

## Starting a Small Business

Do you want to start a small business, but don't know where to begin?

This free workshop is an overview of:

- Types of business structures
- Licensing requirements
- Financing sources
- Elements of business planning

### When and Where

#### Olympia

9:00am - 12:00pm

OMWBE

406 South Water St.  
Olympia, WA

October 23

December 11

- Customized training is available for your group. Contact OMWBE to learn more.
- The Disadvantaged Business Enterprise Supportive Services Program (DBESS) provides customized one-on-one counseling and training workshops for DBE firms engaged in highway related activities. Contact OMWBE for more information on eligibility.

The complete schedule of current trainings and workshops is available on OMWBE's website:  
[www.OMWBE.wa.gov](http://www.OMWBE.wa.gov)

The Washington State Office of Minority and Women's Business Enterprises assists small businesses owned and controlled by minorities, women, and others who may be socially and economically disadvantaged, by promoting their active participation in public procurement and contracting.

OMWBE offers:

- Certification with the State of Washington and US Department of Transportation
- Business development assistance: one-on-one counseling and workshops
- Marketing assistance to identify and access public contracting opportunities
- 2% interest rate discount on commercial loans through the Linked Deposit Program

For registration and info contact Sam Wagner  
Statewide Toll Free: 1-866-208-1064  
[swagner@omwbe.wa.gov](mailto:swagner@omwbe.wa.gov)

#### Olympia Main Office

406 S. Water Street  
Olympia, WA 98504-1160  
(Ph): 360-753-9693  
(Fax): 360-586-7079  
Toll Free: 866-208-1064  
[www.omwbe.wa.gov](http://www.omwbe.wa.gov)

#### Seattle Office

1200 Sixth Avenue  
Suite 1700  
Seattle, WA 98101  
(Ph): 206-553-7356  
(Fax): 206-553-0194

#### Tacoma Office

1101 Yakima Ave, Room M-123  
Tacoma, WA 98405  
(Ph): 253-686-1085



# Seminar & Workshop Series 2004



## Marketing Strategies for Small Business

Small businesses face many challenges in today's competitive marketplace. A marketing plan is critical to the success of any business, large or small. Attend this free seminar and learn how to put marketing to work for you.

Topics include:

- How to find and keep customers
- Using marketing tools to increase sales and customer satisfaction
- Creating a Marketing Plan  
(Planning guide/worksheets included)

### When and Where

<b>Tacoma</b>	April 7
9:00am - 12:00pm	July 7
<i>SBA Tacoma Business Center</i>	October 6
Bates Technical College	
1101 Yakima Ave	
Tacoma, WA	

<b>Seattle</b>	February 3
9:00am - 12:00pm	May 4
SBA Business Enterprise Center	August 3
1200 6th Ave, STE 1700	*November 2
Seattle, WA	
(Corner of 6th & University)	
*Revised workshop time:	
1:30pm - 3:30pm	

<b>Spokane</b>	May 6
SBA Spokane Area	9am - 12pm
Business Information Center	
801 W. Riverside Ave., STE 200	
Spokane, WA 99201	

## Selling to the State Workshops

Are you interested in selling to State and Federal Government organizations but don't know how to get started? Attend this free introductory seminar designed to give businesses an overview of contracting with state and federal agencies.

We will answer these questions:

- How is selling to the government different from the private sector?
- How does the government purchase goods and services?
- How do I market my business to State and Federal agencies?
- How do the State and Federal M/WBE or Federal USDOT certifications help?
- Where do I start?

### When and Where

<b>Tacoma</b>	February 11
9:30am - 12:00pm	May 26
<i>SBA Tacoma Business Center</i>	August 23
Bates Technical College	November 17
1101 Yakima Ave	
Tacoma, WA	

<b>Seattle</b>	March 16
9:30am - 12:00pm	June 15
SBA Business Enterprise Center	September 21
1200 6th Ave, STE 1700	
Seattle, WA	
(Corner of 6th & University)	

## Certification Workshops

The Federal and State certification programs are designed to help your business grow and access contracting opportunities. If you are a minority, woman, or person of social and economic disadvantage who owns and controls a business, attend this free certification workshop.

Topics include:

- Eligibility requirements for certification with the State and U.S. Dept. of Transportation programs
- Available financial assistance
- How certification can help your business
- Available entrepreneurial training and technical assistance

### When and Where

<b>Tacoma</b>	Last Thursday of Every Month
10:00am - 12:00pm	
<i>SBA Tacoma Business Center</i>	
Bates Technical College	
1101 Yakima Ave	
Tacoma, WA	

<b>Tacoma</b>	August 10
10:30am - 12:00pm	September 14
Metropolitan Development Council	October 12
15 North Broadway, STE B	November 9
Tacoma, WA 98403	December 14

<b>Seattle</b>	2nd Thursday of Every Month
12:00pm - 2:00pm	
Community Capital Development	
1437 S. Jackson	
Seattle, WA 98144	

<b>Seattle</b>	Jan. 28, Feb. 19
10:00am - 12:00pm	March 18, April 6
SBA Business Enterprise Center	May 18, June 1
1200 6th Ave, STE 1700	July 20, August 17
Seattle, WA	Sept. 29, Oct. 19
(Corner of 6th & University)	Nov. 16

<b>Spokane</b>	March 2
SBA Spokane Area	12pm - 1pm
Business Information Center	
801 W. Riverside Ave., STE 200	May 20
Spokane, WA 99201	10am - 12pm

For registration and info contact Sam Wagner

360-704-1193

swagner@omwbe.wa.gov

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