



SMALL BUSINESS SEMINARS AND EVENTS AT WESST JANUARY 2012

QuickBooks Pro for True Beginners

Monday, January 9th: 9:00a – 1:00p
Tuesday, January 10th: 9:00a – 1:00p
Wednesday, January 11th: 9:00am – 11:00am

This 10-hr hands-on workshop is appropriate if you are brand new to QuickBooks, or an early beginner just starting your company file.

Learn the fundamentals of correctly entering your company data including Accounts Receivable, Accounts Payable, Sales, Checking, and Payroll. Explore time-saving functions such as how to generate invoices and pay your bills. Quality data entry will allow you to make appropriate financial decisions and generate meaningful reports. Bring your questions and benefit from hands-on practice using Intuit supplied examples. Training laptops will be provided by WESST.

****This is a PC-based training for QuickBooks Pro 2010 & 2011.**

Instructor: Julianna Silva, WESST Albuquerque Regional Manager

Location: WESST Enterprise Center
Ab Potter Training Room
609 Broadway NE
Albuquerque, NM 87102

Cost: \$129 or \$109 for early registration (by November 21st)

Please register online at www.wesst.org or by calling Lorena Schott at 505-246-6939



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Business Plan Working Group

Session One - Wednesday January 18, 2012 5:30-7:30

Company Mission

Session Two - Wednesday, January 25, 2012 5:30-7:30

Market Research

Session Three – Wednesday, February 1, 2012 5:30-7:30

Pricing/Break Even Analysis

Session Four – Wednesday, February 8, 2012 5:30-7:30

Marketing Plan

Session Five – Wednesday, February 15, 2012 5:30-7:30

Financial Statements

Session Six – Wednesday, February 22, 2012 5:30-7:30

Cash Flow Analysis / SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

Session Seven – Wednesday, February 29, 2012 5:30-7:30

Business Plan Components – Tying It All Together

Session Eight – Wednesday, March 7, 2012 5:30-7:30

Social Media / SEO

In-depth analysis of key business plan components that includes topical information with collaborative learning opportunities.

Instructors: Kim Blueher, WESST Director of Lending with guest presentations by senior staff

Location: WESST Enterprise Center

609 Broadway NE

Albuquerque, NM 87102

Cost: \$19 per session or \$99 for entire series.

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