



Winter 2012 Courses *with eDev*

eDev has grants that may assist with class fees and **FULL TUITION WAIVERS are available** for *residents of Eugene and Springfield* who meet the eligibility requirements. You need to complete a yearly application and provide documentation that verifies *moderate* income eligibility. [The grant to those who reside *outside the metro area*, in Rural Lane County, has closed]

To use this schedule effectively, identify your **Business Stage OR Skills/Knowledge** you require:

Pre-Venture/Start-Up = you have an idea, you want to start a business, you have exchanged no money (or not officially)

Existing Self-Employed/Micro = you're making sales , may or may not have reached "Break Even" (income = expenses each month), characterized by inconsistent sales, irregular cash flow

Early Growth Owner-Operator/MicroBusiness = you are paying yourself, have achieved Break Even , have some profit at the end of each month, seek to increase and control sales and cash flow

Courses listed by **Business Stage and skills/knowledge** required:

Stage	Course Title	Instructor	City	Date	Time	Location
Intro	Orientation: How to Use eDev	D. McNeil	Eugene	every other Wed, by appt	noon-12:30 pm	Rm 119
Pre-Venture	Legal: Business Legal Structure & State Filing	S. Winkler-Rios	Eugene	Wed, Jan 11	noon-2:00 pm	Rm 117
	Pre-Venture: New Cohort Mixer	SWR & Murray	Eugene	Wed, Jan 11	6:00-8:00 pm	Rm 117
	Mgmt: Feasibility Study, Evaluate & Refine the Idea	L. Murray	Eugene	(6) Wed, Jan 18–Feb 22	6:00-8:00 pm	Rm 117 (Jan 25/213)
	Basic Business Organization	L. Murray	Eugene	on demand	tbd	tbd
	Personal Finance	L. Murray	Eugene	on demand	tbd	tbd
	Mgmt: Writing Your Business Plan	L. Murray	Eugene	(6) Wed, Feb 29-Apr 4	6:00-8:00 pm	Rm 117 (Apr 4/213)

\$\$ Resources

IDA Grant: Eligibility, Application Process & Program	L. Murray	Eugene	every other Wed, by appt	noon-12:30 pm	Rm 119
Using Capital Effectively (miniseries) - (3) 2-hour sessions	S. Winkler-Rios	Cottage Grove	pending	tbd	tbd
Using Capital Effectively	D. McNeil	Junction City	pending	tbd	tbd
Using Capital Effectively	S. Winkler-Rios	Oakridge	pending	tbd	tbd
Using Capital Effectively	D. McNeil	FR/Veneta	pending	tbd	tbd
Using Capital Effectively	D. McNeil	Florence	pending	tbd	tbd

* eDev is working with community partners to develop and coordinate relevant material and ideal times and locations

