

AWED AMERICAN WOMAN'S ECONOMIC DEVELOPMENT CORPORATION

ENTREPRENEURSHIP TRAINING Fall/Winter Course Catalog 2003

**AWED and OPEN: The Small Business NetworkSM
from American Express**

present

"Measuring Your Business Success: Making Your Money Work for You"

A Seminar for Women Business Owners

Tuesday, September 30th

6:00 pm - 8:00 pm



**Join seminar leader Regina Lian, President of
Financial Comfort, for an informative session on the
importance of understanding financial statements and
how cash flow is critical to smart business management.**

Cost: \$35.00

(Pay with your American Express Business Card and receive a \$10 discount)

For workshop times and dates, and for more information,
please call (917) 368-6100.

**Join us in October and November as we present this
seminar in Brooklyn and the Bronx!**

Sponsored by OPEN: The Small Business NetworkSM from American Express

NYS Empire State Development Corporation To Help Downtown Women Business Owners Affected by 9/11 Through Special AWED Grant

The Empire State Development Corporation has awarded a grant from the U.S. Department of Housing and Urban Development to AWED as part of the Technical Assistance Service Grant Program. This program serves to meet the recovery needs of women small business owners located below 14th Street, who were adversely affected by the events of 9/11. As part of this grant program, AWED will provide intensive recovery services to women owned businesses - delivered as both one-on-one counseling sessions as well as in comprehensive training sessions, emphasizing financial resource identification, strategic/business planning, marketing/sales management, financial management, technology training, and networking.

For more information contact Nichole Icenogle at (917) 368-6132.

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**Space is limited -
register early!
Pre-payment is required.**
Information about our
training program is
constantly updated on our
website - visit www.awed.org
to find out more!

www.awed.org



Programs for the Beginning Entrepreneur

OPEN HOUSE: "GETTING TO KNOW AWED"

Are you considering starting a business and not sure where to get the help and guidance you will need? Come network and mingle in an informal atmosphere with AWED staff, volunteer faculty, and alums to learn how AWED classes and programs can help you on the path to entrepreneurship.

Wednesday, December 3rd
6:00 pm - 8:00 pm
FEE: FREE

CALL (917) 368-6100 FOR MORE INFORMATION

FIRST STEPS

Have you ever considered starting your own business, but aren't sure if life as an entrepreneur is right for you? Come and take your **First Step** with AWED and learn what you really need to know about starting your own business.

First Steps will provide you with an understanding of the key questions and issues of entrepreneurship. You will walk away with helpful decision-making tools that you can then use to help you make an informed decision about whether starting a business is right for you. This all-day conference is presented as a combination of lectures and interactive exercises that build the participant's understanding of the personal, professional, and economic issues of entrepreneurship. Among the topics covered are:

- ◆ Personal Leadership Opportunities
- ◆ Personal Risks
- ◆ Identifying and Creating Market Opportunities
- ◆ Economic Issues and a Problem Solving Process for the Entrepreneur

Please call (917) 368-6131 for more information.

Wednesday, December 17th
9:00 am - 4:30 pm
Fee: \$75
A catered lunch will be provided.

THE NEW DIRECTIONS PROGRAM

In 1993 AWED launched the first cycle of the New Directions entrepreneurial training program. The program was designed to teach low-income women in the New York City metropolitan area the necessary skills to start, manage and grow successful small businesses over the course of a 20-week period. The 11th cycle of the New Directions program is scheduled to begin in January 2004. We are looking for talented, motivated women to apply for this new program cycle.

In order to meet program eligibility you must meet several strict program guidelines. Please call Elisa Moore at (917) 368- 6133 to find out if you qualify.

"A Conversation with Princess Jenkins"

AWED Alumna & Faculty Member
And

One of Crain's Small Business Leaders of 2003

Join Princess Jenkins, President of Women in the Black, for a conversation and networking opportunity focusing on ***your life as an entrepreneur***, retail ***as she knows it*** and her own ***personal secrets to success***.

Tuesday, September 16
6:00 pm - 9:00 pm

Admission is \$25; space is limited.

Refreshments will be served.

To register, call (917) 368-6100.

www.womenintheblack.org



Programs for the Beginning Entrepreneur

STARTING YOUR OWN BUSINESS PROGRAM (SYOB)

This program is for the beginning entrepreneur who has an idea and some experience in the business they want or have started developing.

