

BUSINESS EDUCATION WORKSHOPS

• JANUARY 2015 • (WEDNESDAYS & FRIDAYS)

Date

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NO WORKSHOP DUE TO HOLIDAY

1/7

***CITY INSPECTIONS – ASK QUESTIONS, GET ANSWERS**
3:00 to 4:30 p.m.

Presented by the City of Chicago

To operate a successful business in Chicago you must know the requirements. Talk to officials from four City departments who will provide insight to operate safely, stay compliant, help prepare for inspections and point out the do's and don'ts of operating your business. Don't miss this workshop!

1/9

ACCOUNTING IN THE CLOUD: QUICKBOOKS ONLINE
9:30 to 11:00 a.m.

Presented by Maribel Del Real, CPA, MSA Del Real Tax Group, Inc., Certified QuickBooks ProAdvisor

Learn how to keep your books in the cloud using QuickBooks Online. We will identify advantages of QuickBooks Online vs. QuickBooks Desktop and list the important online features and benefits. Attendees will learn how to navigate the user interface, and about the sales and expense processes in QuickBooks Online.

1/14

HOW TO CREATE A MEMORABLE BRAND FOR YOUR SMALL BUSINESS
3:00 to 4:30 p.m.

Presented by Tom O'Grady, Partner & Chief Creative Officer and Patricia Aguilar, Managing Partner Gameplan Creative

A recognizable name, an eye-catching logo, a distinct color palette, and legible type fonts are the key ingredients to creating a memorable small business brand identity. Your brand image should be unique, relevant and speak clearly to your customers. A consistent brand identity will ensure your product and service will convey trust and build loyalty with your customers. This workshop is an in-depth brand identity development session that will explain the importance of having a brand "vision," defining a clear strategy in support of that vision, and how to flawlessly extend that brand strategy over a variety of media.

1/16

HOW TO OBTAIN A SIDEWALK CAFE PERMIT
9:30 to 11:00 a.m.

Presented by BACP's Small Business Center - Public Way Use (PWU) Unit

Take the mystery out of the Sidewalk Cafe Permit Application process by attending this informative workshop. We will explain the application process, inform you of all the requirements, and help you get prepared to submit an application. The entire application process may take 30 - 45 days, and the 2015 Sidewalk Cafe Season begins on March 1, so make sure to reserve your seat now.

** Workshops offered once a month.*



/ChiSmallBiz



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/ChicagoBACP

Date

1/21

HOW TO HIRE AN EMPLOYEE OR INDEPENDENT CONTRACTOR
3:00 to 4:30 p.m.

Presented by Charles Krugel, a Management Side Labor, Employment & Human Resources Attorney

This workshop will include how to tell the differences between an employee and an independent contractor. You will learn how to pay them; how to end the relationship; what enforcement efforts are being taken by regulatory agencies & private attorneys; wage & hour issues. If you are thinking of hiring employees or independent contractors – this is a must attend workshop.

1/23

HOW TO OPEN A CONCESSION AT O'HARE OR MIDWAY AIRPORT
9:30 to 11:00 a.m.

Presented by Chicago Department of Aviation – Concessions Department

Are you interested in operating a restaurant or shop at O'Hare or Midway International Airports, but don't know where to begin? Come and learn about the Request for Proposals (RFP) process, how to operate a business at the airports, and a summary of the Airport Concessions Disadvantaged Business Enterprise (ACDBE) program.

1/28

***HOW TO BECOME CERTIFIED**
2:00 to 3:00 p.m.

Presented by the City of Chicago Department of Procurement Services (DPS)

This workshop will provide an overview of the five certification programs offered by the City of Chicago: Minority Owned Business Enterprise (MBE), Women Owned Business Enterprise (WBE), Business Enterprises Owned and/or Operated by Persons with Disabilities (BEPD), Disadvantaged Business Enterprise (DBE) and Airport Concessions Disadvantaged Business Enterprise (ACDBE). Receive information regarding the application process and how to avoid the most common mistakes applicants encounter when submitting their applications.

DOING BUSINESS WITH THE CITY OF CHICAGO
3:15 to 4:30 p.m.

This information is designed to outline the role and responsibility of the Department of Procurement Services, and how the City's purchasing process works. This workshop is ideal for companies looking to do business with the City of Chicago.

1/30

ESTABLISHING YOUR RESTAURANT CONCEPT AND WRITING A BUSINESS PLAN
9:30 to 11:00 a.m.

Presented by Brian Margulis, Creative Hospitality Associates (CHA) and Lema Khorshid, Fuksa Khorshid, LLC

The first step in pursuing your dream of opening a food establishment is to write a business plan. This workshop will discuss the basics of writing a business plan, including how to clearly define your concept, how to develop your menu and pricing, and what financial information to include.



All workshops are FREE and are located at the
City of Chicago Department of Business Affairs and Consumer Protection
City Hall, 121 N. LaSalle St., Room 805

Space is limited. Please reserve your attendance by calling 312-744-2086
or email BACPoutreach@cityofchicago.org

To learn more about BACP's workshops, visit www.cityofchicago.org/sbc

SMALL BUSINESS
★ CENTER ★