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## **Fall workshops and clinics provide advice, training and networking opportunities to small business owners in Queens**

Looking to help small businesses thrive, the Queens Economic Development Corporation this fall will offer a series of workshops and clinics on such topics as taxes, networking, pricing and compliance with city regulations.

Scheduled to take place at the Entrepreneur Space at 36-46 37<sup>th</sup> St. in Long Island City, all educational events will run from 6 p.m. to 8 p.m. The workshops cost \$25 each, while the clinics are free.

The first workshop, Sell More by Knowing Your Customers, is set for Oct. 12. Bianco Di Salvo, a certified facilitator, trainer and adjunct professor in the marketing department at Fordham University, will discuss her “seven secrets to more sales” and give participants the opportunity to practice “sales-ability.”

On Oct. 26, Gail Roseman, a partner at Sholom & Zuckerbrot Realty LLC who has more than 25 years of experience as a commercial real estate broker, will present on the art of negotiation.

Susan Harkavy, an adjunct instructor on guerrilla marketing at New York Designs, will facilitate Marketing: Publicity Basic for Small Business Start-Ups on Nov. 9. Harkavy, the former head of PR for the Museum of Arts & Design, will discuss ways to generate publicity for a business.

Employees from the online training tutorial platform GROVO will discuss social media and cloud computing on Nov. 16.

The first community clinic, Restaurant Boot Camp, is set for Oct. 24. Participants will learn how to avoid large fines by knowing the laws regarding such topics as minimum wage, overtime, shift pay, uniforms, worker's compensation, discrimination, health and sanitation. Attendees will also learn how to manage employees more efficiently and effectively, how to apply for licenses and permits and how to use the new online license information system Business Express.

The Oct. 25 clinic will focus on “social enterprises,” which are considered the business models for the future. Attendees will learn how to generate or measure social and/or environmental impact through their business models and ways to measure local social or environmental needs.

Labor laws (federal, state and city) – and compliance with those laws -- will be discussed during the Nov. 14 clinic.

The final clinic, to be offered on Dec. 12, will provide a primer on tax tips for small businesses. For more information, call 718.263.0546 or go to [www.queensny.org](http://www.queensny.org).

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