

**About us:**

Cooperative Federal is a non-profit, community development credit union that serves Syracuse, NY. Our mission is to meet the financial needs of our members and neighborhoods, foster financial empowerment, and promote social justice.

Building an independent local economy is a key part of that mission. That means we support small, local businesses. (After all, we're one too!)

Cooperative Federal also believes in equal opportunity for all. Small and very small businesses have unique financial and educational needs - so we do everything we can to meet those needs.

**For loans or 1-on-1 coaching  
Call Greg at 473-0230**

Empire State Development

Our free small business seminars are funded, in part, by the Empire State Development Corp.



**(315) 476-1451**

**www.cooperativefederal.org**

723 Westcott St. Syracuse, NY 13210    800 N. Salina St. Syracuse, NY 13208    401 South Ave. Syracuse, NY 13204

**What it's all about**

**Free Workshops**

**We are unlike any other bank.**

Education is key to our mission as a community development credit union, so all our business workshops are free and open to the public. Spread the word!

**Up-to-date info online**

We may add more classes throughout the spring season, so check out our online financial education calendar at [www.cooperativefederal.org](http://www.cooperativefederal.org). Or, join our e-mail list by e-mailing Keierra at [keierrajackson@coopfed.org](mailto:keierrajackson@coopfed.org).

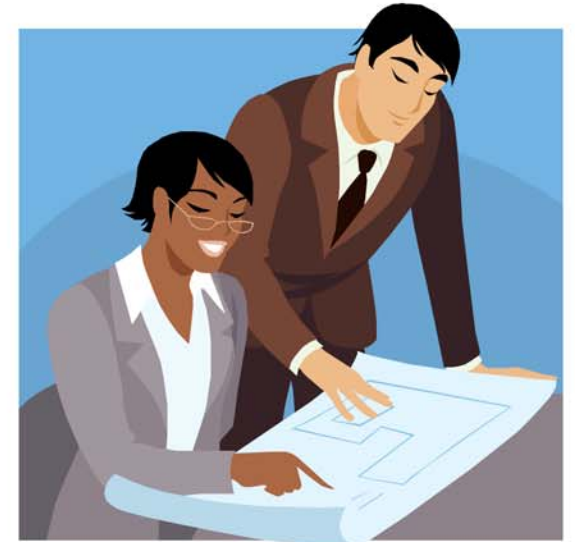
**Seminarios en español**

¿Le interesa seminarios en español? Cooperative Federal continuamente añade a sus servicios. Si hay seminarios de negocios que le gustaría ver Cooperative Federal ofrecer en español, no dude en dejarnos saber!

800 N. Salina St., Ste. 200  
Syracuse, NY 13208



**Business Seminars**



# Spring 2010 Seminars

## Legal Issues for Small Businesses

Presenters from the SU Community Development Law Clinic

Wed., 4/7, 6pm

Assisi Center  
800 N. Salina St., Syracuse NY 13208

Thinking about starting or growing a business? Learn about legal matters to help you get going, like how to decide which business structure is best for you.

## Credit Building

Tues., 4/13, 6pm

Beauchamp Library  
2111 S. Salina St., Syracuse NY 13205

Learn to improve your personal credit worthiness by reviewing credit reports, cleaning them up and improving your credit score.

## Organizing the Small Business Owner

Instructor: Lisa DeVeau, *Completely Organized*

Wed., 4/21, 6pm

Assisi Center  
800 N. Salina St., Syracuse NY 13208

Get organized! Learn strategies to organize and file the important papers you need to keep, and how to develop a good paper and records management system.

## Opportunities for Minority or Woman-Owned Businesses

Tues., 4/27, 6pm

Southwest Community Center  
401 South Ave., Syracuse NY 13204

Learn about special loan funds, technical assistance and government-funded contracts meant to combat legacies of discrimination toward minority and women business owners.

## Grant Writing for Non-Profits

Part 1: Mon., 5/3 & Part 2: Wed., 5/5, 6pm

\$25.00 tuition, covers both days

Assisi Center  
800 N. Salina St., Syracuse NY 13208

Learn tips for grant-writing success for your non-profit organization. Presented by our grant writing guru who's secured the funding for many of these classes!

## Creating a Winning Marketing Concept

Instructor: Peter Svoboda, nationally recognized Small Business Consultant.

P.E.A.C.E. Eastside Center  
202 S. Beech St., Syracuse NY 13210

This is an interactive, hands-on 3-part series that will help you develop specific marketing pieces for your business that have been reviewed, critiqued, and revised into your "winning marketing concept!"

### Session 1: The Basics

Tues., 5/11, 6 pm - 8 pm

This introductory session will cover creating realistic cash-flow projections - you'll want a budget for your marketing plans! - and major marketing principles to lay the foundation to create different marketing pieces.

### Session #2: Interactive Presentation and Review

Sat., 5/15, 10 am - 12 noon

Applying principles of good marketing, together we'll review and respond to each other's marketing pieces of different types - advertisements, letters, etc.

### Session #3: Final Presentations and Awards

Sat., 5/22, 10 am - 12 noon

In our last session, we'll review participants' revised marketing pieces and present certificates to the Top 3 "Winning Marketing Concepts" developed.

## QuickBooks

Instructor: Joanne DelBalso, *No Fuss Accounting*

Part 1: Mon., 5/17 & Part 2: Wed., 5/19, 6pm

Neighborhood Computer Project  
First English Lutheran Church, 501 James St., Syracuse NY 13202

Quickbooks is a market leader in small business accounting software, due to its easy use by anyone with or without formal accounting training. Get a crash course in our one or two session introduction to Quickbooks, or explore its capabilities more deeply in our intermediate level course, all led by experienced bookkeepers.

## Business Planning

Tues., 6/1, 6pm

Beauchamp Library  
2111 S. Salina St., Syracuse NY 13205

Planning is essential to the success of any business. In this seminar, learn planning basics that will lay the groundwork for you to create your written business plan.

## Small Business Financing

Wed., 6/9, 6pm

Assisi Center  
800 N. Salina St., Syracuse NY 13208

This seminar covers basic information about preparing to finance your business. Learn to calculate what you'll need, how to find funding opportunities, and how to prepare yourself to apply.

# Registration Form

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Keierra at 476-1451 to make arrangements. Services are extended to the public on a nondiscriminatory basis.

All seminars (except Grant Writing for Non-Profits) are free, but seating is limited. For more information or to register by phone or email, contact Keierra Jackson at 476-1451 or keierrajackson@coopfed.org.

- Legal Issues for Small Businesses - Wed. 4/7
- Credit Building - Tues 4/13
- Recordkeeping & Organizational Systems - Wed 4/21
- Opportunities for Minority or Woman-Owned Businesses - Tues 4/27
- Grant Writing for Non-Profits - Mon. 5/3 & Wed 5/5
- Marketing on a Shoestring - Tues 5/11
  - Session 1 - Tues 5/11
  - Session 2 - Sat 5/15
  - Session 3 - Sat 5/22
- Quickbooks - Mon 5/17 & Wed 5/19
- Business Planning - 6/1
- Small Business Financing - 6/9

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_



Send to:  
Cooperative Federal  
800 N. Salina St.  
Syracuse, NY 13208