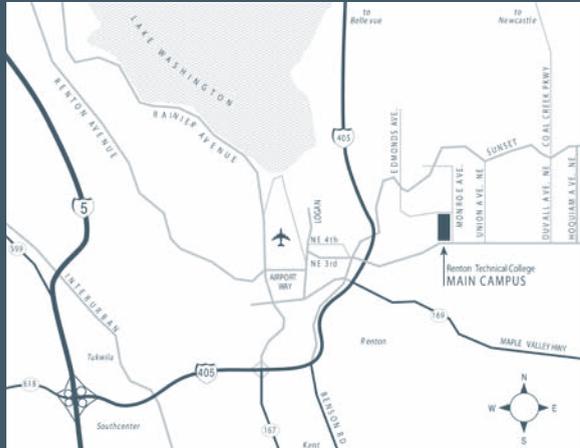


Special thanks to Renton Technical College for donating space to make this fair possible.

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 206-946-3703.

[www.bizfair.org](http://www.bizfair.org)

Brochure design by: Mia Bradshaw  
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# 2016 WASHINGTON SMALL BUSINESS FAIR

Saturday, September 24, 2016  
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 workshops 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](https://www.facebook.com/bizfair)

8:00 am Biz Fair Begins  
8:00 am – 2:30 pm Resource Center Open  
8:30 am Workshops Begin

# ONE DAY ONE PLACE

## LEARN WHAT YOU NEED TO RUN A BUSINESS

September 24, 2016

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

**STARTING A BUSINESS – SESSION 1 – OPTIONS TO CONSIDER**  
Ideas... Options... How to get started. Improve your chances of success with good planning and preparation.

#### 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.

*Also at 2:30 pm*

#### CHOOSING YOUR BUSINESS STRUCTURE

Learn about the pros and cons of the various forms of business structures: sole proprietorship, corporation, and LLC.

#### MARKETING TIPS AND ADVICE

Discover powerful, cost-effective techniques to build your business.

*Also at 1:00 pm*

#### KEYS TO CREATE A BUSINESS BOOSTING WEBSITE

Uncover the secrets that are guaranteed to make your website a powerful business-building tool.

#### FRANCHISING 101

Learn about five basic franchise categories, the pros and cons, and how to choose the right one.

#### MAKE THE WORLD'S BIGGEST BUYER YOUR CUSTOMER

Discover how to use small business certifications and set asides to get your share of their business along with free resources for government procurement.

*Also at 10:00 am*

#### BUSINESS & OCCUPATION (B&O) TAX AND MY BUSINESS

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

### 10:00 AM – 11:00 AM

#### MAKE THE WORLD'S BIGGEST BUYER YOUR CUSTOMER

*Also at 8:30 am*

#### DEVELOPING A BUSINESS PLAN

Learn the process of creating an effective business plan that will validate your idea, identify and reach your customers, and provide meaningful financial projections to manage your day-to-day business operations

*Also at 1:00 pm*

#### STARTING A BUSINESS – SESSION 2 – KEY ELEMENTS

Learn about funds needed to open the business, contingency and reserves, working capital, etc.

#### HOW TO HIRE THE RIGHT PERSON

Learn about helpful guidelines and resources to create a job description, spot danger signs in a resume and interview situation, and tips to make the hiring process a success.

#### DRIVE TRAFFIC TO YOUR WEBSITE

Easy to follow suggestions to make your site a "traffic magnet."

#### TIPS TO TAKE YOUR NETWORKING TO 11

Learn social media tips to prepare for and follow up afterward, how to choose your "best" guest, and how to tap into the power of being memorable.

#### CUSTOMERS AS YOUR VIRTUAL SALES FORCE

Learn how to connect with your audience in new ways, how to help your customers boost your brand and how they can promote your product and services – for free.

#### BUILD & MARKET YOUR SERVICE BUSINESS – SELL THE INTANGIBLE

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.

*Also at 2:30 pm*

#### REGISTER, LICENSE AND GO!

Steps you need to take to register and license your business from the Secretary of State and Business Licensing Service.

#### FUNDING OPTIONS TO START OR EXPAND YOUR BUSINESS

What financing option is the best fit for your business? Explore the benefits of the SBA loan program, microlending, crowd funding and more. A panel of lender experts will share the information you need to make a wise decision.

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

An opportunity to hear real life experiences from small business owners - how they've overcome challenges, stayed committed to their communities, and grown their businesses.

### 1:00 PM – 2:00 PM

#### MARKETING TIPS AND ADVICE DEVELOPING A BUSINESS PLAN

*Also at 8:30 am*

*Also at 10:00 am*

#### 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.

#### HOW TO CREATE AN EFFECTIVE BRAND TO BOOST YOUR BUSINESS

Branding impacts every aspect of your business. It's all about how customers perceive you and everything you do. Leave with 5 simple tips to save time and money and better connect with your customers.

#### EXPLORE eCOMMERCE AND MOBILE READINESS

Learn if e-commerce is the right sales strategy for you plus steps to mobile readiness. Also, options for online sales, and the resources available to take the next step to e-commerce readiness.

#### 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.

#### SLAY THE SOCIAL MEDIA DRAGON

Win the battle with strategic and practical ways to use various social media sites effectively. Learn about low-budget tools and resources to save time and improve results.

#### HOW TO FIND NEW CUSTOMERS OUTSIDE THE U.S. (CANADA COUNTS!)

Find out who can help, how to establish on the ground overseas contacts, how to mitigate risk, and financing options available.

#### BUILDING AUTHENTIC LEADS WITHOUT SPENDING A FORTUNE

Learn why some business owners have plenty of good leads and others struggle to even get one.

### 2:30 PM – 3:30 PM

**TAXES AND THE SMALL BUSINESS OWNER** *Also at 8:30 am*  
**BUILD & MARKET YOUR SERVICE BUSINESS – SELL THE INTANGIBLE** *Also at 10:00 am*

#### RETAIL SALES TAXES AND MY BUSINESS

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

#### DIY (DO IT YOURSELF) WEBSITE

Need a website, but don't know where to begin? Find out about inexpensive builder tools to that make your site easy to update as you grow your business.

#### AUTOMATE YOUR BUSINESS TOOLBOX

Become more profitable by simplifying your bookkeeping, customer management, and time and expense tracking.

#### DIY MARKET RESEARCH

Finding information can be expensive and time-consuming if you don't know where to look. Learn how to easily navigate various databases available through your local library and U.S. Census data to help you make informed decisions in your business planning, marketing, site location and market analysis

#### ACCELERATE YOUR GROWTH USING THE ICEBERG ANALOGY

Your potential clients are like an iceberg. An iceberg is 20% above water and 80% below water. To get below the waterline, you need to enhance one key skill – ask better questions.

#### DEMYSTIFYING BUSINESS INSURANCE

Knowing the type of insurance you need for your business can be confusing. Learn why you need insurance, the different types available, and common myths. Q&A session.

### RESOURCE CENTER OPEN 8:00 AM – 2:30 PM

Visit business assistance organizations and government agencies between workshops and during lunchtime.

Grab a bite! Food and beverages available for purchase in the cafeteria adjacent to the Resource Center.

WORKSHOPS ARE ONE HOUR  
30 MINUTE BREAK BETWEEN EACH

DOWNLOAD WORKSHOP SCHEDULE AT  
[WWW.BIZFAIR.ORG](http://WWW.BIZFAIR.ORG)