

# Institute of Business Development

Welcome to the Institute of Business Development. This course is designed specifically for people, like yourself, who are interested in starting their own business. The seven week series will touch on the various aspects of starting a new enterprise including: business plan development, location benefits, financing, growing and thriving. We are sure that one if not all the sessions will be of interest to you.

Registration for the series is limited, so we suggest that you sign up early! The cost is \$10.00 per week, or \$50.00 to register for all seven weeks. To register, please complete the form below, or contact Amy Burkhart at 570-628-4647.

Directly following the completion of this course, the Pottsville Area Development Corporation will be kicking off their 2010 Business Plan Competition. In the past years over \$20,000 has been distributed in prizes to new business concepts. This is a great opportunity to get your business off to a successful start.

The Institute of Business Development is a joint venture between the Pottsville Area Development Corporation, the Pottsville/Schuylkill Technology Incubator and the Schuylkill Chamber of Commerce.

## This Presentation Hosted by:



# Institute of Business Development

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Yes, I want to register for the Institute of Business Development! Please sign me up for the indicated weeks.**

\*All Sessions are held at the Schuylkill Chamber of Commerce, 91 South Progress Avenue, Pottsville PA 17901

\*\*All Sessions are \$10.00 each. \$50.00 if you sign up for all sessions

\*\*\*Pre-registration is required. Contact Amy Burkhart at 570-628-4647 to register. Fax forms to 570-628-2860.

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|--|--|
| <input type="checkbox"/> <b>Start-up</b><br>Tuesday, October 13, 2009<br>8:00 a.m. – 10:00 a.m.                          | <input type="checkbox"/> <b>Surviving and Thriving in a Downturn Economy</b><br>Tuesday, November 10, 2009<br>8:00 a.m. – 10:00 a.m. |
| <input type="checkbox"/> <b>Location</b><br>Tuesday, October 20, 2009<br>8:00 a.m. – 10:00 a.m.                          | <input type="checkbox"/> <b>Business Continuity Planning</b><br>Tuesday, November 17, 2009<br>8:00 a.m. – 10:00 a.m.                 |
| <input type="checkbox"/> <b>Financing</b><br>Tuesday, October 27, 2009<br>8:00 a.m. – 10:00 a.m.                         | <input type="checkbox"/> <b>Hub Zone Certification</b><br>TBA<br>8:00 a.m. – 10:00 a.m.  |
| <input type="checkbox"/> <b>Marketing, Growing and Networking</b><br>Tuesday, November 3, 2009<br>8:00 a.m. – 10:00 a.m. |  |

**Institute of Business Development**

Location of Presentations - Schuylkill Chamber of Commerce  
91 South Progress Avenue, Pottsville PA

# Institute of Business Development

Presented by:



PADCO  
One South Second Street  
Pottsville PA 17901  
570-628-4647  
www.downtownpottsville.org



Pottsville/Schuylkill  
Technology Incubator  
One South Second Street  
Pottsville PA 17901  
570-628-3385  
www.incubator-tech.com



Schuylkill Chamber of  
Commerce  
91 South Progress Avenue  
Pottsville PA 17901  
570-622-1942  
www.schuylkillchamber.com

## Start-up

Tuesday, October 13, 2009

**8:00 a.m. – 9:00 a.m. – John Paulshock, Jones and Company**

- Incorporating Your Business
- Getting Your EIN
- Get Set for Taxes
- Outsourcing bookkeeping/payroll

**9:00 a.m. – 10:00 a.m. – Ruth Hughes, Wilkes University SBDC**

- Business Plan Development
- Market Analysis
- Traffic Counts

## Location

Tuesday, October 20, 2009

**8:00 a.m. – 8:30 a.m. – Amy Burkhart, Pottsville Area Development Corporation**

- Available Property Listings
- Business Lending
- Locations Benefits –
  - HUB
  - Enterprise Zone
  - KOZ
  - Historic District

**8:30 a.m. – 9:00 a.m. – Donny Chescavage, City of Pottsville Code Enforcement**

- Business Privilege Taxes
- Zoning
- HARB

**9:00 a.m. – 9:30 a.m. – John Guers, Upper Schuylkill**

- Upper Schuylkill Initiatives
- Façade Grants
- Available Property Listing – Upper Schuylkill

**9:30 – 10:00 – Marc Gabardi, Pottsville Elm Street**

- Elm Street Initiatives

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## Financing

Tuesday, October 27, 2009



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**8:00 a.m. – 8:30 a.m. - Joe Pahira, Sovereign Bank**

- Traditional Commercial Financing
- SBA Loans
- Commercial Loans

**8:30 a.m. – 9:00 a.m. - Amy Burkhart, Pottsville Area Development Corporation**

- PADCO Loans
- PADCO Business Assistance

**9:00 a.m. – 9:30 a.m. - Lori Kane, Schuylkill Chamber of Commerce**

- Chamber Loans
- Chamber Assistance

**9:30 a.m. – 10:00 a.m. – Ruth Hughes, Wilkes University SBDC**

- Equity Investment
- Grants - Handouts
  - SBIR / STTR
  - Façade Renovation Grants
  - Energy Efficiency Grants
  - OVR
  - Ben Franklin
  - VA Grants

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## Marketing – Growing - Networking

Tuesday, November 3, 2009



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**8:00 a.m. – 8:30 a.m. – Joanne Parulis, Schuylkill County VISION**

- **Marketing Overview**

**8:30 a.m. – 9:00 a.m. - Dave Kunstek, PageOne Website Design**

- **Virtual vs. Actual Storefronts**
- **Internet Marketing – Do I Need a Website?**
- **Social Networking – Facebook, LinkedIn, Twitter**

**9:00 a.m. – 9:30 a.m. – Sharon Angelo, CareerLink**

- **Business Services**
- **On-the-Job Training Opportunities**

**9:30 a.m. – 10:00 a.m. — Bob Carl, Schuylkill Chamber of Commerce**

- **Networking and Affiliate Organizations**
- **Chamber of Commerce**
- **Local Business Organizations**
- **Schuylkill Leadership**

## Surviving and Thriving in a Downturn Economy

Tuesday, November 10, 2009

**8:00 a.m. – 10:00 a.m. - Wilkes University SBDC**

- **Helping you fine tune your business spending and cash flow management, seeking new opportunities based on customer outlooks, and taking advantage of specialized programs designed to help your business survive and even thrive in an economic downturn.**

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## Business Continuity Planning

Tuesday, November 17, 2009

8:00 a.m. – 9:00 a.m. – John Albertini, AIS Computer Consulting

- Technical side of disaster preparation
- Computer Backups

9:00 a.m. – 10:00 a.m. – Janet Curtis, Red Cross

- Disaster Preparedness
  - Pandemic flu
  - Fire
  - Flood

## HUB Zone Certification

TBA

8:00 a.m. – 10:00 a.m.

- The HUBzone Empowerment Contracting program provides federal contracting opportunities for qualified small businesses located in distressed areas. Fostering the growth of these federal contractors as viable businesses, for the long term, helps to empower communities, create jobs, and attract private investment

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