

# Small Business Training Schedule

April - June 2015

## Nelson

---

### April

- 1 **Bookkeeping Basics** (9-4pm)
- 10 **Advanced WordPress.com** (9-4pm)
- 14 **Selling Online 101** (9-4pm)
- 15 **Bookkeeping Lab** (9-Noon)
- 15 **Entrepreneurial Annual Marketing Plan** (9-4)
- 16 **WordPress.com Lab** (9-1pm)
- 21/28 **Adobe Photoshop** (9-4pm)
- 21 **Effective Use & Creation of Advertising** (9-4pm)
- 23 **Plain Language Writing & Editing** (9-4pm)
- 29 **Fusion Marketing Fusion Mind** (9-Noon)

### May

- 5/6 **Building Your Website w WordPress.com** (9-4pm)
- 7 **Photography for Small Business** (9-4pm)
- 11 **How to Hire Effectively** (9-14pm)
- 12 **Business Plan Writing 101** (9-4)
- 12 **Me Inc.** (6:30 pm)
- 13 **Bookkeeping Lab** (9-Noon)
- 15 **Bookkeeping Basics** (9-4pm)
- 20/21 **Adobe InDesign** (9-4pm)
- 21 **Making Marketing Work** (9-Noon)
- 26 **One on One Design** (45 min appts)

### June

- 2/3 **Building Your Online Store w Shopify.com** (9-4pm)
- 2 **Company Identity Design** (9-4pm)
- 4 **Conflict Resolution** (9-4pm)
- 5 **WordPress Essentials for WordPress.org Sites** (9-4)
- 9 **Computer Lab** (6-9pm)
- 9 **Facebook, Twitter & LinkedIn** (9-4pm)
- 16 **Secret to Generating Revenue** (9-Noon)
- 17 **Bookkeeping Lab** (9-Noon)
- 19 **Bookkeeping Basics** (9-4pm)
- 23 **Publicity Made Simple** (9-Noon)

## Creston

---

### April

- 13 **Bookkeeping Lab** (1-3pm)
- 24 **Business Plan 101 – FREE** (9-4pm)
- 28 **Me Inc.** (6:30pm)

### May

- 12 **Bookkeeping Basics** (9:30-4:30pm)
- 20 **Bookkeeping Lab** (9-11am)
- 29 **Business Plan 101 - FREE** (9-4pm)

### June

- 9 **Me Inc.** (6:30pm)
- 17 **Bookkeeping Basics** (9:30-4:30pm)
- 23 **Bookkeeping Lab** (1-3pm)

**Please register 3 business days ahead to ensure a seat and avoid course cancellation!**

**The July - September 2015 schedule will be ready around June 19<sup>th</sup>. If you'd like to receive a digital copy, please email: [info@futures.bc.ca](mailto:info@futures.bc.ca).**



For more details or to register, please call  
Community Futures Central Kootenay.

**Nelson:** (250) 352-1933 x 100

**Creston:** (250) 428-6356

**Nakusp:** (250) 265-3674 x201

**futures.bc.ca**    **e:** [info@futures.bc.ca](mailto:info@futures.bc.ca)

 [facebook.com/communityfutures](https://facebook.com/communityfutures)

 [twitter.com/Comm\\_Futures](https://twitter.com/Comm_Futures)

# Course Descriptions

## *Adobe InDesign*

**Nelson:** May 20 & 21 (9-4) – Nikta Boroumand  
\$300+GST

InDesign is the industry leading layout software used to create rich print designs, interactive documents, and presentations. In this two-day workshop you will learn the suite of basic to intermediate tools and functionality of InDesign. You will learn to create beautiful documents or modify your professionally designed documents such as business cards, brochures, posters, and rack cards. Bring art-work, logos, images, text, or your InDesign files, to get the most out of this workshop. Participants must have strong computer skills, including experience with software such as Microsoft Word, and ability to navigate folders for accessing and saving documents and images. **Deadline to register: May 15<sup>th</sup>.**