**Self-Employed/
Micro**

Finance: QuickBooks_Applied*	S. Winkler-Rios Eugene	(3) Mon, Jan 9, 23, 30	6:00-8:00 pm	Rm 117
Finance: Schedule C Basics	S. Winkler-Rios Eugene	Wed, Jan 25	noon-2:00 pm	Rm 117
Finance: "Look-Ahead" Tax Preparation	S. Winkler-Rios Eugene	Wed, Feb 8	noon-2:00 pm	Rm 117
Finance Series: Basics of Managing Your Cash, Part 1 Overview	S. Winkler-Rios Eugene	Thursday, Jan 12	6:00 – 8:00 pm	Rm 117
Finance Series: Part 2 Recordkeeping	S. Winkler-Rios Eugene	Thursday, Jan 19	6:00 – 8:00 pm	Rm 117
Finance Series: Part 3 & 4 Bookkeeping & Accounting	S. Winkler-Rios Eugene	(2) Thurs, Jan26 & Feb2	6:00 – 8:00 pm	Rm 117
Finance: the Cash Flow Game	S. Winkler-Rios Eugene	Saturday, Jan 28	11 am – 3 pm...	Rm 117
Finance: Income/Balance/Cash Statement Basics	S. Winkler-Rios Eugene	(2) Thursday, Feb 9, 16	6:00 – 8:00 pm	Rm 117
Finance: QuickBooks Accounting Software	S. Winkler-Rios Eugene	(3)Thurs, Feb23,Mar1,8	6:00 – 8:00 pm	Rm 117
Finance: QuickBooks_Applied	S. Winkler-Rios Eugene	(3)Thurs, Mar 15,22,29	6:00 – 8:00 pm	Rm 117
Sales & Mktg: Role of Marketing (<i>Strategy</i>)	S. Winkler-Rios Eugene	Friday, Jan 13	9:30–11:30 am	Rm 117
Sales & Mktg: The 4 Ps (<i>Strategy</i>)	S. Winkler-Rios Eugene	Friday, Jan 20	9:30–11:30 am	Rm 213
Sales & Mktg: Guerrilla Marketing (<i>Strategy</i>)	S. Winkler-Rios Eugene	Friday, Jan 27	9:30–11:30 am	Rm 117
Sales & Mktg: Guerrilla Marketing (<i>Workshop</i>)	Leah & Shawn Eugene	Friday, Feb 3	9:30–11:30 am	Rm 117
Sales & Mktg: Intermediate FaceBook (<i>FaceBook for Business</i>)	S. Winkler-Rios Eugene	Friday, Feb 10	9:30–11:30 am	Rm 213
Sales & Mktg: Website Foundations (<i>Strategy</i>)	S. Winkler-Rios Eugene	Friday, Feb 17	9:30–11:30 am	Rm 117
Sales & Mktg: www Love Fest	multiple Eugene	Friday, Feb 24	1:00 – 5:00 pm	Rm 106
Sales & Mktg: Google Analytics	S. Winkler-Rios Eugene	(2) Fri, Mar 2 & 9	9:30–11:30 am	Rm 106
Sales & Mktg: Basic Networking	S. Winkler-Rios Eugene	Monday, Feb 6	6:00 – 8:00 pm	Rm 119
Sales & Mktg: Networking II (<i>Building Relationships</i>)	S. Winkler-Rios Eugene	Monday, Feb 20	6:00 – 8:00 pm	Rm 117
Sales & Mktg: the Marketing and Sales Pipeline	S. Winkler-Rios Eugene	Monday, Feb 27	6:00 – 8:00 pm	Rm 117
Sales & Mktg: Marketing Plan	S. Winkler-Rios Eugene	(2)Monday, Mar 12 & 19	6:00 – 8:00 pm	Rm 117
Mgmt: Your Essential Routine Business Activities	S. Winkler-Rios Eugene	on demand	tbd	tbd
Operations: Developing Standard Procedures	S. Winkler-Rios Eugene	on demand	bd	tbd

**Owner-Operator/
Micro**

Sales & Mktg: Networking II (<i>Building Relationships</i>)	S. Winkler-Rios Eugene	Monday, Feb 20	6:00 – 8:00 pm	Rm 117
Sales & Mktg: the Marketing and Sales Pipeline	S. Winkler-Rios Eugene	Monday, Feb 27	6:00 – 8:00 pm	Rm 117
Sales & Mktg: Marketing Plan	S. Winkler-Rios Eugene	(2)Monday, Mar 12 & 19	6:00 – 8:00 pm	Rm 117
Sales & Mktg: Customer Profitability	S. Winkler-Rios Eugene	on demand	tbd	tbd
Mgmt: Prepping for Your First Employee (<i>Series</i>)	S. Winkler-Rios Eugene	on demand	tbd	tbd

Peer Groups

Healing Arts Network	L. Murray Eugene	1 st Friday each month	11:30 am	Rm 119
Textile Arts Network	L. Murray Eugene	monthly	tbd	Rm 119

*Open only to those who completed the QuickBooks series in December. This is a workshop setting, please prepare by bringing *YOUR* account information and figures. This is "hands on" QuickBooks!

PRE-REGISTRATION is required if you want to attend a class or workshop.

You need only 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 need a minimum number of persons pre-registered in order to hold a class, or to schedule an "on demand" class.