

**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**  
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## **“START AND GROW YOUR SUFFOLK BUSINESS” SEMINAR SERIES**

The City of Suffolk’s Economic Development Department along with the U.S. Small Business Administration (SBA) is pleased to offer a series of seminars titled "Start and Grow your Suffolk Business". This **FREE** seminar series will be held every Tuesday, beginning October 4, 2011, and will run until October 25<sup>th</sup>, from 6 p.m. – 8 p.m. at the Suffolk Workforce Development Center, 157 N Main Street, 2<sup>nd</sup> floor.

### **Upcoming seminar topics:**

**October 4 ~ *Doing Business with the Commonwealth of Virginia and the City of Suffolk.***

*Businesses seeking opportunities to do work for the Commonwealth or Local Government are required to register with DMBE. Learn how to successfully apply for SWaM Certification, how to register with eVA and Ariba and the difference between DBE Certification and SDB Certification. The tools provided in this workshop will assist you in pursuing knowledgeable procurement opportunities with the state and local governments.*



**October 11 ~ *Sales Survival in a Social Media Jungle.*** *Business Owners are you hoping that social media will improve your sales? Are you confused about how to implement social media in to your prospecting plan? At this workshop you will learn how to make sense of the social media jungle and focus on productive online activities instead*

*of time wasters. Learn how to use your personality style and sales strength to your advantage and how to use social media to make friends and money.*

**October 18 ~ Tax Survival Issues for Small Business.** *The manner in which a business keeps its records can ultimately determine whether it succeeds or fails. In this session you will learn "secrets" to a successful interaction with the I.R.S. and you will learn business tax reducing deductions you need to know about. You will be informed which business deductions are allowable and which deductions may trigger an audit. This workshop will be broken into four segments which will explain the four "Ps" essential small business success: Audit Prevention, Audit Planning, Audit Preparation and Audit Participation.*

**October 25 ~ Writing an Effective Business Plan.** *The foundation of any business starts with a good business plan. Learn the importance of having a business plan in achieving long term success. To get you started on the development of your business plan, this session will help you create your Company Profile.*

To register for any or all of these classes or for further information, contact Deanna Holt, Suffolk Economic Development at 757.514.4049 or [dholt@suffolkva.us](mailto:dholt@suffolkva.us)

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