

Our classes are open to all eDev clients. See page 3 for more information about how to become a client.

Our classes now have course fees, (indicated in parentheses). eDev has full tuition waivers through grants. Reduced fees may be available, upon inquiry. See page 3.










Keys to Business Stage

























 start up

 survival







 break even and early growth

eDev Summer 2010 Courses in Eugene

Topic	Course Title(Course Fee)	Instructor	City	Date	Time	Location
Pre-Requisite	Orientation to eDev (requirement)	S. Winkler-Rios	Eugene	(1) Thurs, July 1	6:00-7:00 pm	Rm 213
	Orientation to eDev “	S. Winkler-Rios	Eugene	(1) Fri, Aug 6	1:00-2:00 pm	Rm 117
	Orientation to eDev “	S. Winkler-Rios	Eugene	(1) Tues, Aug 31	noon - 1:00 pm	Rm 117
Start – Up	 How to Be Successfully Self-Employed (\$30)	S. Winkler-Rios	Eugene	(2) Tues, July 6 & 13	6:00-8:00 pm	Rm 213
	 How to Evaluate & Refine Your Self-Employment Idea (\$150)	L. Murray	Eugene	(6) Tues, Aug 17–Sept 21	6:00-8:00 pm	Aug/213, Sept/117
	 Feasibility Study for the MicroBusiness (\$150)		Eugene	<i>to be determined, based on demand</i>		
	 How to Write a Business Plan for Self-Employment (\$200)	J. Teehan	Eugene	(8) Mon, Aug 2–Sept 20	6:00-8:00 pm	Rm 117(213 8/9,8/23)
	 Business Plan for the MicroBusiness (\$200)		Eugene	<i>to be determined, based on demand</i>		
Marketing Series	 The Role of Marketing in Your Business (\$30)	S. Winkler-Rios	Eugene	(1) Wed, July 14	6:00-8:00 pm	Rm 213
	 eMail Marketing (\$30)	J. Teehan	Eugene	(1) Mon, July 19	6:00-8:00 pm	Rm 117
	 CANCELED! How to Identify Your Customer (\$50)	J. Teehan	Eugene	(2) parts: Fri July 16 10 –noon, Wed July 21 6-8 pm/Rm 119		
	 Using the 3-Bucket Approach to Effective Marketing (\$30)	S. Winkler-Rios	Eugene	(1) Wed, Aug 4	6:00-8:00 pm	Rm 117

