



Presented By:  
**Citizens Bank**

**April 19, 2011**

**PANEL: Financing: A Small Business Prospective**

The panel will include the Small Business Administration, and other industry experts. Discuss how to build a plan that will help secure financing. Understand how and why banks lend. Learn about alternative programs including micro lenders and how to access funding for your business.

**May 18, 2011**

**PANEL: Effects of Healthcare Reform on Small Business**

Join a panel of industry experts who will tackle the question, "What does this reform mean for my business?". Maximize your understanding of the new regulations as they relate to your day-to-day business. The panel will focus on what healthcare reform means for small business owners and how to build a strategy for you and your employees.

Special thanks to:



**University of  
Connecticut**

**SBA**  
U.S. Small Business Administration  
330 Main Street, 2nd Floor, Hartford, CT 06106

**2010-2011  
Breakfast Seminar Series**



*Train Your People,  
Grow Your Business*



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First Class  
Postage and Fees  
**PAID SBA**  
Permit No. G-82  
West Hartford, CT

# Train Your People. Grow Your Business.



## Registration:

Online: [www.WHChamber.com/SeminarSeries.aspx](http://www.WHChamber.com/SeminarSeries.aspx)

## Seminar Fee:

\$15.00 Members

\$20.00 Guests

\*Registration is non-refundable.  
Space is limited so please register early.



## Event Details:

Information Technology Center  
UConn, Greater Hartford Campus  
1796 Asylum Avenue  
West Hartford, CT 06117

## Parking:

Enter the campus from Asylum Avenue, between Trout Brook Drive and North Main Street. Park in the Faculty Lot behind the Library building. The Technology Center is a stand-alone building to the right of the Library.



## Seminar Schedule:

7:45 a.m.      Networking & Breakfast  
8:15 a.m.      Seminar Content  
9:45 a.m.      Program Ends

Price includes a continental  
breakfast provided by



Contact Lisa Powell, SBA, CT District Office at 860.240.4892.

*Co-Sponsorship Authorization # 10-0156-63. SBA's participation in the cosponsored activity is not endorsement of the views, opinions, products or services of any cosponsor or other person or entity. All SBA programs and services are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance.*

## September 15, 2010

### Effective Content: Turn Your Website into a Resource:

with Lon Seidman, Local Online News.TV

- Social streams are leading to the commoditization of local news and information.
- Facebook, Twitter, YouTube, and even email inboxes are now the newspaper circulation departments of the 21st century. Lon Seidman of LocalOnlineNews.
- TV will show you how to get real results for your business by curating, creating, and sharing content that's relevant to your customer base.

## October 20, 2010

### Search Engine Optimization for Small Business

with Paula Fahy Ostop, GO Media

- Search Engine Optimization (SEO) is the process by which search engines, such as Google, Bing, and Yahoo, find and list content. Search engines determine which sites are relevant to the words consumers are searching for and in what order they should be listed. This seminar will focus on:
  - Site usability for customers (desktop and mobile) – so they can find what they need when they actually get to your site
  - Tools of the trade - finding relevant keywords and metadata (Google key word tools / Adwords, Yahoo Site Analyzer)
  - The basics of site optimization (relevant content, metadata, sitemaps, submission to Google / Yahoo / Bing, Search Engine Marketing, Google Local Businesses, etc.)

## November 15, 2010

### Better Branding: Beyond Logos and Tag Lines

with Tod Kallenbach, Dornenburg Group  
Advertising & Marketing Communications

- Our philosophy on branding is simple. We believe that all consumers make rational decisions based on emotional connections. This seminar will focus on:
  - How to think bigger about your brand and leverage your connections and creativity to expand the scope of your marketing.
  - What the brand trends are today, which companies are capitalizing on them it, and how they're winning more customers.
  - Ways that you can build a better brand and success story for your business.

## January 25, 2011

### Entrepreneurial Personality: Succeed YOUR Way

with Paul Tieger, SpeedReading People, LLC

You may not be a “natural” entrepreneur, but you can be wildly successful by learning to capitalize on your strengths, recognize your blind spots, and implement proven Success Strategies that work best for people like you. Pre-registered attendees will take an Entrepreneurial Personality Assessment. This will maximize the content of the program.

## February 15, 2011

### Negotiations: A Human Relations Approach

with Michael Francoeur, Dale Carnegie Training

Regardless of the position you hold in your organization, your work day is a series of negotiations. The ability to use all-win negotiation skills can make all the difference in your negotiating success and is essential to influencing people and facilitating constructive, positive relationships. This seminar reviews the all-win negotiation model and looks at how you fare as a negotiator. Using qualities of a successful negotiator, four stages of negotiation, and specific negotiation approaches, you will prepare yourself for future negotiations.

## March 22, 2011

### Eliminate Unpaid Consulting

with Sue Powers, Sandler Training

Prospects want your information and expertise. . Prospects have been taught by “traditionally trained” sales people to feel entitled to your valuable information. Most amateur sales people are comfortable in giving up their expertise for free. However, when the orders don't come and the prospect has shopped that given-up information to your competitors, you, as a sales person, have become a victim of unpaid consulting. This seminar will focus on how to ask good questions and identify a prospect's true potential.