



PROFESSIONAL WORKSHOP SERIES

Join us for a series of three workshops covering the essential tools for your business

8:30am – 12:00pm – Breakfast
Turner Training Facility, Saatchi & Saatchi Building
375 Hudson Street, New York, NY 10014

You must register for this event. Space is limited.
Please logon to www.LowerManhattan.info and
visit the Opportunity Downtown Programs section.

GREEN/SUSTAINABILITY & LEED FOR CONTRACTORS

Wednesday, September 23rd

This course is designed to introduce construction trade contractors to Sustainability, USGBC LEED rating, identifying green design and construction resources, as well as review of green materials utilized on construction projects. The course will also provide an overview of typical contractor responsibilities and requirements for Sustainability/LEED projects.

ACCESS TO CAPITAL, BONDING & FINANCIAL ASSISTANCE

Wednesday, October 7th

Participants in this workshop will learn how to access capital from lending institutions, the correct way to prepare your company's finances and the truth about bonding. This workshop will also provide participants with information on Financial Assistance Programs that can help companies grow during tough economic times.

AFFORDABLE MARKETING STRATEGIES

Monday, October 26th

Your business marketing strategy is an essential factor in determining the success or failure of your business. Do not confuse business marketing with simple advertising. Your business marketing strategy should affect every aspect of how you run and operate your business. It is the heart and soul of a successful business. Participants in this workshop will be led through a series of steps to identify their current marketing strategies and how to move on to the next level by understanding their target market, how to approach potential companies with low cost strategies, and will learn effective marketing strategies.

Attend all three workshops and you are automatically entered to win a laptop, card scanner, Peachtree Software and more to be confirmed.