	 Researching Your Market (\$30)	J. Teehan	Eugene	(1) Wed, Aug 11	6:00-8:00 pm	Rm 213
	 How to Sell: the Art & Science of Salesmanship (\$30)	S. Winkler-Rios	Eugene	(1) Fri, Aug 13	1:00-3:00 pm	Rm 117
	 Guerrilla Marketing, Part 1 (\$30)	J. Teehan	Eugene	(1) Fri, Aug 13	10:00-noon	Rm 117
	 Automating the Sales Process (\$30)	S. Winkler-Rios	Eugene	(1) Thurs, Aug 19	6:00-8:00 pm	Rm 213
	  How to Evaluate and Use Social Media (\$100)	L. Murray	Eugene	(4)Thurs,8/19, 9/2,16,30	6:00-8:00 pm	Rm 117
	 CANCELED! Guerrilla Marketing, Part 2 (\$30)	J. Teehan	Eugene	(1) Wed, Aug 18	6:00-8:00 pm	Rm 117
	  Web Marketing (\$75)	M. Desmond	Eugene	(3) Wed, Sept 1, 8 & 15	6:00-8:00 pm	Rm 117
	  Your Marketing Strategy (\$30)	J. Teehan	Eugene	(1) Wed, Sept 22	6:00-8:00 pm	Rm 117
	  SEO - Search Engine Optimization (\$45)	Richard Harris	Eugene	(1) Thurs, Sept 23	6:00-9:00 pm	Rm 117
	  How to Do a 1-Page Marketing Plan (\$30)	J. Teehan	Eugene	(1) Wed, Sept 29	6:00-8:00 pm	Rm 117
Accounting & Acctg Tech	 ABCs of Record Keeping for the Self-Employed (\$30)	M. Desmond	Eugene	(1) Tues, Aug 10	6:00-8:00 pm	Rm 117
	 Basic Bookkeeping to Improve Your Bottom Line (\$75)	M. Desmond	Eugene	(2) Thurs, July 1 & 8	1:00-4:00 pm	Rm 213
	 Using Quicken to Improve Your Personal Finances (\$75)	M. Desmond	Eugene	(3) Wed, July 7, 14, 21	6:00-8:00 pm	Rm 106
	 QuickBooks SimpleStart, the Tool to Manage Cash Flow (\$75)	M. Desmond	Eugene	(3) Tues, July 6, 13, 20	6:00-8:00 pm	Rm 106
	 Adv. QB: How to Run Business Reports (\$45)	M. Desmond	Eugene	(1) Tues, Sept 7	6:00-8:00 pm	Rm 106
	 How to Choose a Legal & Tax Structure for Self Employment (\$30)	M. Desmond	Eugene	(1) Thurs, July 22	6:00-8:00 pm	Rm 213
Finance	 CANCELED! How to Manage Personal Finances (\$80)	L. Murray	Eugene	(4) Fri, Aug 20 – Sept 10	1:00-3:00 pm	Rm 117
	 Developing a Personal Budget (\$25)	L. Murray	Eugene	Fri, Sept 3	1:00-3:00 pm	Rm 117
	 Financial Planning for Your Future (\$30)	Guest	Eugene	Fri, Sept 10	1:00-3:00 pm	Rm 117
	Orientation to eDev's IDA Grants & Business Loans	M.Desmond	Eugene	(1) Mon, July 19	6:00-7:30 pm	Rm 213
	Orientation to eDev's “	M.Desmond	Eugene	(1) Mon, Aug 16	6:00-7:30 pm	Rm 213
	Orientation to eDev's “	M.Desmond	Eugene	(1) Thurs, Sept 9	1:00-2:30 pm	Rm 213

Management

 How to Use \$ Reports to Make Small Business Decisions (\$45)	S. Winkler-Rios Eugene	(1) Fri, Sept 17	1:00-4:00 pm	Rm 117
 How to Manage Cash Flow Simply (\$30)	S. Winkler-Rios Eugene	(1) Fri, Sept 24	1:00-3:00 pm	Rm 117
  How to Manage Your Self-Employment (\$30)	S. Winkler-Rios Eugene	(1) Thurs, Aug 12	6:00-8:00 pm	Rm 213
  Time Management for a MicroBusiness (\$30)	S. Winkler-Rios Eugene	(1) Thurs, Aug 26	6:00-8:00 pm	Rm 117

If you want to attend an eDev class or workshop, you must pre-register - (very easy) - just call or email Juli Brode (463-4627) brodej@clearwire.net.

Class schedules are subject to change and, if you are pre-registered, you will be notified in event of a cancellation.

We can also help you to determine if eDev has any grants or scholarships which may waive your class fees.

Classes are open to all eDev clients. One may become an eDev client simply by reviewing the Application Instructions and completing an Application.

You can obtain an eDev Application from our offices on 1445 Willamette St. or via website, under "Forms and Resources."

Full Tuition Waivers and Partial Waivers:

You may be able to attend free of charge, if you are a resident of Eugene, or of Springfield, AND meet the income qualifications. We encourage you to ask about your eligibility.

If you do not meet the eligibility requirements for a full tuition waiver, you may yet be able to pay a reduced fee based on the Sliding Scale. Ask for more information.

If you reside in rural Lane County or Harney County, these classes are offered for a small tuition. We have no grants for tuition at the present time.

We try to offer courses that you, our client entrepreneurs have requested, and those we know our you will need.

If there are other topics that would help you and your business, please let us know!

We need a minimum of 10 persons pre-registered in order to hold a class.