



Workshop Schedule

Time	Egan Room	Hickel Room	Hammond Room	Miller Room
1:00-2:00	Free and Subscription Based Web Services for your Small Business	Juneau Marketing Smorgasbord		
1:30-2:30			Loan Financing for your Growing Business	AKSourceLink Workshop
2:00-3:00	Self-assessment for Small Business Start-up	Juneau Marketing Smorgasbord		
2:30-3:30			Writing Your Business Plan	AKSourceLink Workshop
3:00-4:00	Free & Subscription Based Web Services for your Small Business			
3:30-4:30			Writing Your Business Plan	AKSourceLink Workshop
4:00-5:00	Self-assessment for Small Business Start-up	Using Print Media for Marketing		



Workshops and Presenters

AKSourceLink Workshop

Linda Ketchum, AKSourceLink

Are you looking for experts to answer your business questions? Learn about a free online community referral network, AKSourceLink. This workshop gives a step-by-step look at the AKSourceLink features that can connect entrepreneurs and small business owners to the resources they need.

Free and Subscription Based Web Services for your Small Business

Jeremy Hansen, Hansen Gress

What is Software-as-a-Service (SaaS)? This workshop will tell you how and why you should start taking advantage of these free or subscription-based services and how to integrate them into your business to save you time and money.

Juneau Marketing Smorgasbord

Rick Wolk, UAS Assistant Professor of Entrepreneurship and MBA Director

This workshop will cover a wide range of marketing topics that are relevant for small businesses in Juneau.

Loan Financing for your Growing Business

Eva Bornstein, Juneau Economic Development Council

Are you seeking money to start or buy a business? Or are you interested in expanding or improving your existing operations? Learn about the many loan programs available to Juneau's small businesses and how to apply.

Self-Assessment for Small Business Start-Up

Sonja Koukel, UAF Cooperative Extension Service

Do you have what it takes? This workshop is designed to help you better understand your readiness for starting a small business. Resources will be provided.

Using Print Media for Marketing

Adam Furlong, Alaska Litho

This workshop will focus on marketing your business through print media. We will cover a broad spectrum of the "print for marketing" process, from conceptual logo development and branding to setting up variable data mailing pieces.

Writing Your Business Plan

Dennis Girardot, Alaska Small Business Development Center

Do you have a business plan? The real value of creating a business plan is not in having the finished product but in the process of researching and thinking about your business in a systematic way.