

A10 Workshop set to help new business owners

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'Entrepreneur 101' to be held Feb. 13 at Avondale Civic Center

by Frank Morris
staff writer

Starting a business can be tricky business.

Entrepreneurs need to know the ins and outs of marketing strategies, finance options and business-related policies and laws in order to achieve success.

Avondale, teaming with Arizona State University's Technopolis program, is hosting the free workshop "Entrepreneur 101" aimed at individuals looking to get their companies up and going.

The 2½-hour session gets under way at 7:30 a.m. Feb. 13 at Avondale City Hall, 11465 W. Civic Center Drive.

"We hope to assist people in improving their businesses and we hope that they'll start their businesses here in Avondale and then grow their businesses here in Avondale," said Claudia Whitehead, the city's economic development director.

During the workshop, representatives from ASU

Technopolis will cover the fundamentals of starting a business with hands-on exercises and business plan writing tips.

Participants will also get an overview of other ASU Technopolis programs and services that could prove beneficial to their businesses, Whitehead said.

Preparing for launch

"Our programs are really specifically designed to get businesses up and off the ground quickly," said Terree Wasley, director of entrepreneurial services at ASU SkySong.

"We like to think of it as something in between a one-hour seminar and a master's of business administration degree," she said.

During ASU Technopolis' eight-week "Launch Prep" course, students meet on Monday evenings, "and basically, get a good, in-depth exposure of some of the things they should be thinking through if they are starting a company or if they just started a com-

pany," Wasley said.

ASU Technopolis also offers one-on-one coaching and mentoring for inexperienced business owners seeking advice.

"We joined ASU Technopolis last year because we really wanted to help create awareness with West Valley entrepreneurs about the resources and training that are available for emerging entrepreneurs," Whitehead said. "We're really looking for them to become successful in the West Valley and Avondale."

Any business owner can benefit from attending the Feb. 13 workshop, Wasley said.

"We see a fair amount of participants coming from the knowledge economy — technology, biotechnology, health care — but we also see retail and nonprofit businesses, as well," Wasley said. "Our workshops and programs are geared to everyone."

For information on the Entrepreneur 101 workshop in Avondale, visit www.asutechnopolis.org or call 480-884-1804.

Frank Morris can be reached by e-mail at fnorris@westvalleyview.com.