

## To Register for a Workshop

Visit our website at:

[www.score-suncoast.org](http://www.score-suncoast.org)

- 1) Click "Workshops" in left column
- 2) Workshop Information will appear
- 3) After reviewing, select:  
"On-Line Registration: Click Here"
- 4) Select Workshop & Date desired
- 5) Complete the required form
- 6) Click "Submit"
- 7) Confirmation E-mail returned to you

If you have questions about our Workshops or experience any problems registering on our website, please contact us at:

# SCORE®

2801 FRUITVILLE ROAD STE 280  
SARASOTA, FL 34237  
941-955-1029

SCORE® is a resource partner with the Small Business Administration.

There is no charge for any of our educational workshops.

**SCORE® SERVICES ARE FREE  
CONFIDENTIAL & ONGOING**

SCORE® is a national, non-profit organization with over 11,000 members which began in 1964. We are a group of working and retired business executives who donate our time assisting people in the U.S. in starting-up new businesses or providing business counseling for existing businesses.

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Manasota SCORE® Chapter #116  
is grateful for the support of:



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# SCORE®

Counselors to America's Small Business

**YOUR INVITATION TO  
ATTEND FREE WORKSHOPS  
HELD ON SCTI CAMPUS (E3)  
Saturday from 9:30 to noon or  
Monday from 5:30 to 8pm or  
Tuesday from 5:30 to 8pm**

- #1 Starting New Business in Florida
- #2 Building Your Business Plan
- #3 Financing Your Business
- #4 Marketing & Sales
- #5 Manage & Grow Your Business

Each topic provides valuable insights to establish, maintain and grow a successful business. Presentations and discussions are lead by experienced professionals and retired executives. Our SCORE® volunteers share their talents, ideas and experiences with prospective entrepreneurs or existing business owners who desire to improve productivity and profitability.



## Workshop Schedule

All Presentations held at SCTI  
Classroom E-3 in Sarasota at:  
4748 Beneva Road (corner Proctor)

Saturday Sessions from 9:30am to Noon  
(\* )Monday Sessions from 5:30pm to 8pm  
(\*\* )Tuesday Sessions from 5:30pm to 8pm

- 1/16/10 Starting New Business in FL
- 1/25/10 \*Manage & Grow Your Business
- 2/6/10 Building Your Business Plan
- 2/20/10 Financing Your Business
- 3/08/10 \*Marketing & Sales
- 3/27/10 Starting New Business in FL
- 4/10/10 Building Your Business Plan
- 4/24/10 Financing Your Business
- 5/11/10 \*\* Manage & Grow Your Business
- 5/29/10 Marketing & Sales
- 6/8/10 \*\*Starting New Business in FL
- 6/19/10 Building Your Business Plan

Your Success. **SCORE**<sup>®</sup>  
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## Workshop Objectives & Overviews

### #1 Starting New Business in Florida

Topics covered include the 13 basic steps to set up and run a business in Florida. Federal, State and Local forms and taxes are covered. Session starts with an assessment of entrepreneurial and business decision skills. A valuable Guidebook is provided to attendees at no cost.

### #2 Building Your Business Plan

Describes a step-by- step process needed to organize business concepts and ideas into a Business Plan. An evolving plan development is suggested based on a "Quick Start" interactive application on SCORE<sup>®</sup> website. The resulting plan allows for communicating business concept to others including banks for finance consideration.

### #3 Financing Your Business

Describes the numerous sources of debt and equity financing. The objective is developing a financing strategy that will attract investors. The relationship between the Small Business Administration and local banks is covered along with types of loans available.

### #4 Marketing and Sales

Explores how to analyze your product and/or service offerings compared to competition. Topics include market segment analysis plus creative ways to reach new customers. Also covered is importance of maintaining positive relationships with existing customers.

### #5 Manage & Grow Your Existing Business

Topics include challenges and new skill requirements for successful current day management. Also covered are ways to deal with continual change, and using the Internet to reach new customers. Finally, Accounting SW packages that can simplify the bookkeeping process are described.

## Presenters

**Richard (King) Barnard** - Over 35 years in senior management roles with Aerospace, Defense and Semiconductor Test Equipment companies including Division GM, Corporate COO, and Corporate President. He entered retirement as a business management consultant to dozens of corporations in a wide range of industries throughout the US. His primary expertise includes Long Range Strategic Planning, Business Planning, Program Management and new product development.

**Murray Etlin** - former Partner in a medium sized NYC CPA firm. Specialized in accounting control, auditing and taxes. Assists clients to develop business plans, obtain financing, and control expenses. Recommends strategic and tactical approaches to sales, mergers and acquisitions.

**Joe May** - served as an Executive EVP and CCO of Whitney National Bank of Louisiana. Expertise in corporate finance including credit underwriting and workouts Specialty includes assisting startup obtain financing and guiding existing businesses to return to profitability. Past National Chairman of R.M.A., the trade association for credit risk managers of the top 3,000 banks.

**Ken Chapman** - has been a licensed Florida attorney since 1990. Ken has served as General Counsel with a number of corporations in the employee leasing industry, medical and health sector, public utilities industry and technology sector. Ken is a member of The Florida Bar Business Law Section and Real Property and Trust Section.

**Steve Sandler** - over 35 years experience in all aspects of business development and management including acquisitions, initial public offerings, and effective business operations. He was co-founder and CEO of a High Tech Corporation specializing in automating passport applications. His company was sold to 3M in 2002.

**Jon Stuart** - past Marketing Professor in the School of Business at Norfolk State University in Norfolk, VA. Advisor to Small Businesses through the Business Entrepreneurship Center. Assists small businesses prepare business and marketing plans to improve operational efficiency and effectiveness.