

Exhibitors

The following new exhibitors will present information on federal and state programs and incentives in renewable energy and energy efficiency for small businesses:

Oregon Department of Energy

U.S. Department of Agriculture, Business & Cooperative Programs

Also:

Oregon Employer Council (OEC)

The Chamber of Medford/Jackson County

Grants Pass Chamber and City of Grants Pass

Heart of Medford Business Association (HMA)

Women Entrepreneurs of Southern Oregon (WESO)

National Association of Insurance and Financial Advisors (NAIFA), Rogue Valley Chapter

Society for Human Resource Management (SHRM), Rogue Valley Chapter

Jackson Bar Association

Southern Oregon Regional Economic Development Inc. (SOREDI)

CPAs of Oregon

SCORE (Service Corps of Retired Executives)

Small Business Development Center, SOU

Small Business Development Center, RCC

School of Business, Southern Oregon University

Rogue Community College - Customized Company Training of Employees

The Job Council

Oregon Employment Department

Small Business Administration

Small Business Ombudsman

Social Security Administration

Workers' Compensation Division

Oregon OSHA

Oregon Department of Revenue

Internal Revenue Service

Bureau of Labor and Industries (BOLI)

and others...

Join us at the Rogue Valley Business Resource Fair

This is the sixth Rogue Valley Business Resource Fair, a free informational event for small-business owners and those thinking about becoming entrepreneurs.

Don't miss this special opportunity to get free consultations and attend seminars on topics critical to small businesses. Information booths will be staffed by business and government representatives.

This is not a sales event or a trade show.

The Business Fair steering committee consists of representatives from Oregon Employer Council, Redline Engraving & Promotions, Southern Oregon University School of Business and Small Business Development Center, SCORE, Rogue Community College, The Job Council, and Oregon Employment Department.

Questions about the fair?

Contact: Ainoura Oussenbec, 541-776-6060, ext. 233

E-mail: Ainoura.Oussenbec@state.or.us

www.businessresourcefair.org

You may preregister by calling 541-245-7501, or register at the Information Desk during the event. You will need the following RCC course number to register: Business Fair-.001-S1. Your registration information will be kept confidential and is for RCC office use only.



Rogue Community College recognizes its responsibility to provide equal access to educational opportunities for all individuals with disabilities, as defined by state and federal legislation. RCC also provides physical access to its buildings and facilities in compliance with federal standards. To request accommodations, please contact Assistive Support Services at 541-245-7537 at least 48 hours prior to the event.

440-3528 (7/08/COM)

Rogue Valley Business Resource Fair



Valuable seminars, free consultations, key resources for success

Oct. 11, 2008
Saturday
9 a.m.-2 p.m.

RCC / SOU

Higher Education Center

312 East 8th St., Medford, OR

**Free parking at SW corner of Central and 8th St.
(entrance at 8th and Bartlett)**

Sponsored by your local business and government organizations

FREE ADMISSION



SCHEDULE OF EVENTS*

The Exhibitors Hall is open from 9 a.m. to 1 p.m.

9:30 a.m. — Session I

Doing business on the Internet

One of our most popular seminars!

Basic tips on effective Web site design and essential Internet marketing techniques.

Jim Teece, Project A

How to get money for your business

Come learn what's out there for the small-business owner seeking a loan – we will discuss a variety of loan sources. Also, discover the main points that lenders consider when making loan decisions.

Panel of local financial experts

Are you ready to be in business?

Do you have everything in place to open your doors? This seminar provides a checklist of the essentials, *with emphasis on a solid business plan!* Plus, information on business licensing and registration.

David Tally, business consultant/instructor for the Business Center at Tally Media Group

Are you ready for employees?

Thinking about hiring employees? We will cover the basic information you need on such important topics as workers' compensation and payroll taxes, and we will review the option of using a staffing agency. Plus, whether you can and should subcontract instead of hire.

Mary Hoskins, SAIF

10:30 a.m.-11 a.m. — Break

Visit the exhibitors

11 a.m. — Session II

Doing business on the Internet — beyond the basics

Do you already have a commercial Web site or are about to launch one? Want to maximize its performance? A seasoned pro shares a wealth of information on effective Web site design and marketing.

Jim Teece, Project A

Local success stories

From business idea to business success, hear stories of several successful local entrepreneurs.

Panel of local businesses

Advanced marketing tools

Understanding the elements of marketing is the first step for an effective marketing plan. The next step is coordinating the elements of a marketing mix to get the most bang for your buck.

Joan McBee, SOU-School of Business

Hiring the best — because you have to

Great employees add value to your company on a daily basis, while mediocre employees cost you a bundle. Here are practical tips you can use right away to improve your hiring process.

Fred Holloway, Human Resource Consultant

Noon-12:45 p.m. — Lunch break

Visit the exhibitors; events, awards, and door prizes

12:45 p.m. — Session III

Can you minimize your taxes?

Expertise on business expense deductions.

David Blauser, local CPA

Managing your business finances

Business owners must know their numbers to be successful. Learn from experts who will share their wealth of knowledge and direct experience.

Local business owner and accounting instructor

Forms of ownership

Should you be a sole proprietor? A limited liability company? A corporation? Learn the advantages and disadvantages of different options.

Jennifer Bridges, attorney

Small business management — working "on" your business

Many business owners spend their time making the products, delivering the services, scrambling for sales, and neglecting true management.

Learn tips and ideas for creating more time to work "on" your business rather than just "in" it.

Linda Ballasy, RCC SBDC

Managing the employee paper trail — avoiding legal mine fields

When you have a few employees, it's time to refine and formalize your business practices, policies, and procedures. Learn practices that others have perfected, including developing effective job descriptions and written policies and procedures.

Mary Hoskins, SAIF