Starting Your Own Business is AWED's signature program. We are proud to have been offering it successfully for over 25 years. AWED's SYOB program is distinctive in that each session is taught by an experienced faculty member who is an expert in their field. During the course of the program you will be required to complete the AWED Business Planning workbook. The final session of the 10-week, 30 hour course will be a review of your workbook. The "Take 3 Fridays" program is a more accelerated 3-week, 20 hour program. For more information please call (917) 368-6131.

Sessions include:

10 Week Program

Business Planning	Insurance/ Banking Relations
Marketing	Business Law
Sales	Public Relations
Finance & Record-Keeping	Meet the Microlenders
Business Presentations	Business Plan Review

SYOB 10 SESSIONS (30-HOURS)

Tuesdays, September 30 - December 2

6:00 pm to 9:00 pm

\$229 for members, \$249 for non-members.

Take 3 Fridays Program

Business Planning	Insurance
Banking Relations	Marketing
Sales	Business Law
Finance & Record Keeping	Public Relations
Business Presentations	

SYOB "TAKE 3" FRIDAYS (20-HOURS)

Fridays, October 10, 17, 24

9:15 am - 4:30 pm

\$179 for members, \$199 for non-members.



Programs for the Intermediate Entrepreneur

TECHNOLOGY SERIES CLASSES

AWED offers this program with Financial Comfort, Inc. at an incredibly lower price than similar offerings at other organizations. Financial Comfort offers expertise in financial management and technology. Please note that there are two different sessions for PC and MAC users of both the QuickBooks and Quicken programs. Please make sure you register for the correct session.

QUICKBOOKS PRO 2003

Facilitated by a Certified QuickBooks Advisor, this course is an introduction to QuickBooks. This popular software offers comprehensive features that help manage your accounting and gain greater insight into the financial results of your business. This software is designed for business accounting. You will learn how to:

- ✓ Create a QuickBooks company
- ✓ Modify QuickBooks lists to suit individual needs
- ✓ Reconcile bank checking and other asset accounts
- ✓ Track credit card, credit line and loan transactions, and other liability accounts
- ✓ Record sales, invoice customers, receive payments and make bank deposit

QUICKEN 2003

This four-hour course will help you organize and manage your personal finances. Learn how to gather all those receipts, create a picture of your financial condition and then apply it to improve your personal financial situation. Learn hands-on how to use Quicken software to track your spending, monitor your investments, and budget more effectively.

QuickBooks Pro 2003 and Quicken 2003 Training Classes will be held at the Financial Comfort site located at 119 West 23rd Street, Suite 1009.

This program is underwritten by the Verizon Corporation.

QuickBooks 2003 PC sessions:

Tuesday - Thursday

September 9, 10, and 11

Session 1: 8:30 am - 12:30 pm

Sessions 2 & 3: 8:30 am - 1:30 pm

FEE: \$199

QuickBooks 2003 MAC sessions:

Thursday, Friday and Monday

October 16, 17, and 20

Session 1: 8:30 am - 12:30 pm

Sessions 2 & 3: 8:30 am - 1:30 pm

FEE: \$199

Quicken 2003 PC sessions:

Monday and Tuesday

September 29 and 30

2:00 pm - 4:00 pm

FEE: \$99

Quicken 2003 MAC sessions:

Wednesday and Thursday

October 15 and 16

2:00 pm - 4:00 pm

FEE: \$99



Programs for the Intermediate Entrepreneur

DEVELOPING YOUR OWN BUSINESS PROGRAM

The following series programs are designed for the intermediate entrepreneur who is past the start-up phase. These series should be taken as a supplement to our other programs and should follow the Starting Your Own Business Program found on page 3. Each series is taught by a business professional who is an expert in their field. Read on for more information about each series and make sure you call ahead to register; space is limited.

Each of the following courses – Business Planning, The Artist as Entrepreneur, Marketing, and Sales – are to be taken as a series of sessions. Enrollment in these series requires a business assessment session before registration. Please call (917) 368-6131 for more information and to schedule an assessment.

Pricing: \$60 for AWED members, \$80 for non-members.

