

# Join us at the Rogue Valley Business Resource Fair!

This is the ninth RV 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 a trade show.**

Members of the steering committee and sponsors include Rogue Community College, Southern Oregon University, Small Business Development Center at SOU, Thrive, The Job Council, Medford Chamber of Commerce, Bureau of Labor and Industries, SAIF Corporation and Oregon Employment Department.

## RV Business Resource Fair 2011 Exhibitors

- BUREAU OF LABOR AND INDUSTRIES
- BUSINESS NETWORK INTERNATIONAL (BNI), ROGUE VALLEY CHAPTER
- CPAs OF OREGON
- ENERGY TRUST OF OREGON
- INTERNAL REVENUE SERVICE
- JACKSON COUNTY LIBRARY
- MEDFORD CHAMBER OF COMMERCE
- OFFICE OF MINORITY, WOMEN, AND EMERGING SMALL BUSINESS
- OREGON DEPARTMENT OF REVENUE
- OREGON DEPARTMENT OF TRANSPORTATION
- OREGON EMPLOYMENT DEPARTMENT
- OREGON OSHA
- SAIF CORPORATION
- SECRETARY OF STATE, CORPORATION DIVISION
- SMALL BUSINESS ADMINISTRATION
- SMALL BUSINESS DEVELOPMENT CENTER AT ROGUE COMMUNITY COLLEGE
- SMALL BUSINESS DEVELOPMENT CENTER AT SOUTHERN OREGON UNIVERSITY
- SMALL BUSINESS OMBUDSMAN
- SOUTHERN OREGON ECONOMIC DEVELOPMENT INC.
- THE JOB COUNCIL
- USDA FARM SERVICE AGENCY
- WOMEN ENTREPRENEURS OF SOUTHERN OREGON
- WORKERS' COMPENSATION OF OREGON
- AND OTHERS

Sponsored by your local business and government organizations  
[www.businessresourcefair.org](http://www.businessresourcefair.org)



For more information, call (541) 776-6060, ext. 233 or (541) 552-8300,

E-mail: [Ainoura.Oussenbec@state.or.us](mailto:Ainoura.Oussenbec@state.or.us) or visit [www.Businessresourcefair.org](http://www.Businessresourcefair.org)

For parking information, visit [www.DowntownMedford.com/parking](http://www.DowntownMedford.com/parking)

To pre-register for this free event, go to: [www.roguecc.edu/Workforce/RVBusinessFair](http://www.roguecc.edu/Workforce/RVBusinessFair) or call 541-245-7616. You can also do same-day registration at the Higher Education Center.



Rogue Community College recognizes its 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 Kenton Gould at 541-245-7707 one week prior to the event to make these arrangements.

# Rogue Valley Business Resource Fair



**Valuable seminars, free consultations, key resources for success**

**October 22, 2011  
Saturday 9 a.m. - 2 p.m.**

**RCC / SOU Higher Education Center  
101 Bartlett Street, Medford  
Free parking on Saturdays**

**FREE ADMISSION**

# 2011 Rogue Valley Business Resource Fair

The Exhibitors Hall is open  
from 9 a.m. to 1 p.m.

## Schedule of Events

(schedule is 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*

#### How to get Money for Your Business

Learn what's out there for the small business owner seeking a loan. We will discuss a variety of loan sources and the main points that lenders consider when making loan decisions.

*A panel of local financial experts*

#### 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.

*David Tally, Business Consultant/Instructor for the Business Center at Tally Media Group*

#### Marketing 101

A good understanding of marketing is crucial to building a successful business – errors waste time and money. Learn how to identify your market and focus your efforts on meeting the needs of that market.

*Dr. Joan McBee, Associate Professor, School of Business, Southern Oregon University*

#### Social Media

Take advantage of the marketing opportunities in the world of social media. Learn how to maximize your presence on Facebook, Twitter, and Foursquare to drive business through your door.

*Mike Frey and Tisha Oehmen, Paradux Media Group*

10:30 a.m. to 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, ecommerce and marketing.

*Jim Teece, Project A*

#### Social Media: How to Dominate Your Niche with Web Video

Get on your way to being #1 in your niche. Learn about Web Video and why it converts your visitors to customers. You will be given tools, tactics, and techniques that really work.

*Rob Wheeler, Rogue Valley IMC*

#### Taxes and Such

A panel of federal and state experts will provide tax-related information and resources for your business.

*Representatives from Internal Revenue Service, Oregon State Department of Revenue and Oregon State Employment Department.*

#### Forms of Ownership

Should you be a sole proprietor? A limited liability company? A corporation? Learn the advantages and disadvantages of different options.

*Jennifer Bridges, Attorney*

#### Out of the Box Marketing

Where is your next customer coming from? Learn how to set up referral relationships to feed your business every day. Hone in on a brief "power message" that tells people what you can do for them.

*Lisa McCleave-Kelly, networking and referral expert, owner of Change Your Life Marketing and Consulting, and Kelly's Technical Automotive*

12 noon to 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*

#### Marketing 101

**Repeat** (See Session I description)

#### Are you ready to be in Business?

**Repeat** (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 SBDC*