



PASADENA

The Art of Small Business Survival 2011-2012

A FREE series of informational workshops for
small business and entrepreneurs
2nd Tuesday of the month from
8:00 a.m. to 10:00 a.m.

September 13: Small Business Resource Mixer
Rose Bowl Media Center

Presented by City of Pasadena, Foothill Workforce Investment Board, Pasadena Chamber of Commerce, SCORE, Pacific Coast Regional Small Business Development Center, SBA, Valley Economic Development Corporation, US Department of Labor and More

October 11: Beyond Social Media: Direct Marketing in the Internet Age

Rose Bowl Media Center

Presented by Mark Goodstein of Townloop and Todd Gatzow of Oobah!

November 8: Marketing Choices: Choosing What Works Best for You

Rose Bowl Media Center

Presented by Craig Valine of the Glazer-Kennedy Insiders' Circle

December 13: Building a Better Business: Creating a Vision for Success

Rose Bowl Media Center

Presented by John Sovec

February 14: Financial and Cash Management

Ability First-Laurence L. Frank Center

201 South Kinneloa Avenue (at Del Mar)

Presented by SCORE

March 13: Human Resources 101: What Every Employer Needs to Know

Ability First-Laurence L. Frank Center

201 South Kinneloa Avenue (at Del Mar)

Presented by Jesus Rodriguez and Albert Jimenez of J&A Consulting Group

April 10: Greening Your Business: You too can be Successful

Ability First-Laurence L. Frank Center

201 South Kinneloa Avenue (at Del Mar)

Presented by various experts and providers

May 8: Internet Security: Protecting Your Business Life Online

Ability First-Laurence L. Frank Center

201 South Kinneloa Avenue (at Del Mar)

Presented by Justin Tsui of TeamLogic IT

June 12: Disaster Planning: Safeguard Your Business in Case of an Emergency

Ability First-Laurence L. Frank Center

201 South Kinneloa Avenue (at Del Mar)

Presented by Dana Coates, United Agencies

September to December Workshops will take place at:

Rose Bowl Media Center
1001 Rose Bowl Drive

February to June Workshops will be held at:

Ability First-Laurence L. Frank Center
201 South Kinneloa Avenue (at Del Mar)

The Art of Small Business Survival Workshops are FREE but reservations are required. Everyone in attendance can enjoy a complimentary continental breakfast, juice and coffee or tea. To RSVP visit www.cityofpasadena.net/asbs and sign up.

You can also call 626-744-4660 for more information or to reserve your place.

PRESENTED BY
City of Pasadena

Foothill Workforce Investment Board
Pasadena Chamber of Commerce



FWIB

Foothill Workforce Investment Board



Pasadena
CHAMBER OF COMMERCE