

# Sacramento SCORE

[www.sacramento.score.org](http://www.sacramento.score.org)

***Small Business Classes, Workshops, Counseling, Forums and Special Events***  
***This brochure includes descriptions of the many events the Sacramento SCORE chapter hosts or partners with others to provide education, counseling and networking opportunities to entrepreneurs and small business owners. These services are on a no-fee basis as part of the value we provide to the community.***



Visit us on line at: [sacramento.score.org](http://sacramento.score.org) for the most current class calendar, templates and tools and to learn more about SCORE.

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# Sacramento SCORE – Client Services

## SCORE

SCORE is a resource partner of the US Small Business Administration and a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. In 2014 SCORE celebrates its 50<sup>th</sup> Anniversary of service to all the small businesses in the USA.

## Local Workshops

In the Sacramento Area, we host over 120 classes, workshops, and special events each year. Our 100-Level classes are designed for people who are thinking about starting a business or have just begun the journey. Our 300-Level classes are designed for existing business owners who are ready to grow their business or brush up on new technology or ideas.

## Sounding Board

These small, hands-on weekly sessions give entrepreneurs and new business owners a place to meet with their peers, test their ideas, and get one-on-one counseling from SCORE Counselors.

## Forums

By popular request we continue to host monthly business Forums where small groups of business owners come together to share ideas and insights. These events are by invitation-only.

## Counseling

SCORE mentors deliver no-fee confidential advice for your business needs, based in most cases, on real-world experience in a business similar to yours. Whether you are a start-up or an existing business, our mentors will help guide you in achieving your goals. Local face-to-face sessions as well as phone and email mentoring options are available to match you with a counselor who has the right experience and personality.

## Special Events

SCORE partners with other local business resources to bring you special events and networking opportunities. Check our website SCORE Calendar of Events for news of upcoming events.

## SCORE Locations

The Small Business Administration (SBA) provides Sacramento SCORE office and meeting space at their Citrus Heights location.

6501 Sylvan Road  
Citrus Heights, CA 95610  
Tel: (916)635-9085  
E-mail: [sacinfo@scorevolunteer.org](mailto:sacinfo@scorevolunteer.org)

**Events, classes, workshops are held at some of these locations across the Sacramento Region.**

| Name                                  | Street                               | City            | State | Zip   |
|---------------------------------------|--------------------------------------|-----------------|-------|-------|
| Bank of Commerce Roseville            | 1504 Eureka Rd. #100                 | Roseville       | CA    | 95661 |
| City Hall Galleria                    | 1110 West Capitol Ave                | West Sacramento | CA    | 95691 |
| EDD Fulton Avenue Sac County          | 2700 Fulton Ave                      | Sacramento      | CA    | 95821 |
| El Dorado Hills Chamber of Commerce   | 2085 Vine St, Suite 105              | El Dorado Hills | CA    | 95762 |
| Elk Grove Library                     | 8900 Elk Grove Boulevard             | Elk Grove       | CA    | 95624 |
| Folsom Chamber                        | 200 Wool St                          | Folsom          | CA    | 95630 |
| Folsom Library                        | 411 Stafford St                      | Folsom          | CA    | 95630 |
| Grass Valley ERC                      | 149 Crown Point Court, Suite A       | Grass Valley    | CA    | 95945 |
| Hawthorn Suites Sacramento            | 321 Bercut Dr                        | Sacramento      | CA    | 95811 |
| Hillsdale Blvd BIC                    | 5655 Hillsdale Blvd                  | Sacramento      | CA    | 95842 |
| Maidu Community Center                | 1550 Maidu Dr                        | Roseville       | CA    | 95661 |
| Metro Chamber of Commerce             | One Capital Mall, Suite 300          | Sacramento      | CA    | 95814 |
| ML Stephens Davis Branch Library      | 315 East 14th St.                    | Davis           | CA    | 95616 |
| Nevada County Association of Realtors | 336 Crown Point Circle, Esterly Hall | Grass Valley    | CA    | 95945 |
| North Natomas Library                 | 4660 Via Ingoglia                    | Sacramento      | CA    | 95835 |
| Placerville Chamber of Commerce       | 542 Main Street                      | Placerville     | CA    | 95667 |
| Raley's Community Center              | 4650 Natomas Rd                      | Sacramento      | CA    | 95835 |
| Raley's Market Community Room         | 6845 Douglas Blvd                    | Granite Bay     | CA    | 95746 |
| Rancho Cordova City Hall              | 2729 Prospect Park Dr                | Rancho Cordova  | CA    | 95670 |
| Rancho Cordova Library                | 9845 Folsom Blvd                     | Sacramento      | CA    | 95827 |
| Red Lion Hotel                        | 500 Leisure Ln                       | Sacramento      | CA    | 95815 |
| Sacramento Convention Center          | 1400 J St                            | Sacramento      | CA    | 95814 |
| Sacramento Library                    | 828 I Street                         | Sacramento      | CA    | 95814 |
| SBA                                   | 6501 Sylvan Rd                       | Citrus Heights  | CA    | 95610 |
| SBDC                                  | 1410 Ethan Way                       | Sacramento      | CA    | 95825 |
| Sheraton Grand Hotel                  | 1230 J Street                        | Sacramento      | CA    | 95814 |
| Stockton Blvd BIC                     | 4990 Stockton Blvd                   | Sacramento      | CA    | 95820 |
| UC Davis Visitor/Conference Center    | One Shields Ave / UC Davis Campus    | Davis           | CA    | 95616 |
| Wackford Community Complex            | 9014 Bruceville Rd                   | Elk Grove       | CA    | 95758 |
| West Sacramento Chamber of Commerce   | 1414 Merkley Ave. Suite #1           | West Sacramento | CA    | 95691 |
| West Sacramento Library               | 1212 Merkley Ave                     | West Sacramento | CA    | 95691 |
| Woodland Chamber of Commerce          | 307 First St                         | Woodland        | CA    | 95695 |
| Yuba City City Hall                   | 1201 Civic Center Dr                 | Yuba City       | CA    | 95993 |

