



Urban League of  
**Rochester, NY, Inc.**

Urban League Entrepreneurial Assistance Program  
Training Program Schedule  
2016 Fall Sessions

<b><u>Workshop Modules</u></b> Evening Sessions: 5:30 PM – 8:30 PM Saturday Sessions: 10:00 AM – 1:00 PM <i>Where: 265 N. Clinton Ave., Rochester, NY 14605 at Urban League</i>	<u>Saturday</u>	<u>Monday</u>	<u>Wednesday</u>
<b>1. Preparing For Success</b>		9/19/2016	
<b>2. Researching Your Business Idea</b>			9/21/2016
<b>3. Business Planning &amp; The Business Plan</b>		9/26/2016	
<b>4. The Marketing Plan</b>			9/28/2016
<b>5. Laws, Regulations and Taxes</b>		10/3/2016	
<b>6. Managing Your Microbusiness</b>			10/5/2016
<b>7. Analyzing Your Market</b>			10/12/2016
<b>8. Product and Price</b>		10/17/2015	
<b>9. Placement Promotion</b>			10/19/2016
<b>10. E-Commerce</b>		10/24/2016	
<b>5(a). Tax Basics</b>			10/26/2016
<b>11. Cash Flow Management</b>		10/31/2016	
<b>12. Keeping Books and Records</b>			11/2/2016
<b>13. Financial Tips &amp; Tools</b>		11/7/2016	
<b>14. Selling Success</b>			11/9/2016
<b>15. Bringing It All Together</b>		11/14/2016	
<b>16. Additional Dates – <i>Topics vary as needed</i></b>	10/8/2016 11/5/2016		

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265 N. Clinton Ave. Rochester, NY 14605 [www.ulrochester.org](http://www.ulrochester.org)

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Entrepreneurial  
Assistance  
Program



THE WOMEN'S FOUNDATION OF GENESEE VALLEY

Operated by the Urban League of Rochester, NY, Inc.