








UPCOMING FREE EVENTS
Los Angeles Public Library
Business & Economics Department
630 West 5th Street
Los Angeles, CA 90071

| Type | Date/Time | Place | Description | Contact |
|--|--|--|--|--|
| Small Biz  VEDC | January 20, 2011 Thursday 6 pm to 8 pm | Central Library, Meeting Room A | <p><i>Start-Up Do's & Don'ts: Business Entity & Licensing</i></p> <p>Learn everything it takes to start up a business from tax structure and DBA's, to market research and business plans. Learn about start-up resources and research solutions.</p> | VEDC/Historic Downtown Retail Project e-mail: info@downtownLAretail.com (213) 488-3599 |
| Language of Money  | February 3, 2011 Thursday 12:15 pm to 1 pm | Central Library, Meeting Room A | <p><i>Dealing with Financial Difficulties: California Department of Corporations (CDC), Presenter</i></p> <p><i>Language of Money</i> program will cover how to deal with financial difficulties. Learn about the pitfalls of cash advances and payday loans, and how to get help with credit problems and bankruptcy.</p> | LAPL Central Library, Business & Economics Dept. (213) 228-7110 |
| Inventor's Workshop International  | February 5, 2011 Saturday 1 pm to 3 pm | Central Library, Taper Auditorium | <p><i>Cashing In On Your Great Ideas™: 10th Annual Funding Workshop</i></p> <p>Followed by the Los Angeles Chapter of Inventors Workshop Int'l and the Entrepreneurs Workshop non-profit organization meeting: 3:15 – 5:30 p.m.</p> | VEDC/Historic Downtown Retail Project e-mail: info@downtownLAretail.com (213) 488-3599 |
| Small Biz  VEDC | February 24, 2011 Thursday 6 pm to 8 pm | Central Library, Meeting Room A | <p><i>Business Plans Basics</i></p> <p>If your company is seeking financing or direction and you want to know the basics of how to write a business plan – sign up here. This hands-on Business Plan workshop that will teach you how to best identify goals and objectives in relation to marketing, sales, distribution, management and finance.</p> | VEDC/Historic Downtown Retail Project e-mail: info@downtownLAretail.com (213) 488-3599 |
| Language of Money  | February 26, 2011 Saturday 1 pm to 3 pm | Central Library, Meeting Room A | <p><i>Introduction to Investing, Colette Chaffee, Chaffee Enterprises, Presenter</i></p> <p><i>Language of Money</i> program will cover the basics of investing. Learn about the importance of making a financial plan, investment risk, diversification, research tools, expected returns, investing long term and asset allocation. Presentation will be followed by a question and answer session.</p> | LAPL Central Library, Business & Economics Dept. (213) 228-7110 |
| Language of Money  VEDC  | March 17, 2011 Thursday 6 pm to 8 pm | Central Library, Meeting Room A | <p><i>Personal Financing Sergio Gascon, Executive Director, USC-MBE</i></p> <p>Financial planning covers a wide variety of money topics including budgeting, expenses, debt, saving, retirement and insurance among others. Understanding how each of these topics work together and affect each other is important for laying the groundwork for a solid financial foundation.</p> | VEDC/Historic Downtown Retail Project e-mail: info@downtownLAretail.com (213) 488-3599 |

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| Language of Money  | March 23, 2011 Wednesday 12:15 pm to 1 pm | Central Library, Meeting Room A | Telemarketing Fraud: Los Angeles County Dept of Consumer Affairs (DCA), Ariel De Guzman, Presenter <i>Language of Money</i> program will highlight how to prevent telemarketing fraud and actions to take if you are a victim of fraud. | LAPL Central Library, Business & Economics Dept. (213) 228-7110 |
| Small Biz  | March 31, 2011 Thursday 6 pm to 8 pm | Central Library, Meeting Room A | Business Marketing Basics The best product won't sell if no one knows about it! Learn how to develop a practical marketing plan. The majority of business failures are attributed to a lack of a formal and effective marketing strategy. What to think or re-think about how you attract people to your business. | VEDC/Historic Downtown Retail Project e-mail: info@downtownLAretail.com (213) 488-3599 |
| Small Biz  | April 14, 2011 Thursday 6 pm to 8 pm | Central Library, Meeting Room A | QuickBooks Tutorial Whether you are new to QuickBooks software or an experienced user, everyone will get something out of this overview workshop. For the experienced users, bring your toughest QuickBooks questions and let the instructor help you with them. | VEDC/Historic Downtown Retail Project e-mail: info@downtownLAretail.com (213) 488-3599 |
| Inventor's Workshop International  | April 30, 2011 Saturday 1 pm to 3 pm | Central Library, Taper Auditorium | Cashing In On Your Great Ideas™: Green2Gold Followed by the Los Angeles Chapter of Inventors Workshop Int'l and the Entrepreneurs Workshop non-profit organization meeting: 3:15 – 5:30 p.m. | VEDC/Historic Downtown Retail Project e-mail: info@downtownLAretail.com (213) 488-3599 |
| Small Biz  | May 12, 2011 Thursday 6 pm to 8 pm | Central Library, Meeting Room A | All About Business Loans Learn about the different financing options available to your business and how the loan process works. Workshop will explore use of funds, interest rates and other pertinent information for SBA, microenterprise, minority, veteran and special loan programs. | VEDC/Historic Downtown Retail Project e-mail: info@downtownLAretail.com (213) 488-3599 |
| Inventor's Workshop International  | May 21, 2011 Saturday 1 pm to 3 pm | Central Library, Meeting Room A | Cashing In On Your Great Ideas™: Online Skills Followed by the Los Angeles Chapter of Inventors Workshop Int'l and the Entrepreneurs Workshop non-profit organization meeting: 3:15 – 5:30 p.m. | VEDC/Historic Downtown Retail Project e-mail: info@downtownLAretail.com (213) 488-3599 |

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| Small Biz  VEDC | June 16, 2011 Thursday 6 pm to 8 pm | Central Library, Meeting Room A | <p><i>Social Networking for Small Businesses</i></p> <p>VEDC & Infinite Communications provides your business with workable and effective marketing tools that will increase your company's revenue. Learn how to use social media and email marketing to:</p> <ul style="list-style-type: none"> • Increase your revenues & website presence • Build your reputation and gain visibility for your organization • Use your current customers to help you gain new customers | VEDC/Historic Downtown Retail Project e-mail: info@downtownLAretail.com (213) 488-3599 |