



**Choose Columbia**  
Columbia Economic Development Corporation

## 2025 MICROBUSINESS SEMINAR SERIES

Session 43

All Classes Held in the Board Room of the Columbia County Chamber of Commerce  
One North Front Street, Hudson, NY 12534  
Wednesday evenings 6:00PM – 8:30PM

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### Session 1

April 16, 2025

#### **Writing a Business Plan**

*Instructor: Brain Zweig, Business Opportunities Management Consulting*

Tell the world about you and your business. Why a business plan is important. Learn how to write one that reflects your goals and sets deadlines for reaching them.

### Session 2

April 23, 2025

#### **Marketing 101**

*Instructor: Karolina Haraldsdottir, Business Consultant*

Learn the fundamentals of marketing your business including developing an effective digital marketing plan. Learn how to assess customer needs and utilize social media, search engine marketing, display advertising, content marketing, email marketing and more.

### Session 3

April 30, 2025

#### **Staying Within the Lines**

*Instructor: Dr. Stacey Hills, Associate Professor of Business, Columbia-Greene Community College*

Small business bookkeeping. Software for business planning, bookkeeping and inventory. Understanding income statements, balance sheets and cash flow statements. Sales tax, payroll taxes and self-employment taxes

### Session 4

May 7, 2025

#### **Laying the Groundwork**

*Instructor: TBA*

Consideration of business legal structures including DBAs, partnerships, LLCs and corporations. Risk assessment and asset protection. General regulatory compliance matters. Introduction to common contracts and agreements. Legal issues in employment/human resources.

Applications are available by calling 518-828-4718 or emailing  
[microenterprise@columbiaedc.com](mailto:microenterprise@columbiaedc.com)