# I01: How to Develop an IDEA into a Business

## A Good Place to Begin!

### Description:

This class is a great place to begin if you want to start a business. Many people, who are starting a business, mistakenly concentrate on the wrong issues in the beginning and end up wasting too much time and money.



SCORE will help you evaluate all of the elements involved, allowing you to take the right steps in the right order.

SCORE will also introduce you to a formula that all successful companies follow. Be sure to take this class before you make any long-term commitments e.g. leases and loans.

### Who should attend?

Anyone who is thinking of starting a business, and has questions about how to do it right should attend this workshop.

### What will I learn?

What to do first. If you don't get the foundation right, well, you know the likely result. Doing this correctly however will enable your business to survive the twists and turns of an unforgiving market place.

Visit us online at [Sacramento.SCORE.org](http://Sacramento.SCORE.org) for the most current event calendar.

**Join us at the next “How to Develop an IDEA into a Business” workshop, It's Free**

## 201: SCORE Sounding Board

**A PLACE TO DISCUSS YOUR IDEA'S and CHALLENGES!!!**

### Description:

The idea is simple; individuals starting a business and/or current small business owners, sharing their non-confidential ideas/challenges directly with a SCORE Counselor. The Sounding Board combines the expertise of a business counselor with the opinions of others in attendance.



Discussing ideas/ challenges with other owners/ entrepreneurs, may lead to more productive time to grow a business and increase the profits. If a private confidential counseling is more appropriate, you may schedule an appointment.

### Who should attend?

Anyone who is ready to share your (non-confidential) knowledge and experience with others in return for support and collaboration then join us at the next session.

### What will I Learn?

Answers to your specific questions and maybe answers to questions you haven't yet thought about asking yet.

Visit us online at [Sacramento.SCORE.org](http://Sacramento.SCORE.org) for the most current event calendar.

**Join us at the next "SCORE Sounding Board," It's Free**

# 301: How to Get More Customers!

**Want more CUSTOMERS? Want more SALES?  
Want to make more MONEY?**

## **Description:**

Then join our class on “How to Get More Customers” and learn what you can do to influence more dollars in your direction! We will be covering a multitude of new directions for you to consider. We will be sharing and exploring with all attendees - ideas and considerations that you may have heard before but never fully understood how you could benefit!



Be prepared to be bounced out of your COMFORT ZONE! Be prepared to ask questions and offer suggestions. You will not be allowed to just let the whole 90 minutes go by and not get involved!

And the best part is that this class will be just the start of a higher level of success for you and your business!

Get this new awareness and your new level of ENTHUSIASM!

