



Class instructor **Sharon Barber** has more than 25 years of experience in small business management including small-business startup, financial assistance, business planning, marketing consultation and training. She was instrumental in establishing and developing the Small Business Administration's Tacoma Business Assistance Center, and the Clover Park Center for Business Development in Lakewood. She currently serves as the Director of Economic Development, Metropolitan Development Council in Tacoma, serving Pierce County.

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Check the calendar at www.piercecountylibrary.org for more business classes.

FREE Business Workshops

May - December 2011

Lakewood Pierce County Library
6300 Wildaire Road S.W. • 253-582-6040

South Hill Pierce County Library
15420 Meridian E. • 253-848-8686

Basic Bookkeeping

Discover the accounting software available to assist you with the important tasks of creating invoices, paying bills and tracking expenses.

- Tuesday, May 3, 10 a.m. – noon
Lakewood Pierce County Library
- Thursday, May 26, 10 a.m. – noon
South Hill Pierce County Library

Quickbooks

Cover the basics of the software that allows you to organize finances, create invoices, track sales, trim expenses, view key financial reports and be ready at tax time.

- Tuesday, June 14, 1 – 5 p.m.
Lakewood Pierce County Library
- Monday, June 27, 1 – 5 p.m.
South Hill Pierce County Library

Small Business Taxes

Discuss federal, state, county and city license tax requirements to operate a business in the State of Washington, and small business tax deductions you may be eligible to claim.

- Thursday, July 7, 10 a.m. – noon
South Hill Pierce County Library
- Wednesday, July 13, 10 a.m. – noon
Lakewood Pierce County Library

Marketing Your Business

Gain skills in marketing strategies, elevator speech, marketing plan components, marketing research and the 4 P's: product, price, promotion and placement.

- Wednesday, Aug. 3, 10 a.m. – noon
Lakewood Pierce County Library
- Tuesday, Aug. 30, 10 a.m. – noon
South Hill Pierce County Library

Social Media and Marketing

Pick up techniques in the important art of owning and managing your online identity, and how to avoid pitfalls to maintaining a professional image. See how social media enables word of mouth advertising by your customers, employees, colleagues and others.

- Wednesday, Sept. 7, 10 a.m. – noon
Lakewood Pierce County Library
- Thursday, Sept. 29, 10 a.m. – noon
South Hill Pierce County Library

Referral Marketing 101

Learn specific techniques to develop a strategic referral network and motivate those people to refer business to you. Open your eyes to the possibilities of generating more sales in less time with doing business by relationship.

- Wednesday, Oct. 12, 10 a.m. – noon
Lakewood Pierce County Library
- Thursday, Oct. 27, 10 a.m. – noon
South Hill Pierce County Library

OMWBE State Certification Process

Learn why and how to certify your business with the Washington State Office of Minority and Women's Business Enterprises, plus eligibility issues, application process, benefits of participation and the Linked Deposit Program.

- Wednesday, Nov. 9, 10 a.m. – noon
Lakewood Pierce County Library
- Thursday, Nov. 17, 10 a.m. – noon
South Hill Pierce County Library

Business Planning

Clarify what is involved in writing a business plan to make your business work successfully. Get answers to your questions about starting or buying a business, obtaining financing and raising debt or equity capital.

- Thursday, Dec. 1, 10 a.m. – noon
South Hill Pierce County Library
- Tuesday, Dec. 6, 10 a.m. – noon
Lakewood Pierce County Library