## *Adobe Photoshop*

**Nelson:** April 21 & 28 (9-4) – Brad Steele  
\$160+GST

This intro class will cover the basic Photoshop menus and tools so that students can effectively size, crop, colour correct and photo edit their photos and scans for use in printed promotional materials, screen presentations and web sites. Topics included will be: duotones, photo collages, illustration, masks and more. **Deadline to register: Apr 17**

## *Advanced WordPress.com*

**Nelson:** April 10 (9-4) – Nikta Boroumand  
\$150+GST

Extend your skills to harness the full power of WordPress.com (sites hosted on the WordPress.com server). You can create and publish rich dynamic web pages without learning any code. Learn advanced skills to ensure you have a professional looking, fully functioning dynamic WordPress.com website. Topics include: how to enhance site appearance, customize your workspace, embed media and integrate social media, doing more with Widgets, using stats and Search Engine Optimization (SEO) techniques, setting up and managing multiple users, polls, surveys and ratings for feedback, and learning to implement the full services of WordPress.com through upgrades such as Cascading Styles Sheets (CSS), premium themes, Domain Mapping and more -

Participants must have administrative access to a WordPress.com site with working knowledge of WordPress or have participated in the “Building Your Own Website with WordPress.com” workshop. More info:

[www.bigbrowneyes.ca/posts/wordpress-com-workshop/](http://www.bigbrowneyes.ca/posts/wordpress-com-workshop/)

**Deadline to register: April 6th**

## *Bookkeeping Basics*

**Nelson:** April 1 (9-4), May 15 (9-4), June 19 (9-4) – Barb Williams

**Creston:** May 12 (9:30-4:30), June 17 (9:30-4:30) – Alison Bjorkman  
\$80+GST

You will receive instruction and assistance with setting up your own bookkeeping system using a journal method. Learn the basics of bookkeeping, the principles of double entry, how to keep your records organized and much more. You can choose to use a paper journal system, or if you wish, you can learn to use an Excel template that automatically totals your journals and produces financial statements. For Nelson participants - Please bring a CD or USB drive to the class so you can take home a copy of the Excel template. For Creston participants - Please bring a laptop with Microsoft Excel if you want to learn to use the Excel template. In Creston call Alison to register: 250-428-6356

## *Bookkeeping Lab*

**Nelson:** April 15 (9-noon), May 13 (9-noon), June 17 (9-noon). – Wade Sather

**Creston:** April 13 (1-3pm), May 20 (9-11am), June 23 (1-3pm) – Alison Bjorkman  
\$25+GST

When you are stuck on your bookkeeping and need a bit of help this is the lab for you! Bring along your journals, receipts, deposit books, invoices, cheque book and bank statements and we will give you some individualized attention to help you stay on track. This class is only available after completion of a “Bookkeeping Basics” workshop. In Creston call Alison to register: 250-428-6356.

## *Building Your Online Store w Shopify*

**Nelson:** Jun 2 & 3 (9-4) – Nikta Boroumand  
\$300+GST

In this hands-on, two-day workshop you will learn to create, build and manage your own online store using one of the leading Software as Service platforms: Shopify. Bring your product description and photos, other text (eg. shipping details, logos, images) and imagination to craft your own fully functioning online store (with a free 14 day trial from Shopify) by the end of the workshop. The workshop format involves some lecture and demonstration but is centered on participants engaged in their own website project. With a small class size there is plenty of time for questions and one-on-one help. Shopify offers a free 14 day trial of software. Plans start as low as \$15/month to include online store interface, secure payments, shipping and built-in and third party payment gateway options. **Deadline to register: May 27**  
Examples of local Shopify stores: <http://backdirtroad.ca/> and <http://cartolina.com/>

