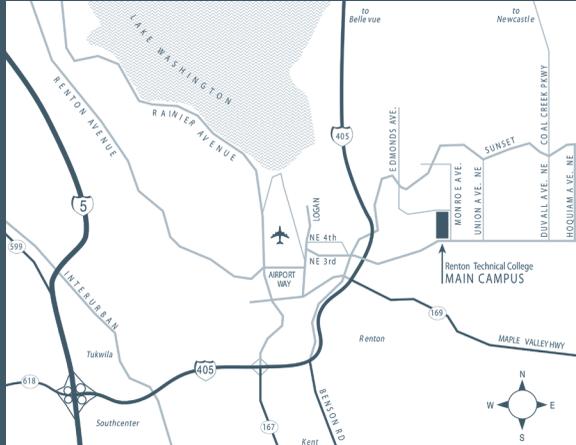


Special thanks to Renton Technical College for donating space to make this fair possible.

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 206-220-5300 or TDD 206-220-6030 to make appropriate arrangements.

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# 2012 WASHINGTON SMALL BUSINESS FAIR

Saturday, September 29, 2012  
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](http://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 29, 2012

### SEMINAR SCHEDULE 8:30 AM – 9:30 AM

#### Starting a Business – Part 1 – Options to Consider

Ideas... options... how to get started. Improve your chances of success with good planning and preparation.

#### Which Business Entity is Best for You?

Learn the pros and cons of the various forms of business structures: sole proprietorship, corporation, and LLC. This class does not constitute legal advice, but provides you with a basic understanding of which business entity is right for you. **Also at 1:00 pm**

#### 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. Even if you use a tax preparer, this is good information to know! **Also at 2:30 pm**

#### Marketing Tips and Advice

Marketing is THE critical factor to your business success. Discover powerful, cost-effective techniques to build your business. **Also at 1:00 pm**

#### Keys to Create a Business Boosting Website

Your website must be an integral part of your business. Uncover the secrets that are guaranteed to make your website a powerful business-building tool. Learn valuable ways to increase your profits online.

#### Financing Options

Learn about various programs and services designed to provide capital to start-up and established businesses.

#### Facebook 101

Set up a Facebook business page in this hands-on lab session. Discover how you can grow your business through social networking. Learn techniques to attract more business, encourage engagement, offer exclusives and optimize your profile. Taught by Hazen High School DECA students.

#### Starting a Business: Licensing and Registration

Once you've chosen your business entity (limited liability company, corporation, sole proprietor, etc), then it's time to register and license your business. Hear what steps you need to take with the Secretary of State's Office and Business Licensing Services.

#### How to Get Government Contracts

Federal, state and local contracts are worth millions – find out how to get your share. Learn about the purchasing process and certification programs for small businesses. Find out how to research government contract opportunities and where to go for assistance. **Also at 10:00 am**

### 10:00 AM – 11:00 AM

#### Starting a Business – Part 2 – Financial Planning

Learn about funds needed to open the business, contingency and reserves, working capital, major start-up expenses (permits, inventory, etc.), expense estimates, and break-even analysis.

#### Boost Your Profits and Improve the Bottom Line

Find out how to impact your profitability by taking control of your cash flow and increasing your customer base.

#### Tips for Keeping Your Business Out of Tax Trouble

Learn the tax implications of the different business structures. Find out about allowable expenses for your type of business and what you need to do when hiring employees.

#### 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. **Also at 2:30 pm**

#### What About That Darn Business & Occupation Tax?

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

#### Drive Traffic to Your Web Site

How do you get visitors to find your website? Search engine secrets, social networking tips and more. Easy to follow suggestions to make your site a "traffic magnet."

#### Focus on Exports for Washington Businesses

New to exporting or seeking to expand market share abroad? Find out about various types of assistance available, new state export initiatives, and how to establish on the ground overseas contacts. Learn how to mitigate risk, find financing options, and ensure you get paid.

#### Find Cash for Your Business: Panel Discussion

Get realistic about your financing options and learn what lenders are looking for. Hear about traditional and alternative forms of financing. Find out where to go when the bank says "no." A small business owner will participate to share real life experiences.

#### Customers as Your Virtual Sales Force

You know word of mouth marketing is important, but how do you get your customers to toot your horn? Learn how to be more successful by connecting with your audience in new ways. Find out how to help your customers boost your brand and promote your products and services – for free.

#### Developing a Business Plan

Learn why a business plan is essential and how to write one. **Also at 1:00 pm**

#### How to Get Government Contracts

**Also at 8:30 am**

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

#### Small Business Ownership: Tips for Success

Hear real life experiences from successful small business owners and how they are coping during this challenging small business climate.

### 1:00 PM – 2:00 PM

#### What About That Darn Sales Tax?

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

#### Beyond Start-Up: Avoiding Four Fatal Errors

Don't let fatal errors be the end of your business! 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.

#### Benefits of Networking

Developing contacts and exchanging information with others are among the best ways to generate business. Learn how to put your best foot forward, establish a referral base and build long-term business relationships.

#### 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.

#### Business Trends for the Post Recession Recovery

What are the business trends? Find out how businesses can successfully leverage trends, increase the value of technology, where to look for current trends, and what to do with them when you find them. Learn about three keys for the successful business of the future. **Also at 2:30 pm**

#### Build & Market Your Service Business – Sell the Intangible

You know your services are valuable but how do you convince everyone else? 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.

#### How to Use Intellectual Property to Grow Your Small Business

Whether you sell furniture, t-shirts, or design websites, some of your most valuable assets may be in the intellectual property you own or can own in the form of trademarks, copyrights, patents, and trade secrets. Learn how to properly protect and/or develop your intellectual property so your business doesn't lose money.

SEMINARS ARE 1 HOUR EACH  
30 MINUTE BREAK BETWEEN SESSIONS

#### Slay the Social Media Dragon

Marketing these days involves conquering the many-headed beast of social media. Win the battle with Facebook, Pinterest and so many others by learning strategic and practical ways to use them more effectively. Get lots of low-budget tools and resources for saving time and improving results.

#### Which Business Entity is Best for You?

**Also at 8:30 am**

#### Marketing Tips and Advice

**Also at 8:30 am**

#### Developing a Business Plan

**Also at 10:00 am**

### 2:30 PM – 3:30 PM

#### Public Relations - How to Get Noticed

Increase your credibility and visibility by making your small business newsworthy. Learn how to capture the attention of the media. Get your news to the right contacts.

#### DIY (Do-It-Yourself) Website

Need a website, but don't know where to begin? Before you hire designers, coders, your niece or nephew, learn how to get a site built without the need for much technical expertise. Find out about inexpensive builder tools that make your site easy to update as you grow your business.

#### How to Get the Most Out of Quickbooks

Learn how to simplify your bookkeeping, manage your customers, prospects and referral sources.

#### How to Hire the Right Person

What are the critical steps you must take and questions you must answer in order to hire the right person for your company? Learn how to read a resume, spot the danger signs, and why checking references is essential.

#### Shaking the Money Tree: Improve Your Loan Application

A banker will make an "executive decision" about loaning to your business within minutes. Get tips on how to develop a strong loan proposal, the documentation required, questions to anticipate, and how banks analyze your proposal to make a final decision.

#### Taxes and the Small Business Owner

**Also at 8:30 am**

#### Build & Market Your Service Business

**Also at 10:00 am**

#### Business Trends for the Post Recession Recovery

**Also at 1:00 pm**

#### Business Law Essentials

**Also at 10:00 am**

### RESOURCE CENTER OPEN 8:30 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.