

Score Business Workshop Course Details

Please see the [Workshop Calendar](#) for Dates & Times

Course Title	Typical Length
Essentials for Starting Your Own Business	3 ½ hours

Short Description	Typically Recommended For		
	Planning & Evaluation	Inception & Start Up	Operating Businesses
½ day panel discussion of things to consider before becoming your own boss	yes		

Detailed Course Description

This workshop is scheduled for a half day on Saturdays. It is conducted using a panel format, where participants are encouraged to ask questions and take part in the discussion of the topics covered. It is directed toward those who have questions on what it might take to get started in business. Some of the topics covered in the workshop are: the legal organization of your business; marketing and sales; the fundamentals of financing; and operations and management.

Like all of SCORE's workshops, this workshop will provide you with the opportunity to talk to people who are trying to make the same decision you are and asking themselves the question: should I take on the challenge of starting and running my own business?

Sample Content:

- * What it takes to start and run a business
- * Resources available to help make wise decisions
- * Problems and pitfalls to avoid as a business owner
- * Legal business structures, licenses and insurance options
- * Financing options to start or expand your business
- * Operations and staffing issues



Instructor Information

Panel Participants include, but are not limited to:

Sheila Bunnell

Sheila specializes in business start-ups, marketing and creative strategies for small businesses. She began her career in NYC at DDB Worldwide and, after 12 years in the advertising business and earning an MBA from Columbia Business School, she started and owned an award-winning marketing, advertising and graphic design firm for 13 years prior to moving to Portland in 2002.

Bill Winton

Co-founded and for 20 years operated a photographic equipment manufacturing business in Beaverton. Experienced in general business management, financing, contract negotiations and the purchase and sale of commercial real property and businesses

Martin Stoesser

Former Vice President and Director of Systems Development for a major Midwest bank. He was responsible for a multi-million dollar budget and 210 people. He developed departmental business plans, project proposals and budgets for the Systems Development organization. In 1990 Martin joined a consulting firm. He was responsible for building a project development practice. He wrote winning project proposals and business plans for the project practice. Martin retired in 2000 and joined SCORE that same year. He's been the chairman of the Business Resource Center at SCORE since 2002. Business plans are his forte.

