


NATIONAL SMALL BUSINESS WEEK

 APRIL 30-MAY 5



LIBRARIES MEAN BUSINESS

This week-long series is designed to help small business owners and entrepreneurs find resources and services to grow their business.

LUNCH AND LEARN WITH REFERENCE USA AND THE SMALL BUSINESS DEVELOPMENT CENTER

Are you an entrepreneur or small business owner who needs to identify potential clients, find competitors, or assess the market? Join us for a working pizza lunch with representatives from ReferenceUSA and the SBDC as they share strategies and discuss tools to help your business succeed.

DTL: 4/30, Monday, 12:00–1:30pm

SHOW ME THE MONEY: A ROAD MAP TO BORROWING MONEY FROM A BANK FOR SMALL BUSINESS OWNERS AND ENTREPRENEURS

Securing capital is one of the most crucial elements for any entrepreneur. Hank Jawhari and Greg Dalmotte from Comerica Banking Center explain how your bank can be a strategic partner in your business. Topics include borrowing money, the information banks need from you, and reasonable risks for banks and small business owners.

DTL: 4/30, Monday, 3:00–4:30pm

CREATING FACEBOOK GROUPS AND PAGES

Harness the power of social media to promote your business! Learn how to set up a YouTube organizational account with channels, as well as Facebook Groups and Business Pages.

DTL: 4/30, Monday, 6:00–7:30pm

MAKING SENSE OF YOUR DOLLARS AND CENTS

Jeff Pasternack, Certified Financial Planner, explains how your business's finances affect all elements of your life. Understand issues of business structures; co-mingling business and personal funds; automobile deductions; meals and entertainment; accounting vs. bookkeeping; and taxes.

SRL: 5/1, Tuesday, 1:00–2:30pm

CANVA EASY INFOGRAPHIC DESIGN

Create infographics, presentations, brochures and social-media posts with this free, easy-to-use graphic-design tool that includes free images, layouts, graphics, and fonts. Upload and use your own photos, too.

SRL: 5/1, Tuesday, 3:00–4:30pm

DTL Downtown Library **SRL** Spanish River Library

Small Business Week at Boca Raton Public Library

INTRODUCTION TO THE SMALL BUSINESS RESOURCE CENTER

Learn how to start, manage, finance, and market a small business using the Small Business Resource Center. This comprehensive database covers all aspects of starting and operating a business, including accounting, finance, human resources, taxes, and more.

SRL: 5/1, Tuesday, 6:00–7:30pm

ESTABLISHING A SMALL OR MEDIUM BUSINESS: THE GOOD, THE BAD AND THE UGLY

Amphion Communications Vice President, Carlos Arenas, shares the experience he gained as he developed his business, including the technology required, finding clients, advertising, marketing, physical versus online presence, and financing.

SRL: 5/2, Wednesday, 10:00–11:30am

GET CONNECTED: MAKING THE MOST OF YOUR NETWORKING OPPORTUNITIES

Networking can be a powerful tool for entrepreneurs and small business owners. Join Sarah Pearson and Jordi Gerking of the Boca Raton Chamber to explore the importance of a strong, growing network of information, connections and future opportunities.

DTL: 5/3, Thursday, 9:00–10:30am

EASY TO DO BUSINESS WITH THE CITY OF BOCA RATON

Learn how to start or operate a business in Boca Raton from City Senior Code Compliance and Zoning Department representatives. Topics include special licenses, State name registration requirements, alarm registrations and more.

DTL: 5/3, Thursday, 2:00–2:30pm

SCORE: SERVICE CORPS OF RETIRED EXECUTIVES

Meet with Philip Voluck, founding mentor of SCORE, to learn about getting confidential, valuable advice for your business needs.

DTL: 5/3, Thursday, 2:30–3:00pm

GOVERNMENT RESOURCES TO HELP ENTREPRENEURS SUCCEED

Bruce Barron, FAU Library's Head of the Government Information and Maps Department, highlights free government information resources designed specially to assist the business community.

SRL: 5/4, Friday, 1:00–2:30pm

MAILCHIMP VS. CONSTANT CONTACT: SEND ENEWSLETTERS LIKE A PRO

Compare and contrast the two largest email and eNewsletter marketing software providers, and explore other BRPL resources to help with email marketing.

SRL: 5/5, Saturday, 10:30am–12:00pm

BUILDING A SUCCESSFUL BUSINESS AT ANY AGE

Sam Zietz, owner of TouchSuite, a financial technology company, and his daughter, Rachel Zietz, founder of Gladiator Lacrosse, share principles to help entrepreneurs of any age maximize the likelihood of success.

DTL: 5/5, Saturday, 2:00–3:30pm

DTL Downtown Library **SRL** Spanish River Library



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