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**FALL 2012 BUSINESS WORKSHOPS AT THE WATERVILLE PUBLIC LIBRARY**

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- **Understanding Your Business Numbers: Wednesday, October 10, 10:30 a.m. – 12:00 p.m.**  
You do your bookkeeping, regularly recording transactions, but are you getting useful information back? In this workshop we'll review the most common financial statements, where the numbers come from, what they mean and how they can help you manage your business. *Instructor: Janet Roderick, Maine SBDC Certified Business Counselor.* To register: <http://watervillelibrarybus1.eventbrite.com/>
- **Three Keys of Email Marketing: Wednesday, October 17, 10:00 a.m. – 10:30 a.m.**  
In this brief session participants will discover how communicating with customers regularly can help a small business stay connected and generate increased referrals, repeat sales, and unwavering customer loyalty. *Facilitator: Tracy O'Clair.* To register: <http://events.constantcontact.com/register/event?llr=iwloveeab&oeidk=a07e6godsnh52ec55d4>
- **Social Media Marketing 101: Wednesday, October 17, 11:00 a.m. – 12:30 p.m.**  
This introductory session covers strategies and best practices to get the most out of social media activities. Discussion will include creating good content for social media marketing campaigns, incorporating social media marketing into business without losing productivity, and more. *Facilitator: Tracy O'Clair.* To register: <http://events.constantcontact.com/register/event?llr=iwloveeab&oeidk=a07e6gohu4m625ca317>
- **QuickBooks 101: Tuesday, October 23, 1:00 p.m. – 4:00 p.m.**  
This session will cover the fundamentals of QuickBooks Pro. How to set it up, write checks, invoice customers, receive payments and pay bills. We'll also review reports that you can easily produce to let you know how your business is doing. This workshop is designed for people who have not yet started using QuickBooks. *Instructor: Janet Roderick, Maine SBDC Certified Business Counselor.* To register: <http://watervillelibrarybus2.eventbrite.com/>
- **Marketing Strategy Development: Wednesday, November 7, 10:30 a.m. – 12:00 p.m.**  
Marketing is more than advertising. Every business should have a marketing strategy to help you reach your target market effectively, efficiently and inexpensively. We'll discuss how to develop your marketing strategy. *Instructor: Janet Roderick, Maine SBDC Certified Business Counselor.* To register: <http://watervillelibrarybus3.eventbrite.com/>
- **Power of Email Marketing: Wednesday, November 14, 10:30 a.m. – 12:00 p.m.**  
Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships for all types of business and organizations. In this session participants will discover how communicating with customers regularly can help a small business stay connected, and generate increased referrals, repeat sales, and unwavering customer loyalty. *Facilitator: Tracy O'Clair.* To register: <https://events.r20.constantcontact.com/register/eventReg?oeidk=a07e6gojelxe5ed51bc&oseq=>
- **QuickBooks Intermediate: Tuesday, November 27, 1:00 p.m. – 4:00 p.m.**  
This session will address your most pressing QuickBooks questions. It will also cover: Tricky Transactions, Working with Reports, Advanced Features, Tips and Tricks. Please be ready with your specific questions and issues. This seminar is designed for those who have been using QuickBooks for at least 6 months. *Instructor: Janet Roderick, Maine SBDC Certified Business Counselor.* To register: <http://watervillelibrarybus4.eventbrite.com/>

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**All sessions listed above will take place at the Waterville Public Library, 73 Elm Street, Waterville, ME.**

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<http://www.watervillelibrary.org/departments/business/>