENTON TECHNICAL COLLEGE  
3000 NE 4TH STREET, RENTON, WA 98056

**ONE DAY  
ONE PLACE**  
LEARN WHAT YOU NEED  
TO RUN A BUSINESS



**Why attend? It's priceless and free.**

### SHARPEN YOUR SKILLS

Attend seminars that cover important, up-to-date topics for all stages of business ownership. Savvy business experts share their knowledge and real-life experiences with you.

### SAVE VALUABLE TIME

Visit the Resource Center to get the information and help you need from federal, state and local government agencies, and business and trade associations.



[www.bizfair.org](http://www.bizfair.org) • [www.facebook.com/bizfair](https://www.facebook.com/bizfair)

8:00 am  
8:00 am – 2:30 pm  
8:30 am

Biz Fair Begins  
Resource Center Open  
Seminars Begin

# ONE DAY ONE PLACE

## LEARN WHAT YOU NEED TO RUN A BUSINESS

September 26, 2015

### SEMINAR SCHEDULE

8:30 AM – 9:30 AM

**STARTING A BUSINESS – SESSION 1 – OPTIONS TO CONSIDER**  
Ideas... Options... How to get started. Improve your chances of success with good planning and preparation.

#### GET YOUR HEALTH CARE OFF LIFE SUPPORT

Health care for you and your business - dates and deadlines you should be aware of.

#### TAXES AND THE SMALL BUSINESS OWNER

Find out what every small business needs to know about filing and paying federal taxes, and how to avoid the most common tax reporting errors.

*Also at 2:30 pm*

#### CHOOSING YOUR BUSINESS STRUCTURE

Learn about the pros and cons of the various forms of business structures: sole proprietorship, corporation, and LLC.

*Also at 1:00 pm*

#### MARKETING TIPS AND ADVICE

Discover powerful, cost-effective techniques to build your business.

*Also at 1:00 pm*

#### KEYS TO CREATE A BUSINESS BOOSTING WEBSITE

Uncover the secrets that are guaranteed to make your website a powerful business-building tool.

#### FRANCHISING 101

Learn about five basic franchise categories, the pros and cons, and how to choose the right one.

#### MAKE THE WORLD'S BIGGEST BUYER YOUR CUSTOMER

Discover how to use small business certifications and set asides to get your share of their business along with free resources for government procurement.

*Also at 10:00 am*

#### BUSINESS & OCCUPATION (B&O) TAX AND MY BUSINESS

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

### RESOURCE CENTER OPEN

8:00 AM – 2:30 PM

Visit business assistance organizations and government agencies between seminars and during lunchtime.

Grab a bite! Food and beverages available for purchase in the cafeteria adjacent to the Resource Center.

10:00 AM – 11:00 AM

#### DEVELOPING A BUSINESS PLAN

Learn why a business plan is essential and how to write one.

*Also at 1:00 pm*

#### STARTING A BUSINESS – SESSION 2 – FINANCIAL PLANNING

Learn about funds needed to open the business, contingency and reserves, working capital, etc.

#### MAKE THE WORLD'S BIGGEST BUYER YOUR CUSTOMER

*Also at 8:30 am*

#### SOCIAL MEDIA LAW: BUSINESS BASICS TO STAY AHEAD OF THE GAME AND OUT OF TROUBLE

What you need to know from a legal standpoint about social media risks for you and your business.

#### DRIVE TRAFFIC TO YOUR WEBSITE

Easy to follow suggestions to make your site a "traffic magnet."

#### TIPS TO TAKE YOUR NETWORKING TO 11

Learn social media tips to prepare for and follow up afterward, how to choose your "best" guest, and how to tap into the power of being memorable.

#### CUSTOMERS AS YOUR VIRTUAL SALES FORCE

Learn how to connect with your audience in new ways, how to help your customers boost your brand and how they can promote your product and services – for free.

#### BUILD & MARKET YOUR SERVICE BUSINESS – SELL THE INTANGIBLE

Learn how to put a price on what your service is worth (by the hour or on a project basis) and identify your potential customers.

