

FOR IMMEDIATE RELEASE

May 1, 2006

CONTACT: Diane Nevill, 623-930-3554  
Public Information Officer  
Kathy Hamel, 623-930-3572  
Business Librarian

## **June Business Programs at Glendale Public Library**

**GLENDALE, Ariz.** – The following free business programs will be taking place during June at Glendale Main Library:

### **Thursday, June 1**

#### **Glendale Business Diversity Network Meets**

The next Glendale Business Diversity Network meeting will take place on Thursday, June 1 at 7 p.m. in the large meeting room of Glendale Main Library, 5959 W. Brown St.

Sherry Anne Rubiano, a small business reporter for the “Arizona Republic” community sections in Glendale, Peoria and the Northwest Valley, will discuss how business owners can get noticed by the press.

The Glendale Chamber Foundation and Glendale Public Library are co-hosting the event. The monthly meetings are being established by the Glendale Chamber Foundation Minority Business Committee to create a venue for educational and networking opportunities for diverse businesses in the West Valley. Meetings will take place at the library on the third Wednesday each month.

Guest speakers from large companies with supplier diversity programs as well as representatives from various government agencies will share information on programs targeting emerging markets and diversely-owned businesses. Business owners will learn how to position their companies to successfully win contracts and take advantage of special programs for small, minority and women-owned classifications.

The meetings are free. Call 623-930-3552 to RSVP.

### **Saturday, June 3**

#### **Walk-in Counseling with SCORE**

No appointments are necessary for “Walk-In Counseling with SCORE” from 10 a.m.-2 p.m. on Saturday, June 3 in the small meeting room of Glendale Main Library, 5959 W. Brown St.

The Service Corps of Retired Executives (SCORE) can advise on all areas of business, from start-up information to marketing and accounting concerns. The counseling is free. For more information about SCORE, call

**NEWS**  
*Glendale, az*

**Only library  
to receive the  
Arizona Governor's  
Arts Award**

**Award-winning  
teen programs**

**Oldest library  
in the Valley,  
serving residents  
since 1895**

**Glendale Public Library  
Main Library  
5959 W. Brown St.  
Glendale, AZ 85302  
623-930-3530  
[www.glendaleaz.com/library](http://www.glendaleaz.com/library)**

602-745-7250.

**Tuesday, June 6 and June 20**  
**Free Advice from the Small Business Experts**

Free “Business Counseling with the Small Business Development Center” will be offered from 1-5 p.m. on Tuesdays, June 6 and June 20 in the small meeting room of Glendale Main Library, 5959 W. Brown St.

Gilberto Padilla, a business analyst with Maricopa Community Colleges Small Business Development Center (SBDC) can counsel in either English or Spanish in a one-on-one setting. Counseling is appropriate for both start-up and existing business owners.

Registration required; call the SBDC at 480-784-0590 to sign up for an appointment. There is no walk-in counseling.

**Wednesday, June 7**  
**Can a SBA Program Help Your Small Business?**

Do you operate a small business or want to start one? If you are curious about obtaining a small business loan, opening a small business, selling your goods or services to the government, the Small Business Administration’s 8(a) program, or simply are in need of free business counseling, join the SBA at the library.

“SBA Programs to Help Small Business Start, Grow, Become and Stay Competitive” will be held at 7 p.m. on Wednesday, June 7 in the auditorium of Glendale Main Library, 5959 W. Brown St.

Meet one-on-one with representatives from the U.S. Small Business Administration and the Service Corps of Retired Executives (SCORE) to discover what types of programs and services are available to help small and disadvantaged businesses grow and prosper. No fees or appointments are required.

For more information, call James H. Pippert, Marketing and Outreach Specialist at the SBA at 602-745-7230 or Kathy Hamel, Business Librarian, at 623-930-3572.

**Thursdays, June 8, 15, 22 and 29**  
**Four-Part Series on “Keys to Business Growth” Helps Businesses Move to the Next Level**

Business owners, are you ready to take your business to the next level? Maricopa Community Colleges Small Business Development Center (SBDC) and the U.S. Small Business Administration (SBA) have joined forces to provide a free four-part series designed to provide the tools needed to move one’s business forward. This series is designed for an owner who has been in business for several years.

