

## **LBTC Mobile Classroom**

**Location: Lake Charles, Louisiana**

### **Schedule for Lake Charles**

**Location: Lake Charles Civic Center, 900 Lakeshore Drive**

**To Register call the McNeese SBDC at 337-475-5584, fax the registration form to 337-475-5528 or email [msusbdc@mail.mcneese.edu](mailto:msusbdc@mail.mcneese.edu).**

#### **Monday, March 20, 2006**

3:00 – 5:00 PM

Open House

#### **Tuesday, March 21, 2006**

8:30 - 10:30 AM

Financing Your Business

10:30 - 11:00 AM

*Break*

11:00 AM - 12:00 Noon

Evaluating & Financing Your Business Idea

12:00 - 12:30 PM

*Break*

12:30 - 1:30 PM

OSHA Safety

2:00 – 4:00 PM

Basics of Federal Contracting

4:00 – 5:00 PM

One-on-One Counseling

#### **Wednesday, March 22, 2006**

8:00 – 9:30 AM

Business Disaster / Interruption Planning

9:30 AM – 10:00 AM

*Break*

10:00 AM – 12:00 PM

Lean Manufacturing

12:00 PM

*Open*

1:00 to 2:30 PM

21<sup>st</sup> Century Marketing System

2:30 to 3:00 PM

*Break*

3:00 to 5:00 PM

Go Zone

#### **Thursday, March 23, 2006**

9:30 – 10:30 AM

SBIR Program

10:30 – 11:00 AM

*Break*

11:00 – 12:00 AM

Avoiding Scams

12:00 PM – 1:00

*Open*

1:00 – 3:00 PM

Hiring the Right People

## **Detailed Schedule – Lake Charles**

### **Financing Your Business**

Presenters: Carl Thibodaux, First National Bank, USDA Rural Development

Time: Tuesday, March 21, 8:30 to 10:30 AM

Representatives from a local bank will discuss how to properly package your loan request to increase the probability that your request will receive funding. They will provide business owners valuable first-hand insight into the business and financial planning process.

USDA Rural Development will discuss their Business and Industry Guaranteed Loan Program, a program that helps create jobs and stimulate rural economies by providing financial backing for rural businesses. This program provides guarantees up to 80 percent of a loan made by a commercial lender. Loan proceeds can be used for working capital, machinery and equipment, buildings and real estate and certain types of debt refinancing.

### **Evaluating & Financing Your Business Idea**

Presenter: Donna Little, Interim Director, MSU Small Business Development Center

Time: Tuesday, March 21, 11:00 AM to 12:00 PM

This seminar prepares you for the intensive business planning process, identifies major steps crucial to starting a business, discusses key issues that affect your business success, and discusses start-up requirements and common pitfalls you will face as an entrepreneur. The session covers the basics of how to write a business plan and takes a look at cash flow.

### **Occupational Safety and Health Administration (OSHA) Compliance Assistance**

Presenter: Dorinda Folse, Louisiana Department of Labor

Time: Tuesday, March 21, 12:30 PM to 1:30 PM

OSHA will give a brief overview of the methods used in achieving their mission to provide every working man and woman a safe and healthy work environment. The discussion will touch on the enforcement component of OSHA as well as the assistance available to business owners in helping them come into compliance with the OSHA regulations. A representative from Louisiana Department of Labor, Office of Consultation, will discuss their consultation program, which is available to small business owners.

### **Basics of Federal Contracting**

Presenters: Gail Brogan, Small Business Administration

Time: Tuesday, March 21, 2006 2:00 PM to 4:00 PM

The federal government spends billions of dollars every year contracting with small and medium sized businesses. In the Basics of Federal Contracting, the Small Business Administration will provide an overview of how federal contracting works, important contract documents, regulations, and some handy websites. Representatives from the Small Business Administration will explain certification programs that can increase the possibility that your business will receive federal contracts.

## Business Disaster and Interruption Planning

Presenter: Donna Addkison, ChamberSWLA

Time: Wednesday, March 22, 8:00 AM to 9:30 AM

Our current environment is changing more than ever. Explore the strategies several businesses are taking during this time of rebuilding and recovery. Develop your new strategic plan for post Katrina success

## Principles of Lean Manufacturing -- MEPoL

Presenter: Baxter Saucier, Director of Manufacturing Productivity, Manufacturing Extension Partnership of Louisiana

Time: Wednesday, March 22, 10:00 AM to 12:00 PM

This overview introduces principles of lean manufacturing and includes examples of Louisiana companies that have benefited by lean implementation.

## 21<sup>st</sup> Century Marketing System

Presenter: Danielle Pontiff, Director of Industrial Marketing, Manufacturing Extension Partnership of Louisiana

Time: Wednesday, March 22, 1:00 to 2:30 PM

The 21st Century Marketing System is a proven system that has helped small and mid-size businesses increase their sales without spending more on traditional advertising. This is done through asset marketing, multi-step marketing, systemization of the marketing process, and three ways to exponential growth.

## Gulf Opportunity Zone—Special Hurricane Provisions

Presenter: Mollie Broussard, CPA, McElroy, Quirk & Burch

Time: Wednesday, March 22, 3:00 to 5:00 PM

This workshop will cover special tax relief provisions for the Katrina Emergency Tax Relief Act of 2005 (H.R. 3768) for individuals and business. Information will also be provided on the special economic provisions in the Gulf Opportunity Act of 2005, including bonus depreciation and demolition/clean-up expensing.

## Small Business Innovative Research Program Overview

Presenter: Roy Keller, Director, Louisiana Technology Transfer Office

Time: Tuesday, March 21, 11:00 AM to 12:00 PM

This workshop will provide an overview of the federal SBIR program that funds approximately \$2.3 billion annually for early stage research and development efforts of a high-risk nature that may have excellent commercial potential. The SBIR program, established in 1982, provides an exceptional opportunity for any innovator who is capable of conducting high quality research and development.

## Avoiding Scams

Presenter: Carmen Million, President and CEO, Better Business Bureau of Southwest Louisiana, Inc.

Time: Thursday, March 23, 11:00 to 12:00 AM

Small businesses are frequently targeted by scam artists. This program will give tips on how to avoid being the victim of fraud.

## Developing a Productive Workforce by Hiring the Right People

Presenter: Dr. J.P. Hatala, Assistant Professor, LSU Human Resource and Workforce Development

Time: Thursday, March 23, 1:00 to 3:00 PM

Developing a productive workforce is essential to an organization's success. This session provides an overview of the key factors impacting employee performance and offers practical tools and techniques for maintaining and developing a productive workforce. A special focus will be given to hiring the right people.