THE SALES SERIES

In this interactive series you will learn how to master the entire sales process. From identifying and qualifying prospects to techniques for closing the deal, this course helps you develop proven and successful skills essential to selling your product or service.

Session #1: Positioning Yourself for Success

Session #2: Setting Up the Sale

Session #3: Wrapping Up the Sale

Thursdays, October 2, 9 & 16

9:00 am - 12:00 pm

"An entrepreneur usually knows her business. But if she can't really sell, success is difficult to achieve. This course provides the skills to launch the successful sales effort essential to building a business."

*- Isabel Kersen, Sales Expert
& AWED Faculty Member The Power Edge*

THE MARKETING SERIES

This intensive two-part Marketing Series is designed to help you identify problems, create strategies and develop marketing plans that will help rebuild or revitalize your business. This series will help you identify your target market and customers; pinpoint the marketing tactics to reach your target market; and make sure you can deliver on your promises.

Session #1: Overview of the Marketing Essentials

Session #2: Identifying, Reaching and Retaining Your Customers

Wednesdays, October 8 & 15

9:00 am - 12:00 pm

THE BUSINESS PLANNING SERIES

This introductory three part series will take you through planning essentials and help you prepare for the future to meet changing goals and opportunities for business growth. This series is for the businesswoman who has never written a business plan.

Session #1: Overview of the Business Plan

Session #2: Developing Your Plan and Strategy

Session #3: Establishing a Profitable Business

Tuesdays

November 11, 18, 25

6:00 pm to 8:00 pm

Unless otherwise indicated, AWED'S programs are held at its convenient midtown Manhattan location - 216 EAST 45TH STREET, 10TH FLOOR (BETWEEN 2ND & 3RD AVENUES).

Lifelong learning opportunities in a supportive environment for women who choose to embrace the challenges and joys of business ownership.



Programs for the Intermediate Entrepreneur

THE ~~Artist~~ AS ENTREPRENEUR SERIES

This three-session program is specifically designed for artists of all disciplines to learn ways of managing their art as a product, a business entity and thinking of themselves as entrepreneurs. The series will focus on specific issues artists experience related to developing their art as a business. Students will receive a marketing and business plan template and will be required to work on both outside of the classroom.

Session #1: Examining the Artist as Entrepreneur

Session #2: Marketing and Promoting Your Work

Session #3: Responsibilities as a Business Owner

Thursdays, December 4, 11, & 18

9:00 am - 1:00 pm

This series is made possible in part by a grant from the New York Stock Exchange Foundation.



Programs for the Seasoned Entrepreneur

THE ADVANCED BUSINESS PLANNING SERIES

Designed for the seasoned entrepreneur who wants to assess and improve their existing business plan. No matter what position your business is in today, revising your plan is crucial to the future growth of your business. This course will help you identify your business' difficult issues and problems, find solutions and set goals that let you monitor and measure progress. Be prepared to present your business plan and get positive feedback.

Session #1: Review of the Business Plan

Session #2: Identify Difficult Issues and Problems

Session #3: Set Goals and Measure Progress

**Wednesdays, November 12 & 19
and December 3**

6:30 pm - 8:30 pm

COACHING PROGRAM

Today, successful entrepreneurs who are looking for ways to become more effective managers and grow their businesses are using business coaches.

A business coach can:

- ◆ Offer new perspectives, strategies and ideas for your business
- ◆ Help you set goals and work to achieve these goals
- ◆ Implement a plan of action and overcome obstacles to that plan
- ◆ Improve your business and marketing plans, sales strategy, and identify important business development issues through a collaborative relationship

If you need help working on professional goals or assistance in identifying what those goals should be, consider AWED's Coaching Program. This program offers you access to business counselors who are certified coaches or have established reputations as business coaches. You'll have six training sessions with your business coach over a two-month period at a cost of \$400.

Call our Manager of Training and Counseling at (917) 368-6132 for more information and to schedule a free one half hour consultation.



Programs for Every Entrepreneur

BUSINESS COUNSELING SERVICES

ONE-ON-ONE BUSINESS COUNSELING

AWED's counseling program provides you with individual access to experts who will guide you on issues relating to accounting, advertising, business planning, marketing, sales, business law, financing, negotiating, and retailing. Our volunteer faculty of business entrepreneurs have a wealth of business experience that touches every aspect of small business management and a broad range of industry expertise. They are available to meet with you, to listen to your issues and to help you strategize and plan those actions that will lead to a long-term sustainable business.

