

# Join us at the Rogue Valley Business Resource Fair!

This is the tenth annual Rogue Valley Business Resource Fair, a free informational event for small business owners and those thinking about becoming entrepreneurs.

Don't miss this special opportunity to get free consultations and attend seminars on topics critical to small businesses. Information booths will be staffed by business and government representatives.

**This is not a sales event or trade show.**

Members of the steering committee include Rogue Community College, Southern Oregon University, Small Business Development Center at SOU and RCC, Thrive, Bureau of Labor and Industries, SAIF Corporation, USDA Farm Services, the City of Medford, and Oregon Employment Department.

This event has been sponsored by donations from the following organizations: City of Medford, Mail Tribune, Oregon Employer Council, Pacific Power, Rogue Community College, SOREDI, and Southern Oregon University School of Business.

## Rogue Valley Business Resource Fair 2012 Exhibitors

- USDA Farm Service Agency
- Business Network International (BNI), Rogue Valley Chapter
- Oregon Employment Department
- The Job Council
- Southern Oregon Economic Development Inc.
- CPAs of Oregon
- Medford Chamber of Commerce
- Bureau of Labor and Industries
- Internal Revenue Service
- Oregon Department of Revenue
- Oregon Department of Transportation
- Secretary of State, Corporation Division
- Small Business Ombudsman
- SAIF Corporation
- Jackson County Library
- Office of Minority, Women, and Emerging Small Business
- Small Business Administration
- Women Entrepreneurs of Southern Oregon
- School of Business, Southern Oregon University
- Small Business Development Center at Southern Oregon University
- Small Business Development Center at Rogue Community College
- Small Business Development Center Capital Access Team
- Oregon Economic and Business Equity
- City of Medford
- And Others



## FOR MORE INFORMATION

541-552-8300

### E-mail:

nickelb@sou.edu

### Web:

www.sou.edu/bizfair

### Parking Information:

www.ci.medford.or.us

### Pre-registration:

www.sou.edu/bizfair  
or call 541-552-8300

Same-day registration is available  
at the Higher Education Center.



# TENTH ANNUAL Rogue Valley Business Resource Fair

Small Business Success  
in the 21st Century



Valuable seminars, free consultations,  
and key resources for success

**Saturday, October 27, 2012**  
**9 a.m. – 2 p.m.**

**RCC/SOU Higher Education Center**

**101 Bartlett Street, Medford**

**Free parking on Saturdays**

**Sponsored by your local business and  
government organizations**

**www.sou.edu/bizfair**

**FREE ADMISSION**

# Rogue Valley Business Resource Fair 2012



EXHIBITORS HALL IS OPEN FROM 9 A.M. TO 1 P.M.

## SCHEDULE OF EVENTS\*

\*subject to change

### SESSION I

9:30 a.m. – 10:30 a.m., choose one

#### Doing Business on the Internet

One of our hottest seminars! Basic tips on effective website design, social networking and other essential marketing techniques.

Jim Teece, Project A

#### Building a Successful Team— Options for Hiring Employees

How and when you hire employees can have a significant impact on your business! While there is a tremendous upside for bringing on employees, there can also be significant downsides if not done correctly or a critical step is missed. Learn the key steps and “must-dos” for hiring your first, or adding to your employee pool. This workshop will also cover managing independent contractor relationships and using temps or leased employees vs. hiring employees.

Fred Holloway, Holloway Human Resource Consulting

#### Are You Ready to be in Business?

Do you have everything in place to open your doors? This seminar provides a checklist of the essentials, with emphasis on a solid business plan, and vital information on business licensing and registration.

RCC/SOU Small Business Development Center

#### Marketing 101

A good understanding of marketing is crucial to building a successful business. Without marketing know-how, there's too much trial and error and a waste of time and money. Learn to identify your target market and focus your efforts on meeting the needs of that market and thoroughly delighting your customers.

Dr. Joan McBee, School of Business,  
Southern Oregon University

#### Social Media

Take advantage of marketing and branding opportunities and become a Facebook Pro. Learn to maximize your presence in the on-line social media world and drive business to your website and your door.

Mike Frey and Tisha Oehmen, Paradux Media Group

10:30 a.m. – 11 a.m. Break.

Visit the Exhibitors.

### SESSION II

11 a.m. – 12 noon, choose one

#### Doing Business on the Internet— Beyond the Basics

Have a commercial website? Are you about to launch one? Want to maximize its performance? A pro shares tips on web design, e-commerce and marketing.

Jim Teece, Project A

#### Getting the Banker to Say Yes

If you want a lender to fund your business, you need to understand what they are looking for. We'll provide an outline of what your banker expects to see in a well prepared loan package and provide tools to help you develop an application package that speaks their language. We'll also provide examples of packages that were financed.

Rick Leibowitz and Ruthie Painter, RCC/SOU Capital Access Team

#### How to Dominate Your Niche Using Social Media

Get on your way to being #1 in your niche. Social Media and Web Video are easy ways to generate leads, keep up with your industry, and monitor online conversations about your business. Learn how to identify your audience, how they can find you, and how to write a Social Media Action Plan.

Rob Wheeler, Rogue Valley IMC

#### EMyth: Why Most Small Businesses Don't Work & What to Do About It

Do you own a business or a job? Do you know the difference? Does your business serve your life? Find out what the Entrepreneurial Myth (EMyth) is and what fatal assumption many small business owners make that can lead to failure. Participants will learn how to work ON their businesses, not just IN it and take away an effective tool to help grow and manage their companies. This session is recommended for established businesses.

Stephanie Hoffman, EMyth Training  
& Education Manager

#### Branding & Differentiation

Branding. What is it? Why do you need it? Will building your brand be an important company asset? Marketing and Branding experts will not only answer these questions, but give you ideas on how to get better results while spending less money.

Lisa McCleave-Kelly, Change Your Life Marketing and Consulting and Kelly's Technical Automotive, and Linda Mounts, Mounts Consulting & PR

12 noon – 12:45 p.m. Break.  
Visit the Exhibitors  
Announcements and Door Prizes.

### SESSION III

12:45 – 1:45 p.m., choose one

#### Managing Your Business Finances— Tips from a Pro

In order to be successful, business owners must know their numbers. Learn from a local CPA with years of experience helping businesses like yours.

David Blausler, local CPA

#### Promotional Marketing

What's the best way to promote your business? How can you advertise and get your name in front of potential prospects when money is tight or you're just starting up? How can you get the word out about your business in the most affordable way? This session covers several low-cost, high-impact methods to promote your business.

Dr. Joan McBee, School of Business,  
Southern Oregon University

#### Are You Ready to be in Business?

(Second Offering. See Session I description)

#### Internet Tools for Growing Your Business

Leverage the Cloud to run your business more effectively. Learn about Internet tools such as Mint, Skype, Doodle, Quickbooks Online, Google Apps, Mobile Apps and many more from an entrepreneur with 20 years experience.

Jim Teece, Project A

#### Perfect Pitch

Describe your business in 30 seconds so people understand what you do and where to go when they need your services. Perfect your pitch and practice with other seminar attendees.

Jack Vitacco, SOU Small Business Development Center



Rogue Community College and Southern Oregon University recognize their responsibility to provide equal access to educational opportunities for all individuals with disabilities, as defined by state and federal legislation. ADA accommodations are available for this event. Please contact Brigitte Nickel at 541-552-8300 one week prior to the event to make these arrangements.