



FEDERAL RESERVE BANK of KANSAS CITY
OMAHA BRANCH

Small Biz Day Agenda

December 10, 2011

9am to 1pm

Metro Community College Fort Omaha Campus
Swanson Conference Center – Building 22, Off 32nd & Sorenson

8:30am – 9:00am **Free breakfast and registration.** Small business resource booths will be available throughout the day for Small Biz Day participants.

Start-Up Track

9:00am – 9:50am **Planning Your New Business:** Learn the basics of business planning and why it is critical to starting and growing a new business.
Presented by Metro Community College Entrepreneurship Department

10:00am – 10:50am **Getting People to Buy What You Sell:** Learn the basics of marketing and the key ingredients to letting the right people know what you are selling and how to get them to buy it!
Presented by the Small Business Association of the Midlands

11:00am – 11:50am **That First Business Loan:** Learn how to prepare for and who to go to, to get financing for your start-up business.
Presented by the Nebraska Enterprise Fund

12:00pm – 12:50pm **Get Help to Get Started:** Learn of the wide variety of local small business support agencies in Omaha, and how they can help you through all the steps necessary to open your business.
Presented by the Small Business Association of the Midlands

Existing Business Track

9:00am – 9:50am **Growing Your Market:** Learn how to improve your marketing strategy to increase profitability and beat out your competition!
Presented by the Small Business Association of the Midlands

10:00am – 10:50am **Next Level Planning:** Learn how to put a plan in place to take your business to the next level.
Presented by Metro Community College Entrepreneurship Department

11:00am – 11:50am **Get Help to Grow:** Learn of the wide variety of local small business support agencies in Omaha, and how they can help you at any stage of your business growth.
Presented by the Small Business Association of the Midlands

12:00pm – 12:50pm **Business Loans for Growth, How to Get Them:** Learn how to get Business financing to help grow your business.
Presented by the Nebraska Enterprise Fund and Small Business Administration



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Spanish Language Track

- 9:00am – 9:50am** **Planning Your New Business:** Learn the basics of business planning and why it is critical to starting and growing a new business.
Presented by Metro Community College Entrepreneurship Department
- 10:00am – 10:50am** **Getting People to Buy What You Sell:** Learn the basics of marketing and the key ingredients to letting the right people know what you are selling and how to get them to buy it!
Presented by Metro Community College Entrepreneurship Department
- 11:00am – 11:50am** **That First Business Loan:** Learn how to prepare for and who to go to, to get financing for your start-up business.
Presented by Juan Diego Center
- 12:00pm – 12:50pm** **Get Help to Get Started:** Learn of the wide variety of local small business support agencies in Omaha, and how they can help you through all the steps necessary to open your business.
Presented by Juan Diego Center