



Calendar

Start-Up Orientation:

Tuesday, July 5, 2005
Tuesday, Aug. 9, 2005
Tuesday, Sept. 6, 2005
9:00 a.m.-12:00 noon
\$25

Business Plan Orientation:

Tuesday, July 26, 2005
Tuesday, Aug. 30, 2005
Tuesday, Sept. 20, 2005
9:00 a.m.-12:00 noon
\$25

Tax 101:

Tuesday, July 19, 2005
8:00 a.m.-12:00 noon
\$35

Marketing Fundamentals:

Tuesday, July 12, 2005
9:00 a.m.-12:00 noon
\$35

25 Ways to Find Prospects:

Tuesday, Aug. 23, 2005
9:00 a.m.-12:00 a.m.
\$35

Advanced Sales Strategies:

Tuesday, Sept. 27, 2005
9:00 a.m.-12:00 a.m.
\$35

All classes are held at Front Range Community College—Westminster Campus.

Please call 303.404.5465 at least one week before the class to register.

Front Range Community College
3645 W. 112th Avenue - Box 6
Westminster, CO 80031
Telephone: 303.460.1032
Fax: 303.469.7143
www.frontrange.edu/smallbusiness
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The Westminster Small Business Development Center (WSBDC) is partially funded by the U.S. Small Business Administration (SBA). The support given by the SBA through such funding does not constitute an express or implied endorsement of any co-sponsors' or participants' opinions, products, or services. The WSBDC is a partnership between the Colorado Office of Economic Development and International Trade, the SBA, and Front Range Community College. Special arrangements for the handicapped will be made if requested in advance by contacting the WSBDC at 303.460.1032.

Message from the Director

It is with mixed emotions that I announce my departure from the Westminster Small Business Development Center. The last 22 months have been truly amazing. I have been blessed with the support of so many people and organizations. Our clients have been an absolute pleasure to serve. As you will read below our center is growing, having great impact, and will continue to offer quality programs and services.

Our Impact

Over the last 22 months, we have counseled 400 clients in 1100 hours, trained 1280 seminar attendees, offered 116 programs, assisted to create and retain 37 jobs, and assisted to obtain \$870,000 in financing.

Our Partners and Sponsors

I would like to extend my sincere gratitude for the support provided by Bank One, Wells Fargo, Heritage Bank, City of Westminster and the Governor's Office of Economic Development. I would particularly like to thank Jim Campbell, Nancy Lake, Brian Hall, Kim Snetzinger, Susan Grafton, and Kelly Manning. Their kind contributions continue to allow us to provide you exceptional programs.

Our partners include Front Range Community College (FRCC), the U.S. Small Business Administration (SBA), the Governor's Office of Economic Development (OED) and Adams County Office of Community Development (OCD). It is truly amazing to work so closely with people that are as hard working, devoted, caring, and giving. I would like to recognize Dr. Jan Gullickson, President of FRCC, Michael Zekonis, Dean of the Institute for Community & Professional Development, Patricia Barela Rivera, District Director of the SBA, the SBDC Lead Center staff, and Keith Frausto, Administrator of AC OCD.

Our Center – The Next Generation

* Jayne Reiter will be the Interim Director beginning June 13. Jayne has a long history with the SBDC network and served as Director of the Lakewood SBDC for many years. Jayne is the instructor for our NxLevelL class. She has a tremendous amount of knowledge and energy and is a delight to work with.

* Don Price and Shirley Beamer will continue to provide consultations.

* We are thrilled to welcome five new consultants to our center. They have expertise in retail, franchising, employee relations, team development, growth strategies, process improvement, taxes, bookkeeping and marketing.

A Final Note

As we all know, small businesses are the backbone of our economy. I congratulate all of our clients for your courage and determination to make a better life for so many. Please know that the SBDC Network, FRCC and the ICPD are dedicated to your success. Each of these organizations have an exceptional staff who work tirelessly for you. Thank you to everyone for your outstanding efforts.

With sincere appreciation,

Tips to Building a Successful Web Site for Your Service Business

- 1. Develop a marketing strategy for your Web site.** When a person seeks information on the Internet, they're ultimately looking for a solution to a problem. They want good-quality information they can instantly use. Outline how you can benefit someone that takes the time to visit your site. Make sure your information is valued and catches the attention of a potential client.
- 2. Create a comprehensive list of ideas you would like to try out on your site.** Develop a plan and lay it out piece by piece to visualize how your site will function. By researching other sites in similar industries, you should be able to come up with a variety of new approaches to communicating with your viewers.
- 3. Find ways to develop online relationships.** Make it a goal for your Web site to reinforce relationships with existing clients, and to showcase your client focus to new, prospective clients. Design a site that creates a unique client experience. Use your site as a starting point to provide information on how it services its clients.
- 4. Realize your site is your 24/7 sales force.** Your Web site needs to be updated and provided with the most current information available. Outdated information and broken links produce immediate red flags to anyone visiting your site. As you make changes to your business model, change your site accordingly.

Excerpt from an article by Lori Osterberg, Denver Business Journal

NxLevelL Entrepreneurial Training Program

- Join this comprehensive course to (better) learn the principles of owning and operating a business. Learn marketing, management, and financial planning while developing a business plan.
- The NxLevelL course includes: experienced educators, with prominent business leaders as guest speakers at each class session; networking opportunities with local business leaders and participants; comprehensive textbooks, workbooks and resource guides; and one-on-one counseling and support.
- Accredited through FRCC (MAN 278)
- When: Beginning August 22, 2005. Registration due 8/10/05. The classes will be held every Wednesday from 6:00 to 9:00 pm, for a total of 15 weeks.
- Non-credit: \$350
- Credit: \$650.00 w/o Colorado Opportunity Fund (COF); \$400 with COF