## *Building Your Website with WordPress.com*

**Nelson:** May 5 & 6 (9-4) - Nikta Boroumand  
\$300+GST

In this hands-on two day workshop you will learn to create, build and manage your own website using the world's leading open source web publishing platform, WordPress.com. Bring your text, images, and imagination to build your own fully functioning website (with free hosting) in this two day workshop. Workshop format involves some lecture and demonstration, but is centered on participants engaged in their own website project. With a small class size, there is plenty of time for questions and one-on-one instruction. Participants must have intermediate computer and Internet skills, including experience with software such as Microsoft Word, and ability to navigate folders for accessing and saving documents and images. You must also have a web email account that can be accessed during the workshop.  
**Deadline to register: April 29** More info:  
[www.bigbrowneyes.ca/posts/wordpress-com-workshop/](http://www.bigbrowneyes.ca/posts/wordpress-com-workshop/)

## *Business Plan Writing 101*

**Nelson:** May 12 (9-4pm) – Chris Holland \$35 +GST  
**Creston:** Apr 24 & May 29 (9-4) – Alison Bjorkman Free

A business plan is an essential tool for you as a business owner. It organizes your ideas and helps analyze the viability of your business before you start it. This interactive workshop will help you clarify your business concept and explain the basics of a business plan. You will be provided a basic business plan template, worksheets and resources to help you complete your own business plan. Whether you just have a business idea or you're further along in your research, this course may be right for you!

In Creston, call Alison to register: 250-428-6356.

## *Company Identity Design*

**Nelson:** Jun 2 (9-4) – Brad Steele  
\$80 +GST

Make a visual statement about your business by designing your own professional-looking company business logo. Starting with design principles and ideation, this course will also cover creative concepts, critique, typography, colour theory and file formats.

## *Computer Lab*

**Nelson:** Jun 9 (6-9pm) – Sharron Swan  
\$12.50+GST

Take advantage of the computer labs to work on your own projects but have the expertise of Sharron to help troubleshoot and offer tips to get your projects done. Sharron is extremely well versed in Microsoft products such as Word, Excel, Access, Publisher, PowerPoint, FrontPage, Expression and is a whiz with mobile website design, HTML, QR Code Marketing, SEO, Business Facebook and much more!

## *Conflict Resolution Through Effective Communication*

**Nelson:** Jun 4 (9-4pm) – Charlotte Ferreux  
\$80 +GST

Are you having problems communicating and achieving the right results with employees, coworkers, senior staff, or even at home? Do you want to learn new tools to increase your confidence with having hard conversations? Would you like to know tips on giving feedback to increase an effective work environment? This dynamic class will show you how to make these conversations easier and get real results.

## *Effective Use & Creation of Marketing*

**Nelson:** Apr 21 (9-4pm) – Chris Holland  
\$80+GST

To effectively create and use advertising you must have an understanding of the process that is involved. This process requires you to recognize what your advertising needs are and to make sure that you are prepared. In this workshop will go over the many opportunities available to you and help create an annual advertising strategy. We will also investigate different methodologies such as ADIA, Three Step Rule and Fusion.

## *Entrepreneurial Annual Marketing Plan*

**Nelson:** Apr 15 (9-4) – Chris Holland  
\$80+GST

Whether you are just starting your business or looking for ways to improve and grow your marketing efforts, having an easy-to-implement annual marketing plan will ensure success. We will work with the 7 slices of marketing: Sales, Direct, Online, Publicity, Promo/Events, Advertising and Fusion. We will demonstrate the logical flow of how the 7 slices work efficiently together to give you a unique common sense overview. You will have a more comprehensive understanding of all the marketing options available, the inspirational methodologies and how to attain them.

## *Facebook, Twitter, Linked In....*

**Nelson:** Jun 9 (9-4) – Chris Holland  
\$80+GST

It came from out of the blue this new miracle of a marketing opportunity called social media. It captivated audiences and gave power to people; it is a reevaluation in the marketing industry which provides both opportunities and obstacles. In this course you learn ways to harness the power and benefits of Social Media by maximizing and understanding the rudimentary methodologies that make it work successfully. We will also investigate potential timewasters and money mistakes associated with the industry. The afternoon portion of this course is in the computer lab where you will set up your Facebook business page, Twitter and Linked In profile and get a demo on Hootsuite. This course will have you ready, prepared and excited to embark on expanding your marketing efficiency with Social Media.