Each one-hour session is confidential. The fee for this service is \$29 for AWED members and \$35 for non-members. For more information please contact the Manager of Training and Counseling at (917) 368-6132.

AWED Business Counseling is funded in part by the Helena Rubinstein Foundation.

BUSINESS ASSESSMENTS

A number of our training programs require a business assessment before enrollment. These programs include:

- ◆ Starting Your Own Business
- ◆ Marketing
- ◆ Business Planning
- ◆ Sales
- ◆ Advanced Business Planning
- ◆ Coaching
- ◆ Technology Series

AWED's in-house counseling staff conduct these one-on-one assessments. This is a free service. Since you and your business are unique, the session is designed to clarify your needs and to ensure your enrollment in the appropriate programs. Please call (917) 368-6131 to schedule your appointment.

BROWN BAG LUNCHES

Free for members, \$10 for non-members

September 10, 2003

CUT OUT TO BE A COACH?

Are you thinking about becoming a business coach? Find out more about this fast-growing trend of making a living by assisting business owners with their professional goals and see if being a business coach is right for you.

September 25, 2003

LEADERSHIP: IT'S ALL ABOUT STYLE

Your leadership style plays a huge role in business communication. In this insightful new workshop, come and explore your leadership personality and learn how to make it work for you.

October 8, 2003

THE BUSINESS PROPOSAL SURVIVAL KIT

As a new entrepreneur, writing a business proposal can feel like you're stranded on a desert island with no one to turn to. Here's a life preserver to help you stay afloat while preparing your first business proposals. As part of your survival kit, our expert will explain the basics of proposal writing and tell you what you really need to know to present your ideas in a professional format.

October 22, 2003

HOW TO PRICE YOUR PRODUCTS

Running a profitable business is a difficult task, and pricing your products is one of the first obstacles a new business owner encounters. Come and learn the guidelines for pricing your products in a way that encourages your customers to come back for more.

November 6, 2003

YOUR CLIENT IS SPEAKING...

ARE YOU LISTENING?

Effective listening is a key component to a successful business relationship. You might be wondering what your client needs, when, in fact, they're already telling you! Learn how to use the power of listening to please your customers and increase your sales.

November 14, 2003

HOW TO PRICE YOUR SERVICES

How much is your expertise worth? Deciding how much your clients should pay for your services can be a daunting task. Let our business expert help you decide on that middle ground between selling yourself short and being overpriced.

November 20, 2003

THE "DO NOT CALL"

LIST GIVING YOU CHILLS?

With the new "do not call" list, has cold-calling become part of the ice-age? Absolutely not! Find out how to continue to use telemarketing as well as other valuable tools for promoting your business.

December 10, 2003

HOW TO COLLECT THE FEES YOU ARE OWED

Being a collection agent was probably not something you had in mind when you started your own business. Learn how to execute a new plan for getting the money owed to you.

December 12, 2003

THINKING OUTSIDE THE BOX

This workshop releases you from the standard, accepted way of problem solving and introduces empowering alternatives. It gives license to business owners to trust and use their own resources and intuition. Learn how to succeed by breaking the rules.

December 19, 2003

GETTING ORGANIZED FOR THE NEW YEAR

Is it your New Year's Resolution to get organized? AWED's organization expert is armed with tricks of the trade to help you tame the paper tiger and get your schedule back on track.



Programs for Every Entrepreneur

ENTREPRENEURIAL WORKSHOPS

Business Presentations

October 29th, 6-8 pm

Everything from a holiday party to an elevator ride can be a chance to speak to someone about your business. Take advantage of these opportunities by being prepared. Develop your ability to verbalize business ideas quickly, effectively, and with confidence. Learn to share information about your business through casual networking as well as develop an attention-getting "elevator pitch." Through role-play with other students as well as the chance to see yourself on film while giving a presentation, you will gain valuable knowledge on how to communicate your business concepts successfully on a moment's notice.