## **Who should attend?**

This class is designed for current business owners who need more business. If you don't have enough customers, there is a good chance you don't have enough identity in the marketplace.

## **What will I learn?**

When you are finished with this class your identity will be much stronger. Take a timeout and make sure your marketing aim is accurate.

Visit us online at [Sacramento.SCORE.org](http://Sacramento.SCORE.org) for the most current event calendar.

**Join us at the next “How to Get More Customers!” workshop, It's Free**

# 310: How to Explore Fundamentals of QuickBooks Pro

## Description:

If you are wondering if QuickBooks Pro is right for you, or how to maximize the one you already have, this class is for you. We'd suggest taking this class before setting up the program incorrectly. This class can help you avoid common mistakes and a lot of wasted time and effort.

## Who should attend?

This lecture demonstrates actual QuickBooks Pro transactions and is designed for non-accountants.

## What will I learn?

Learn which tools to begin with and slowly integrate more complex transactions while learning key functions. Learn critical accounting concepts made easy in everyday language for understanding QuickBooks Pro Financial Statements.

Visit us online at [Sacramento.SCORE.org](http://Sacramento.SCORE.org) for the most current event calendar.

**Join us at the next “How to Explore Fundamentals of Quick Books PRO” workshop, It’s Free**



## 311: How to Correctly Use QuickBooks Pro

### Description:

In this QuickBooks Pro lab you will receive individual and personalized help with your business bookkeeping. Our approach in this class is very practical and we'll show you the real steps to make the software work.

### Who should attend?

Anyone who is confused or needs a little hand holding to make this capable software work properly. Bring your QuickBooks Pro company file and ask specific questions about setup, processing or other issues.

**Prerequisite:** SCORE 310 QuickBooks Pro Fundamentals or prior knowledge of Basic Bookkeeping.

**Space is Limited!**

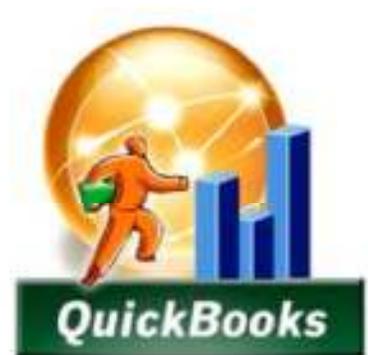
Our limitation is due to only having a few computers with the current software installed. If you have your own laptop with the current version of QuickBooks Pro you may bring that.

### What will I learn?

Learn to use QuickBooks Pro via hands-on instruction using your data.

Visit us online at [Sacramento.SCORE.org](http://Sacramento.SCORE.org) for the most current event calendar.

**Join us at the next “How to Correctly Use Quick Books PRO” workshop, It’s Free**



# 321: How to Win with Internet Marketing

## Description:

This workshop is specifically directed at the use of the Internet as a component of your marketing efforts. Whether you are starting a business or want to enhance sales for your existing business, an Internet marketing strategy is necessary to compete in today's business environment.

The workshop will be presented in a highly interactive fashion - the instructors will provide material and information to encourage attendee involvement and maximize learning. Topics to be covered include:

- What is the Internet and how it came about
- How to get your business online
- Use of Search Engine Optimization and Search Engine
- Advertising to increase sales
- How to communicate with potential customers - both on-line and off-line
- How to employ web-based strategies to compete and win
- Ways to measure the effectiveness of your Internet strategy
- Adjusting your Internet strategy for changing conditions



## Who Should Attend?

This workshop is designed for any business owner who wants to improve sales of existing products or services, introduce new offerings, and evaluate the effectiveness of a website and other Internet marketing strategies.

## What will I learn?

You will learn how to make smart choices about which Internet tools and techniques to use with your business.

Visit us online at [Sacramento.SCORE.org](http://Sacramento.SCORE.org) for the most current event calendar.

**Join us at the next “How to Win with Internet Marketing” workshop, It’s Free**

# 33 I: Series: How to Become a “Well-Run” Business

(This is a series of three - 2 hour classes)

## Introduction:

Want to own and run a "Well-Run" business? These 3-classes may help you get there. One 2-hour class each week for 3 consecutive weeks will challenge you to think about your company in a whole new way. Each class starts promptly at 7:30AM and concludes at 9:30AM.



## Description:

This new and insightful series is designed to help small business owners who want to improve their companies. As you know, taking the time to think about what you are doing in business is absolutely critical to its success. This series will point out the key issues you have to get right.