## *Fusion Marketing – Fusion Mind*

**Nelson:** Apr 29 (9-Noon) – Chris Holland  
\$40 +GST

Fusion marketing is working in a collaborative way with other businesses for mutual profitability. This course looks at the theoretical and practical uses of Fusion and focuses on the best methods for individual venture. Includes hands-on instructions on how to find your best fusion. You will walk away with an individualized prospect list, and a clear action plan to implement.

## *How to Hire Effectively*

**Nelson:** May 11 (9-4) – Charlotte Ferreux  
\$80+GST

Are you tired of having costly turnaround, and continuously retraining new employees? 'How to Hire Effectively' will walk you through the steps of finding the right employees that suit your business needs. You will leave understanding the important steps in the hiring process as well as creating a hiring plan for your business. We will outline the hiring process, define your organizational values, outline the tools accessible to you when recruiting, create interview questions and you will leave with a hiring plan catered to your individual business. **Deadline to register: May 6**

## *Making Marketing Work*

**Nelson:** May 21 (9-Noon) – Chris Holland  
\$40+GST

Creating an annual marketing plan is half the battle for entrepreneurs, but being able to effectively implement it can sometimes take its toll. A solid marketing approach will involve all of the following: 1-Sales, 2-Direct Contact, 3-Online Opportunities, 4-Publicity, 5-Promotions/Events, 6-Advertising and 7-Strategic Fusion Alliances. This can be challenging for small business owners! In this session you will learn how to implement fusion methodologies in all aspects of your business, with a focus on marketing. It's all about learning how to work in collaboration with others in fun and effective ways while increasing the revenue for your business!

## *Me Inc.*

**Nelson:** May 12 (6:30)  
**Castlegar:** Apr 7 (6:30) **Salmo:** Jun 2 (6:30)  
**Creston:** Apr 28 & Jun 9 (6:30) **Nakusp:** Apr 14 (6:30)  
**Online:** May 14 (6:30)  
FREE

Curious who the next successful entrepreneurs will be in your community? Chances are they will be attending the upcoming 'Me Inc.' Workshop. The Basin Business Advisors Program is behind this information packed workshop for people interested in exploring entrepreneurship as a career option. Attendees will get concrete information about the sometimes mysterious world of entrepreneurship. Topics include:

- A self-assessment to determine if you 'have what it takes' to become an entrepreneur.
- An exploration of self-employment trends – what's hot and what's not.
- A step-by-step action plan to help you to turn your dream into a reality.

Pre-registration for this free workshop is a must. Visit: <http://bbaprogram.ca/basin-business-advisors/workshops/> to register.

## *One on One Design*

**Nelson:** May 26 (1 hr appts) – Brad Steele  
\$50+GST

Book a one-on-one appointment for a project critique or a little extra help from our Graphic Design instructor, Brad Steele. A perfect follow up class to 'Promotional Material Design', 'Adobe Illustrator' or 'Company Identity Design'.

Appointment time must be pre-scheduled, call Janeen:  
250-352-1933 x100.

## *Photography for Small Business*

**Nelson:** May 7 (9-4) – Colin Payne  
\$80+GST

In these days of social media like Facebook, Twitter and Instagram, having a steady supply of good photos to post on your social media and blog is a key to attracting people to your business and boosting your marketing.

*Photography for your Business* will teach you how to unlock the power of your camera and some basic photography skills so you will be able to take better photos to use in your business promotions. You will learn how to effectively use the various functions on your camera, pose people in a flattering way or capture them naturally in candid shots, as well as some basics about lighting, framing your shot and more. This course offers a relaxed and fun atmosphere, along with plenty of time to practice with your camera. A digital camera of any kind is required for this course. Please bring your camera's instruction manual and any other equipment you might have like tripods, flashes, etc

**Deadline to register: May 4**

## *Plain Language Writing & Editing and Putting Plain Language to Use*

**Nelson:** Apr 23 (9-4) – Kate Harrison Whiteside  
\$80+GST

Plain Language is writing clear documents that readers can understand. It saves time, money and connects with clients. Find out what the global movement of plain language is all about, who is doing it, and how you can achieve, measure and use it in your organization. Plain Language samples will help inspire you to implement your own initiative.

