

# Mind Your Business

## **Business is Booming!**

Looking to start a business or give your business a boost? Visit [ocls.info/mindyourbusiness](https://ocls.info/mindyourbusiness) to register for these classes and many more!

## **The Startup Process**

Orlando Public Library, Albertson Room

*Tuesday, October 4, 6:30 p.m.*

Cameron Ford, founding director of the Center for Entrepreneurial Leadership, will discuss steps for reducing risk in the startup process. Ford will introduce five stages in the startup process and contemporary strategies for doing the legwork necessary to allay uncertainty and reduce risk.

## **Starting Your Own Non-Profit**

Orlando Public Library, Albertson Room

*Monday, October 10, 6:30 p.m.*

Have you ever wanted to start your own non-profit but aren't sure where to start? Get your questions answered by De Lisa Bonaparte, founder of the non-profit organization Patricia's Rock. Learn tips and tricks for navigating through the process and where to find local resources to assist you.

## **Nonprofit Management: The Nitty Gritty Approach**

Herndon Branch

*Tuesday, October 11, 7 p.m.*

Join Stuart Hodes from SCORE Orlando as he breaks down the process of planning and organizing a nonprofit organization. His diverse background in nonprofits include working with Junior Achievement and Real Estate Associations. A Q & A session will conclude this informative event.

## **Cash Flow: Manage Your Finances**

Southwest Branch

*Wednesday, October 5, 11 a.m.*

Orlando Public Library

*Monday, October 10, 11:30 a.m.*

*Friday, October 28, 9:30 a.m.*

Windermere Branch

*Friday, October 14, 10:30 a.m.*

Chickasaw Branch

*Wednesday, October 19, 10:15 a.m.*

Southeast Branch

*Saturday, October 22, 10:15 a.m.*

Winter Garden Branch

*Monday, October 24, 10:30 a.m.*

South Creek Branch

*Thursday, October 27, 5:30 p.m.*

Register for QuickBooks Levels 1-5 to learn the basic features of QuickBooks Pro and how it can be used to organize your business or personal finances.

## **Branding: Your Business, Your Logo**

## **Logo Design and Development Using Adobe Illustrator**

Melrose Center

*Wednesday, October 5, 1:30 p.m.*

*Wednesday, October 12, 4:30 p.m.*

*Friday, October 21, 2 p.m.*

*Thursday, October 27, 2 p.m.*

Building a brand is important to a successful business. Build your business logo using graphic-design theory for concepts, color and font choices. Learn the basics of designing a business logo using vector graphics tools.

## **Marketing: Reach More Customers**

### **Facebook: Create and Manage Your Business Page**

Winter Garden Branch

*Friday, October 7, 1 p.m.*

Orlando Public Library

*Wednesday, October 12, 2 p.m.*

*Sunday, October 16, 3:30 p.m.*

Southwest Branch

*Wednesday, October 19, 1:15 p.m.*

Herndon Branch

*Thursday, October 20, 1 p.m.*

Southeast Branch

*Friday, October 21, 11:45 a.m.*

Facebook is a great tool for businesses. Create a Facebook page for your business to engage with customers and promote your products and services. Get insider tips and tricks to help you get the most out of your page.

## **Make a Lasting Impression**

### **Create a Video Landing Webpage**

Orlando Public Library

*Tuesday, October 11, 3:30 p.m.*

*Sunday, October 30, 2 p.m.*

Looking for an exciting way to promote your business or project? Boost your search engine rankings with an HTML5 landing page optimized with background video! This class is ideal for creative professionals and business owners who want to enhance their presence on the Internet.

## **Project Management Made Easy**

### **Microsoft Project Levels 1 and 2**

Orlando Public Library

*Monday, October 17, 2 p.m.*

Create a basic project plan, resource calendar, define resources and task dependencies. This class covers the workspace, different views and the processes in planning, tracking and managing a project.

**Stay tuned for Microsoft 2016 classes coming soon to a Library near you!**