

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.

# 2017 WASHINGTON SMALL BUSINESS FAIR

Saturday, September 30, 2017  
8:00 am to 3:30 pm

**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)

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**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 30, 2017

### WORKSHOP SCHEDULE 8:30 AM – 10:00 AM

#### STARTING A BUSINESS

Ideas, options, and how to get started. Improve your chances of success with good planning and preparation. Learn about the most important aspects of establishing and managing a small business.

#### 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.

#### 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.

#### MARKETING TIPS & ADVICE

Marketing is THE critical factor to your business success. Discover powerful, cost-effective techniques to build your business.

#### SELL TO THE GOVERNMENT

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

#### WHERE TO TURN FOR FINANCIAL SERVICES AND ADVISORS

Taxes, bookkeeping, payroll, financial analysis... How do you know which financial services your business needs? Learn how to determine what financial services your business may need and how to find them.

#### 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!

### 10:30 AM – 12:00 PM

#### DEVELOPING A BUSINESS PLAN

Learn the process of creating an effective business plan from validating your idea, identifying and reaching customers to meaningful financial projections to manage your day-to-day business and raise funds.

#### CHOOSING YOUR BUSINESS STRUCTURE

Whether you choose LLC or an informal partnership, the business structure you choose will have legal and tax implications. Learn about the pros and cons of the various forms of business structures.

#### BLOGGING 101

If your business doesn't have a blog yet, you're missing out on web traffic and natural search optimization. Get practical blogging tips that increase traffic and build your brand.

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

From popcorn to plane parts, any business can increase their sales by exporting. Find out who can help you export, how to establish on-the-ground overseas contacts, how to mitigate risk, and financing options available.

#### 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.

#### WASHINGTON STATE TAXES & YOUR BUSINESS

Learn when Washington state sales and B&O (business and occupation) taxes need to be collected and how to compute the correct amounts.

#### DRIVE TRAFFIC TO YOUR WEBSITE

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."

### 12:30 PM – 1:30 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.



### 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.

### 2:00 PM – 3:30 PM

#### 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.

#### REGISTER, LICENSE, GO

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

#### CYBERSECURITY: PROTECT YOUR BUSINESS

Weak cybersecurity can hurt your customers and your business. Learn the best cybersecurity practices through identifying types of information that should be secured, types of cyber threats, and review risk management.

#### TAKE YOUR NETWORKING TO 11

Networking can be awkward. But with practice and preparation, you can feel comfortable and be successful. 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.

#### 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.

#### GET MONEY FOR YOUR SMALL BUSINESS

Financing alternatives are out there, but what is the best option for your small business? This session explores the benefits of the various options from the SBA loan programs to alternative lenders and crowd-funding.

#### 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.

WORKSHOPS ARE 90 MINUTES  
30 MINUTE BREAK BETWEEN SESSIONS

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

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