



Farmingdale State College  
Campus Commons, 2350 Route 110  
Farmingdale, NY 11735

Phone: 934.420.2765

Fax: 934.370.8895

Web: [www.farmingdale.edu/sbdc](http://www.farmingdale.edu/sbdc)

---

## SBDC Workshops-Fall 2019

---

### **Business Basics: How to Successfully Start a Small Business**

**Date:** Tuesday, September 10, 2019 ■ **Time:** 9:30am-11:30am ■ **Fee:** \$10.00  
**Location:** SBDC Conference Center (by the golf range), Farmingdale State College

What you need to know when starting a small business. Topics will include business types, government regulations, writing a business plan, basic tax information, and financing your business. Pre-registration required. To register go to [www.farmingdale.edu/sbdc](http://www.farmingdale.edu/sbdc) and click on “workshops” on the left menu. **Coffee will be served.**

**Presenter:** Stace Hansen, SBDC Business Advisor

---

### **Long Island Inventors and Entrepreneurs Meeting**

**Date:** Wednesday, September 11, 2019 ■ **Time:** 7:00pm-9:00pm ■ **Fee:** No Fee  
**Location:** SBDC Conference Center (by the golf range), Farmingdale State College

Hope everyone had a great summer! Come join us for the first meeting of the fall/winter season

Topics, schedule and additional information to follow.....

---

### **How to Write a Business Plan**

**Date:** Thursday, September 12, 2019 ■ **Time:** 9:30am-11:30am ■ **Fee:** \$10.00  
**Location:** SBDC Conference Center (by the golf driving range), Farmingdale State College

An in-depth, interactive experience designed to help you develop an effective business plan. Pre-registration is required. To register go to [www.farmingdale.edu/sbdc](http://www.farmingdale.edu/sbdc) and click on “workshops” on left menu. **Coffee will be served.**

**Presenter:** Pierre Lespinasse, SBDC Business Advisor

---

Workshop list continued on back...

## **Credit 101: Tips on How to Maintain Great Credit**

**Date:** Tuesday, September 17, 2019 ■ **Time:** 9:30am-11:30am ■ **Fee:** \$10.00  
**Location:** SBDC Conference Center (by the golf range), Farmingdale State College

In this workshop you will learn: 5 Factors that determine your credit score. How great credit can save you money. Is good credit important for a start-up/existing business. Tips on how to improve your credit score and keep it there. Pre-registration is required. To register go to [www.farmingdale.edu/sbdc](http://www.farmingdale.edu/sbdc) and click on "workshops" on left menu. **Coffee will be served.**

**Presenter:** Caitlin Seo, Senior Credit Consultant-New Hope Credit Services

---

## **Key Lessons for Small Business Owners**

**Date:** Wednesday, September 18, 2019 ■ **Time:** 9:30am-11:30am ■ **Fee:** \$10.00  
**Location:** SBDC Conference Center (by golf driving range) Farmingdale State College

To be discussed at this workshop: Tips for personal, financial, and professional health. The importance of relationship building and networking. Establishing your personal brand within the community. Seeking out mentors and sponsors. Recognizing that change is a part of business. Taking personal and professional risks to grow. Becoming comfortable with the uncomfortable. Pre-registration is required. To register go to [www.farmingdale.edu/sbdc](http://www.farmingdale.edu/sbdc) and click on "workshops" on left menu. **Coffee will be served.**

**Presenter:** Susan Ganz, Diversity, Equity, & Inclusion Executive

---

## **The Art of Negotiation**

**Date:** Thursday, September 19, 2018 ■ **Time:** 9:30am-11:30am ■ **Fee:** \$10.00 **Location:** SBDC Conference Center (by the golf range), Farmingdale State College

We are negotiating whether we are hiring employees, purchasing good, leasing a property or trying to close a transaction. The Art of Negotiation - Ability or lack of negotiation skills impact our desired results. Effective communication is key to being an effective negotiator. Understanding human behavior helps to effectively negotiate. Pre-registration is required. To register go to [www.farmingdale.edu/sbdc](http://www.farmingdale.edu/sbdc) and click on "workshops" on left menu. **Coffee will be served.**

**Presenter:** Rosemarie Kleupfel, Leadership & Communication Coach

---



*Workshops presented by the SBDC are based upon work supported by the U.S. Small Business Administration under cooperative agreement number 02-7620-0033-17. The support given by the SBA through such funding does not constitute an express or implied endorsement of the participants' opinions, products, or services.*

The posted duration of the SBDC workshops are approximate. Workshops may be shorter or longer depending on the content and attendee participation. The SBDC reserves the right to cancel any workshop. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact 631-420-2765 to make arrangements.

**Farmingdale State College students, faculty, and staff may attend our workshops free of charge. Some exclusions may apply.**