Choose Columbia
Columbia Economic Development Corporation

2027 MICROBUSINESS SEMINAR SERIES

Session 44
All Classes Held in the Board Room of the Columbia County Chamber of Commerce
One North Front Street, Hudson, NY 12534
Tuesday and Thursday evenings 6:00PM – 8:30PM

Session 1 Thurs., Jan. 28	**Business Plan Essentials** 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 Tues., Feb. 2	**Marketing 101** 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 Tues., Feb. 9	**Staying Within the Lines** 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 Tues., Feb. 16	**Laying the Groundwork** 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.
Session 5 Thurs, Feb. 25	**Makeup Date in the Event of Inclement Weather**