Why You Need a Website

November 19th, 6-8 pm

In our fast-paced society, the average person is more likely to surf the web than open a phone book for everything from finding the nearest Chinese restaurant to choosing their child's pediatrician. Your services and products are valuable—don't lose potential clients because they simply can't find you. Come find out other important reasons why you need a website and how to go about getting one (and no, you don't have to be a computer expert!)

How to Take a Product to Market

December 9th, 6-8 pm

Okay, so you've gotten past the "idea stage" of your business and now have a product you're proud of, and even a few regular clients. But now you're wondering, "How do I take this to the next level?" We have your answer in this 2-hour workshop. Learn how to approach investors to get the money you need, then how to use that money to start producing your product on a larger scale.

How Much Capital Do I Need to Grow?

December 16th, 6-8 pm

Between all the costs involved in running a business, you may find it hard to accurately determine exactly how much money you need to start expanding your company. In this informative workshop, you'll learn how to analyze the different financial factors that come into play when determining how to grow your business. Find out how to decide when to grow, how much capital it will take, and how to get the money you need to make your business more productive.

"FIRST FRIDAYS"

Networking Over Breakfast At AWED!

These industry-specific networking breakfasts offer valuable business information and an opportunity to make new contacts. Bring your business cards, make connections and grow your business through the AWED community!

All Networking Breakfasts

are held from 9:30 am - 11:00 am

Fee: \$15 for members, \$20 for non-members

September 5th

▽ Franchising and the Restaurant Industry

This session will give a general overview of franchising and then apply it to the restaurant business. Topics to be covered include: finding the right location, how to finance your franchise, and the regulatory issues that are involved.

September 19th

▽ Thinking of Starting an Apparel Business?

Then you must attend this networking breakfast presented by a former CEO of a brand name manufacturer of women's apparel. Learn how to take your designs from concept to completion of a product line, how to deal with contractors, how to merchandise and sell your products and the financial management of an apparel enterprise.

October 3rd

▽ Tips for Media and Public Relations Specialists

Get tips from this former President and CEO of R.K.O. Pictures who supervised all promotional publicity and public relations. Learn ways of drafting press releases that get your message read and how to avoid media conflicts while developing relationships with the media and its top players.

October 24th

▽ How to Start a Not For Profit

From forming the organization, setting up a Board of Directors, applying for grants to reporting to government agencies - this session gives you the how to's of setting up a not for profit organization.

November 7th

▽ Interior and Commercial Decorating

If you are in the business of interior or commercial decorating, this session will help you learn how to estimate and price projects, market and sell your services and bid successfully for contracts.

December 5th

▽ Opportunities in Importing/Exporting

An industry expert will provide an overview of the various roles in the import/export business, as well as financing and methods of payment, proper preparation of sales quotes and drafting of purchase orders.

This series is sponsored in part by Con Edison.

Registration Form



Space is limited - register early! All Programs and Counseling Require Payment.

Registration Information:

Name: _____ Title: _____
Company Name: _____ Telephone Number: _____
Address: _____ Fax Number: _____
City: _____ State: _____ Zip: _____ E-Mail: _____
Are you an AWED Member? Yes No

Program(s) Selection:

Yes, please sign me up for the following programs at AWED:

1-Program: _____ Date: _____
2-Program: _____ Date: _____
3-Program: _____ Date: _____

Return registration with payment to: AWED, 216 East 45th Street, 10th Floor, NY, NY, 10017 or fax to (212) 986-7114.

Counseling Session Information:

Are you Planning A Business? Already in Business? (How many years?) _____

Describe the Business: _____

List the topics you wish to cover in a counseling session: _____

Preferred days and times (AWED counseling is offered from Monday - Friday from 10 a.m. - 5 p.m.) _____

Method of Payment:

Total Amount: _____ Check Number: _____ Please make checks payable to AWED.

Visa MasterCard American Express Credit Card Expiration Date _____

Credit Card Number: _____ Signature: _____

For further information please call our offices at (917) 368-6100.

Note: AWED fees for programs and membership may be tax deductible. Consult your tax advisor for details. For multi-session courses: full refunds will be made if the course is canceled or if the participant notifies the Manager of Training and Counseling of her withdrawal 2 days prior to the first class; otherwise a 20% service fee will be deducted.

To register for AWED programs and counseling online, please check out our Website; www.awed.org. Look for the "register online" button.

AWED
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For further information please call
our offices at (917) 368-6100

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