“Keys to Business Growth” will be held from 6-7:30 p.m. on Thursdays, June 8, 15, 22 and 29 in the large meeting room at Glendale Public Library, 5959 W. Brown St.

Anne Steele, a Business Counselor with the SBDC and Cathy Lease, Lender Relations Specialist with SBA, will present the workshops.

Content includes:

June 8, Session One: The Business Plan

- The importance of a strong business plan
- Roadmap for your business

- Elements of the business plan
- Market research
- Funding requirements
- Pro forma income statement and cash flow
- Strategic plan/SWOT analysis

#### June 15, Session Two: The Marketing Plan

- Market research
- Industry description and outlook
- Description of target customer base
- Competitive analysis
- Pricing
- Marketing approach
- What is your USP (Unique Selling Proposition)?
- Overt benefit, reason to believe, dramatic difference

#### June 22, Session Three: The Management Plan

- The four functions of management
- Efficient use of the five management resources
- Management background
- Employee relations
- Operational controls

#### June 29, Session Four: Capital Resources

- Allocation of capital resources: money, people, time, assets/property, technology
- The importance of working capital
- The five C's of credit
- The U.S. Small Business Administration as a capital resource

Participants must commit to attending all sessions. At the end, they will receive a Certificate of Completion and will be invited to begin one-on-one counseling with the SBDC to reinforce the concepts covered in the series.

Registration is a must because only a limited number of participants will be able to attend. Call 623-930-3553 to save a space.

### **Saturday, June 10**

#### **Women Business Builders – Learn How to Sell to the Government**

Yes, your small business can sell to governmental agencies. Nancy Byerly and Anita Gibson of the U. S. Small Business Administration will explain how to do it at the Saturday, June 10 meeting of Women Business Builders. The group meets at 2 p.m. in the large meeting room of Glendale Main Library, 5959 W. Brown St.

The SBA representatives will explain how to partner with local, state and federal agencies in order to sell your products and services.

Women Business Builders (WBB) in a free educational networking group open to all women in business or those thinking of starting one. For more about WBB or to register for this program, go to [www.womenbusinessbuilders.org](http://www.womenbusinessbuilders.org) or call 623-930-3552.

### **Monday, June 12**

#### **Find Out How the Self-Employment Loan Fund Can Help You Start a Small Business**

A “Self-Employment Loan Fund Orientation” will be held at 6 p.m. on Monday, June 12 in the small meeting room of Glendale Main Library, 5959 W. Brown St.

SELF is a private, nonprofit organization that provides technical assistance and access to micro-loans to individuals starting or expanding a business of five employees or less. Find out how you can benefit from this unique program.

Call 623-930-3552 to register for this free program.

### **Monday, June 12**

#### **Get Off to the Right Start with Your Small Business**

Gilberto Padilla, a facilitator from the Maricopa Community Colleges Small Business Development Center (SBDC), presents “Starting a Successful Business” at 6 p.m. on Monday, June 12 in the auditorium of Glendale Main Library, 5959 W. Brown St.

This seminar is perfect for people who are in the early stages of starting a business. Find out the answers to the most basic questions prospective business owners have about developing a business plan, how to obtain financing, and types of business ownership.

The workshop is free. Registration required; call the SBDC at 480-784-0590 to sign up.

### **Wednesday, June 14**

#### **Ready-Set-Go Networking**

Time is money, and there is not enough of either!

In keeping in mind how extra time is in short supply, Glendale Public Library and Arizona Small Business Association (ASBA) have joined together to offer “West Valley Fast and the Curious: Speed Networking” from 3-4:30 p.m. on Wednesday, June 14 in the large meeting room of Glendale Main Library, 5959 W. Brown St.

This “ready-set-go”-style of networking allows business people to meet other participants at three-minute intervals, maximizing one’s time and gaining many valuable contacts in just 90 minutes. This is a free, fun, fast-paced event. (Track shoes are not required.) Bring business cards and brush up on your 30-second commercial.

Call Elizabeth Kibodeaux at 602-265-4563 at the ASBA for more information.

###