The afternoon portion of the class will be around Putting Plain Language to Work. Participants will act as both project testers and users giving real, live document feedback to each other. Bring examples of work documents (nothing confidential please) and come prepared to share, work in teams and leave inspired to take it the next level.

**Deadline to register: April 17**



## *Publicity Made Simple*

**Nelson:** June 23 (9-Noon) – Chris Holland  
\$40+GST

Getting publicity for you and your business is one of the most powerful, yet cost effective promotional tactic you can learn. The rules are simple and straight forward, and conventions must be followed to achieve success, but the pay-off is well worth the effort. There are many ways to increase your publicity, and the more creative you can be, the more response you will most likely get. Today's new and social media also provide advantages that make publicity even more effective and a must for everyone's business. This workshop will cover the basics of publicity, what it is, why you should use it, and how to get it. We will discover the usefulness of the Press Release, and how to use it in conjunction with Traditional and Social Media.

## *Secret to Generating Revenue*

**Nelson:** June 16 (9-Noon) – Chris Holland  
\$40+GST

The secret to generating revenue is easier than you think. Many successful entrepreneurs, corporations & social enterprises use this model with amazing results. Some people find this to be an intimidating & frustrating part of their venture but when you understand the principles and opportunities you will be excited to not only reach your revenue goals but grow them. You will discover the special ingredients & super-secret formula to increase your revenue. This inspirational step-by-step process will give you a fresh perspective and clear vision to embark on your quest to generate more income.

## *Selling Online 101*

**Nelson:** Apr 14 (9-4pm) – Nikta Boroumand  
\$120+GST

This is not a computer workshop; the formatting is a combination of lectures, presentations and Q&A.

Explore ways to sell your products online like online Marketplaces (eg: Amazon), Online Craft Fairs (eg: Etsy), Social Networks (Facebook) as well as your own online storefront. But before you pull up your sleeves to build an online store, there are some fundamental elements that you must account for like how to package, ship, accept payments, and provide customer support just to name a few. Learn about the components required for building a

successful online store that generates income. You will get an introduction to the basics of trusted online services, as tools for selling online: PayPal integration, WordPress.com for Artisans, Wufoo forms, Etsy, Wix, Volution, Squarespace and Shopify. You will also learn about the importance of understanding regulations and legalities of selling online in Canada with tips as to where to find this information. **Deadline to register: Apr 10**

## *WordPress Essentials for WordPress.org Sites*

**Nelson:** June 5 (9-4) – Nikta Boroumand  
\$150+GST

This one-day workshop is essential training for WordPress.org site owners (3<sup>rd</sup> party paid hosting). You will explore the key requirements for a great self-hosted site with optimized functionality and security. Workshop topics include: regular maintenance & upgrades, administrative responsibilities, database backups & recovery, core files, editable files, settings, theme options, typography and fonts, page structure, Search Engine Optimization, expanding you site, and plug-ins. You will expand your WordPress abilities to be a knowledgeable & skilled mechanic for a well-maintained site. **Deadline to register: June 1.**

**Participants must have administrative access to a WordPress.org self-hosted site (hosted by a third party NOT by WordPress.com) with control panel access to their hosting account. More info:**  
<http://bigbrovneyes.ca/posts/wordpress-org-workshop/>

## *WordPress.com Lab*

**Nelson:** Apr 16 (9-1pm) – Nikta Boroumand  
\$75+GST

Now that you've completed either the 'Building Your Website with WordPress.com' or the 'Advanced WordPress.com' class, you may now get individualized help on your site. There is no instruction in the lab, bring what you are working on and Nikta will help you with your specific needs. **Deadline to register: Apr 13**

**The July - Sept 2015 schedule will be ready around June 19<sup>th</sup>. If you'd like to receive a digital copy, please email: [info@futures.bc.ca](mailto:info@futures.bc.ca).**