*Also at 2:30 pm*

#### REGISTER, LICENSE AND GO!

Steps you need to take to register and license your business from the Secretary of State and Business Licensing Service.

#### FIND CASH FOR YOUR BUSINESS: PANEL DISCUSSION

Panel discussion about various financing options from the SBA loan programs to alternative lenders and crowdfunding.

11:30 AM – 12:30 PM – PANEL DISCUSSION

An opportunity to hear real life experiences from small business owners - how they've overcome challenges, stayed committed to their communities, and grown their businesses.

1:00 PM – 2:00 PM

#### MARKETING TIPS AND ADVICE

*Also at 8:30 am*

#### DEVELOPING A BUSINESS PLAN

*Also at 10:00 am*

#### RETAIL SALES TAXES AND MY BUSINESS

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

#### THE FIVE C'S OF CREDIT

Character, Capacity, Capital, Cash Flow, and Collateral – what lenders use when they make important credit loan decisions.

#### BEYOND START-UP: AVOIDING FOUR FATAL ERRORS

Learn how to set your priorities, manage your cash, determine if a worker is an employee or contractor, and how to stay on top of regulatory and tax requirements.

#### EXPLORE ONLINE SALES AS AN ADDITIONAL REVENUE SOURCE

Learn how to determine if e-commerce is the right sales strategy for your business, options for online sales, and the resources available to take the next step to e-commerce readiness.

#### UNDERSTAND CASH FLOW AND PROFIT IMPROVEMENT

Is your business thriving but your cash flow floundering? Learn about profit and loss statements, balance sheets, ratio analysis and cash flow statements and how they all tie together.

#### SLAY THE SOCIAL MEDIA DRAGON

Win the battle with strategic and practical ways to use various social media sites effectively. Learn about low-budget tools and resources to save time and improve results.

#### CHOOSING YOUR BUSINESS STRUCTURE

*Also at 8:30 am*

#### HOW TO FIND NEW CUSTOMERS OUTSIDE THE U.S. (CANADA COUNTS!)

Find out who can help, how to establish on the ground overseas contacts, how to mitigate risk, and financing options available.

#### BUILDING AUTHENTIC LEADS WITHOUT SPENDING A FORTUNE

Learn why some business owners have plenty of good leads and others struggle to even get one.

2:30 PM – 3:30 PM

#### TAXES AND THE SMALL BUSINESS OWNER

*Also at 8:30 am*

#### BUILD & MARKET YOUR SERVICE BUSINESS – SELL THE INTANGIBLE

*Also at 10:00 am*

#### BUSINESS LAW ESSENTIALS

Learn how to register a trade name, negotiate a lease, put agreements in writing, select a legal structure, find the right lawyer, and meet other challenges you may encounter when starting or running a business.

#### DIY (DO IT YOURSELF) WEBSITE

Need a website, but don't know where to begin? Find out about inexpensive builder tools to that make your site easy to update as you grow your business.

#### AUTOMATE YOUR BUSINESS TOOLBOX

Become more profitable by simplifying your bookkeeping, customer management, and time and expense tracking.

#### HOW TO HIRE THE RIGHT PERSON

You'll learn helpful guidelines and resources for how to create a job description, read a résumé, ask good interview questions, spot the danger signs, and other helpful tips for those new to the hiring process.

#### DIY MARKET RESEARCH

Find out how to easily navigate U.S. Census data to help you make informed decisions in your business planning, marketing, site location and market analysis

#### ACCELERATE YOUR GROWTH USING THE ICEBERG ANALOGY

Your potential clients are like an iceberg. An iceberg is 20% above water and 80% below water. To get below the waterline, you need to enhance one key skill – ask better questions.

WORKSHOPS ARE 1-HOUR  
30 MINUTE BREAK BETWEEN EACH

DETAILED DESCRIPTIONS  
[WWW.BIZFAIR.ORG](http://WWW.BIZFAIR.ORG)