



Adult

Business
Series

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Library

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Small Business & Entrepreneurs

September - December 2017

All programs are held in the Rotary Room at the Main Library, unless otherwise specified. Doors open 30 minutes early for informal networking.

We especially thank the professionals who give so generously of their time and expertise to make this series possible.

One-on-One Small Business Counseling (R)

Greater Bridgeport Chapter of SCORE, Counselors to America's Small Business, continues partnering with the Library to offer free, one-on-one counseling for current and prospective entrepreneurs. SCORE mentors can offer guidance in many areas, including: business finance and accounting, business operations, strategy and planning, sales, marketing and public relations, technology and IT services. Appointments are required and must be made in advance by Thursday at 10:00 AM before the Monday session. Call 203-256-3160 or visit fairfieldpubliclibrary.org.

Mondays: September 25, October 30, and November 27, 2017

9:15 and 10:30 AM by appointment

Study Room D, first floor, Main Library

Presenters: *The Greater Bridgeport Chapter of SCORE is part of a national network that has been mentoring new and existing businesses for over 40 years and has a network of over 13,000 volunteers who donate their time to help entrepreneurs. These programs are presented through a joint partnership with the Greater Bridgeport Chapter of SCORE.*



Programs continue on back >>>

Top Secrets of Successful Online Marketing (R)

This workshop is focused on getting the most out of your website and getting the most marketing clout for your dollar. It will cover which social media options are right for you; if SEO is a worthwhile investment; and how to use analytics to make prospects into customers. You will learn how to pick the right social medial tools for your business, what you should focus on first when launching your website, about E-blasts, the good, the bad, and the ugly, and how to assess results from your website marketing efforts.

Thursday, September 21, 6:30 PM
Memorial Room, Main Library

Presenter: Brock Hotaling has 30 years of experience in business technology, recently specializing in showing startups and small/medium businesses and non-profits how to apply financial and technology decisions to create automated online businesses with high revenue possibilities, no matter the owner's background.

The Currency of Conversation - Unlocking Taboos About Money to Empower Confidence and Ignite Change! (R)

In this program, geared toward women, we will break down the social and emotional barriers that prevent us from feeling powerful in some of life's most important conversations. you will leave prepared to talk about money with confidence, grace and ease!

You will learn The #1 mistake we all make in conversations around and about money, the Four Currencies of Conversation we trade with and how you can identify them easily to confidently be in control of any conversation, how to stop self-sabotaging money thoughts from negatively impacting your relationships in business so you can make decisions from where you want to be instead of where you think you are, and the 3 easy-to-implement strategies to align your natural money mindset with your business and your life so you can step into the vision you have for your future self.

Thursday, September 28, 6:30 PM
Memorial Room, Main Library

Presenter: Liz Dederer worked her way up in retail - first working in stores, then moving into corporate where she created training programs and executed sales plans for international retailers.

Why & How to Do a Lean-Biz Canvas Before Your Business Plan (R)

If only there was a way to test the viability of your business idea before going all in? There is. At the heart of all these reasons for product failure is one core reason: We waste needless time, money, and effort building something nobody wants. You will learn the difference between a lean business canvas and a business plan, that you don't need a product to demonstrate traction, how to de-construct your big idea, how to focus on what's riskiest (versus what's easiest), and how to systematically implement your big ideas.

Thursday, October 19, 6:30 PM
Memorial Room, Main Library

Presenter: Bill Schloth has been investing in, managing, and buying and selling start-up and emerging businesses for over 25 years. He spent 20 years as an investment banker working with a wide range of companies in various industries across the globe. He has been involved with numerous IPO's and enjoys the "thrill of a deal." Schloth is a CPA and has an MBA in marketing from New York University.

Alternative Careers & Employer Flex-Work Opportunities Thanks to 21st Century Technology (R)

Part I - Introduction to Alternative Careers & Business Operating Models

The introduction explains how 21st Century technology has ushered in a new revolution where individuals and business owners can build better work-life balance while still increasing the bottom-line.

Part II - The Power of the Franchising Model
This module provides information on several aspects of franchising, including general information, what makes a good candidate and how to become a savvy consumer of the franchise model. Gain an understanding of this popular but often misunderstood type of business model.

Tuesday, November 7, 6:30 PM
Rotary Room, Main Library

Presenters: Bill Schloth and Carolyn Tormey . Ms Tormey has over 20 years of experience in franchising and financial consulting, working for large multi-national corporations in the advertising and investment industries.

How to Create Your Unique Elevator Speech (R)

In just about every business or social situation, there are two questions that are almost always asked. These two questions can give some people real pause as to how they respond. What do you do?" or "What business are you in?" You will learn how to create your own unique Elevator Speech using the 5 "C" method, use the "Elevator Speech" as a powerful weapon to combat one of the key "trap questions" used in job interviews, "Tell Me About Yourself..." and how proper use of the "Elevator Speech" technique can give you a leg up with an employer as well.

Thursday, December 7, 6:30 PM
Rotary Room, Main Library

Presenter: Daniel de Percin is a Certified Mentor with SCORE and has been an entrepreneur since 2001. He enjoyed a 40+ year career in broadcasting sales and marketing.

Credit and Financial Literacy (R)

This credit and financial education workshop offers a solution by helping individuals restore their personal credit to be in position to raise or seek capital for their businesses. You will learn financial literacy challenge, state of America's personal and financial affairs, credit myths, emphasis on credit, credit building solution, and protecting one's identity, credit, family, finance, lifestyle, and future.

Tuesday, December 12, 6:30 PM
Memorial Room, Main Library

Presenter: Germaine Miller-Summers, is the entrepreneur/founder of HOV, LLC, a management consulting firm and publishing company. She has more than 20 years of organizational, operational, and managerial experience in the multi-media industry. Miller-Summers is a credit specialist.

All programs are free and open to the public. Limited seating.
Register online at fairfieldpubliclibrary.org, or call 203-256-3160.

Main Library
1080 Old Post Road
Fairfield, CT 06824

Fairfield Woods Branch
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