## Who Should Attend?

This series is designed for any business owner who wants to review their options and improve their operations.

## What will I learn?

Learn how to focus on the relatively small number of business factors that are critical to business success.

## Here is a summary of what the 3-sessions include:

### Week 1

- **Operations: Visualize your financials** - A new way to look at the financials in your business. This will help you see which numbers are important and how to track and improve them.
- **Operations: Processes that work** - A prioritization of the types of procedures and systems that you'll need to consider and a reminder that there is only so much time in your day. Are you ready for the customers who will come?

### Week 2

- **Navigation: (Strategy) Direction for your business** - Is your company aimed correctly and the 3-rules for building and sustaining a well-run company?

- **Navigation: (Strategy) Focus on your client’s changing needs** - Are you providing what your clients want? When’s the last time you checked? We’ll give you some tools you can use to be sure you’re on the right track.

### Week 3

- **Communications: (Promotion) Rethink your message**  
- We will assist you in writing an effective message that describes your company in a compelling, client focused manner. The result, you’ll get more customers.
- **Communications: Media that connects with your customer** - With all the new media choices, how can you tell which ones to use? Could social media be masquerading, behind the curtain, as the best solution?

“All small and medium sized businesses should take advantage of SCORE’s How to become a Well-Run business series. This series is very informative and right to the point.” ...Charlie Ludeman

We at SCORE are convinced that the fundamentals discussed in this series are the key elements in a successful and sustainable business. You too can become a Well-Run business if you work on these things.

**This series fills quickly so register early.**

Visit us online at [Sacramento.SCORE.org](http://Sacramento.SCORE.org) for the most current event calendar.

**Join us at the next “How to Become a Well Run Business” workshop, It’s Free**

## 350: How to Improve Your Business through Technology

### Description:

This class is a great starting point to sort through the numerous technology options available to small businesses. Many companies burn through time and money adopting new technologies only to find they don't live up to their expectations or properly scale with their business.

SCORE will help you understand the benefits you seek when adopting new technology as well as the pitfalls to avoid.

SCORE will also introduce a worksheet to help you select the technologies with the greatest return on investment. Be sure to take this class before investing in any new computer systems, software or technology services.



### Who should attend?

Anyone who is thinking of starting a business and seeking ideas on how to operate a lean startup using technology, or established businesses looking to reduce costs, improve customer communications and be more competitive.

### What will I learn?

How to properly assess if technology can help or hurt your business. Practical ideas on low costs technologies to help improve critical areas of the business such as accounting, marketing and operations. How to gage if the cost of technology is worth the investment.

Visit us online at [Sacramento.SCORE.org](http://Sacramento.SCORE.org) for the most current event calendar.

**Join us at the next "How to Improve your Business through Technology" workshop, It's Free**

## 400: Series: How to become a “Well-Run” Business Forum

### Description:

These client-led forums are created at the conclusion of each Well-Run business series to allow the participants who have completed the series to continue meeting and sharing ideas for improving their businesses.



SCORE provides a location and facilitation and these invitation-only forums evolve based on the specific client needs and interest identified during the series and forum meetings.

### Who should attend?

**The Forums are by invitation-only after completion of the 330 or 33 I: How to Become a Well Run Business series.**

### What will I learn?

Each Forum deals with the topics most important to its members so what you will learn is dependent on the members.

## Summary

The Sacramento SCORE chapter was formed in 1978 and since that time it has helped thousands of small business owners by providing objective education and advice based on real-world experience. The classes we are now offering are the result of extensive research and feedback from clients such as yourself here in the Sacramento area. As current and former small business owners ourselves we understand how difficult it is to make the time for anything other than running your business. That is why we are so proud that over 80% of the students in our multi-week classes return week-after-week...because they see and appreciate the value they are getting.

If you are not yet in business then our 101 class is the place to start. We present it several times monthly, so it is easy to find one that fits your schedule, and it is specifically designed to quickly answer the most common questions. This class also lets you better understand what SCORE can (and can't) do, so we can help match you with the right resources to develop your plan and launch your business.



Starting a business is hard. Getting help doesn't have to be. Visit us online at [Sacramento.SCORE.org](http://Sacramento.SCORE.org) for the most current class calendar and to learn more about SCORE and our other services such as one-on-one mentoring.