

## OUR PRESENTERS

Presenting “*Understanding Financial Statements Using QuickBooks*,” is **Gary Oden**, the Director of SBDC in the Keene Region who is also an SBDC Certified Business Advisor. Gary brings more than twenty years of experience in high technology and entrepreneurial businesses, having held executive positions in computer hardware, computer software and telecommunications software companies. As Managing Consultant and Founder of the New Hampshire-based GW Computer Special Systems, Inc., Gary provided business process and technology consulting to a broad base of small and medium sized businesses in the Northeast US.

Presenting “*Creative Marketing Strategies for the New Millennium*,” is **Kevin L. Skarritt**, Chief Nut of Acorn Creative, a multi-award winning boutique agency providing brand strategy, creative print design, traditional web development and new media marketing consulting services. He is also Chief Arachnid of Black Widow Networking, a social network site for real estate investors.

LEAGUE OF NH CRAFTSMEN  
205 NORTH MAIN STREET  
CONCORD, NH 03301

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## MEMBERS' EDUCATIONAL SERIES SEMINAR

### ***“SUSTAINING YOUR BUSINESS IN CHALLENGING TIMES”***

**PRESENTED BY:**  
**NEW HAMPSHIRE SMALL  
BUSINESS DEVELOPMENT  
CENTER**

**FEATURED PRESENTERS:**  
**GARY ODEN OF  
NH SBDC AND  
KEVIN L. SKARRITT OF  
ACORN CREATIVE**

**TUESDAY, OCTOBER 7, 2008**

**HORSESHOE POND PLACE  
26 COMMERCIAL STREET  
CONCORD, NH 03301**



TUESDAY, OCTOBER 7, 2008

SEMINAR PROGRAM:

MEMBERS' EDUCATIONAL SERIES SEMINAR

PRESENTED BY: NH SMALL BUSINESS DEVELOPMENT CENTER

FEATURING: GARY ODEN AND KEVIN L. SKARRITT

UNDERSTANDING FINANCIAL STATEMENTS USING QUICKBOOKS

Learn how to read and interpret your business' financial statements. Understand how balance sheets, profit and loss statements and cash flow reports all intertwine and what they tell you about your business. This workshop will use QuickBooks as a sample for understanding financial statements, but you do not need to use QuickBooks in order to make sense of this workshop.

CREATIVE MARKETING STRATEGIES FOR THE NEW MILLENNIUM

Effective ways to promote your business without breaking the bank

This workshop will demonstrate today's powerful and inexpensive marketing tools and define why you should be using them to promote your products. Come and learn how to build significant buzz for your business. Learn how to develop greater customer relations and spread the word about your products. Discover how small businesses are making smart use of these new opportunities.

PANEL: SMALL BUSINESS MANAGEMENT ISSUES— and tips on how to deal with them

Think about the issues you face daily in your business. Come listen to how others have dealt with their business challenges. The panel will consist of a craftsperson(s) and a small business expert or two. Listen to the panelists' stories, pick their brains, ask questions, and go away with insights and tips to keep your business afloat and on course.

Table with 2 columns: Seminar Topic and Time. Topics include REGISTRATION (8:30 AM), UNDERSTANDING FINANCIAL STATEMENTS (9:00-12:30 PM), LUNCH (12:30-1:15PM), CREATIVE MARKETING (1:15-2:30 PM), and BUSINESS PANEL (2:45-4:30 PM).

SEMINAR PRICES:

Table with 2 columns: Member Type and Price. LNHC MEMBERS \$15, NON-MEMBERS \$25.

You can register until maximum capacity for the space is reached. Registration can be accepted up to the day of the seminar.

DIRECTIONS TO HORSESHOE POND PLACE:

FROM I-93 NORTH OR SOUTH: Take Exit 15W off I-93. Take an immediate right onto North Commercial Street. At the end of the street, take a right at the 3-way stop. Take your first right into the parking lot, drive to the West Lot in the back and park by the Community Room door. There will be signs for the seminar.

FROM DOWNTOWN CONCORD: Take North Main Street to the major intersection just beyond League Headquarters. Go right onto I-393 and take the immediate right onto South Commercial Street. At the stop sign, take a left. Just after the Courtyard Marriott, take a left onto Commercial Street. You will see a sign for Horseshoe Pond Place on the left (formerly the Page Belting Building). Drive to the West Lot in the back and park by the Community Room door. See signs for the seminar.

REGISTRATION

Registration form fields: NAME(S), ADDRESS, PHONE, EMAIL.

Registration pricing fields: # members @ \$15, # non-members @ \$25, TOTAL.

PAYMENT

Payment options: Check payable to LNHC FOR \$, I authorize \$ charge to: Card Type, Card #, Expiration, Signature.

PLEASE RETURN THIS REGISTRATION FORM TO:

LEAGUE OF NH CRAFTSMEN, 205 North Main Street, Concord, NH 03301

Registrations will be accepted until maximum capacity of the space is reached.

Please call the League at 603.224.3375 or email nhleague@nhcrafts.org if you have any questions.