

DEVELOPING BUSINESSES TO LAST...

T KNOWLEDGE DIRECTION
R MANAGEMENT LEADERSHIP
A **BUSINESS** ACTION GROWTH
I WISDOM PLANNING INSTRUCTION MOTIVATION
N TEAMWORK ANALYSIS
I SUPPORT
N VISION MARKETING
G DEVELOPMENT **RESOURCE**
CONSULTING INNOVATION EXECUTION
CENTER

...SATISFYING A VARIETY OF NEEDS



A WELCOME MESSAGE

Prospective Students,

Welcome to the Business Resource University! We are excited that you have made the decision to seek wisdom through educational channels. Knowledge is power, and we have the resources that you need to succeed.

Welcome to the tremendous opportunities that lie ahead of you to increase your business "I.Q." Our goal is to empower success in your entrepreneurial endeavors. The "Business Resource University," is the mechanism by which the Business Resource Center delivers weekly training sessions for those who may benefit. It is one of many ways which we help you achieve your business goals.



Kim Hawkins

Vice President & COO - HEDCO, Inc.

We are committed to creating and providing opportunities to increase your business knowledge, and enable your sustained success. Our company has a long history and tradition of facilitating business success stories. We hope that your story will become one of them.

Sincerely,

Kim Hawkins

Kim Hawkins
Vice President & COO
HEDCO, Inc.



THE BUSINESS RESOURCE CENTER

HEDCO's Business Resource Center (BRC) is a one-stop service center that provides technical assistance by giving you access to a team of experienced business counselors, attorneys, accountants, insurance and banking professionals, as well as other experts to help you:

- Develop an effective business plan
- Understand corporate structure options and their tax implications
- Prepare business proposals and bids
- Set-up accounting and payroll systems
- Negotiate contracts
- Secure financing
- Obtain bonding through the Connecticut Minority Bonding Guarantee Fund Program available to help qualified Minority and Women-owned Business Enterprise (M/WBE) owners get bonding to secure important contracts
- Acquire M/WBE state and municipal certification.

Professional Consultation

Management challenges and mounting pressures provide common twists and turns along the road to business success that can lead to undesired destinations. The competitive nature of business provides little relief or direction in time of need. The Business Resource Center provides **direct access to seasoned business professionals who understand the value that mentoring has played in their success.** These professionals are available for one-on-one consultation. They are willing to offer **mentoring, quality instruction, counseling, and targeting training** to those in need. Allow their experience and expertise to help you navigate through the challenging waters of small business ownership.

Training – Business Resource University

Ongoing business training is an essential component to bridging the gap between expectation and performance. The ability to remain relevant and competitive in the current marketplace requires constant personal and professional development.

The Business Resource Center offers regularly scheduled training classes that equip the small business owner with tools for success. Delve into a myriad of topics in areas such as **management, marketing, finance, or the legal arena.** All training classes are interactive in nature, and provide practical business insight and wisdom.

Referral Services

The Business Resource Center has multi-faceted partnerships with federal, state,

and municipal agencies, the corporate community, educational institutions, and community groups. These partnerships provide a wealth of resources for small business owners to leverage. The Center's referral service will match the small business owner with the respective agency that can accommodate their identified need.

M/WBE Bonding Program

This program is designed to **assist certified minority owned construction firms located in the State of Connecticut with the ability to apply for and potentially qualify for bonding.** The ability for firms to be pre-qualified for bonding will enable them the opportunity to bid on projects and have a better advantage of being competitive. Firms are able to qualify for bid, performance and payment bonds.

Incubator Space

The expenses associated with operating a physical office location can be a crippling cost that stifles business growth in a company's early stages. **The Business Resource Center provides office support space and resources for start-up businesses, free of charge.** The incubator space offers personal desk space in a professional office setting with access to a number of services. A live receptionist will answer telephones and greet your clients during business hours. You will have access to a conference room, voice mail, notary service, fax and postal machines.

Construction Services

The Construction Services component offered by HEDCO's Business Resource Center (BRC) has been expanded to assist contractors in the full range of the construction industries' business practices. Consultants are prepared to advise the contractors on items including but not limited to:

- Business/trade operations structure
- Support services needs identification and service provider relationships
- Prime and subprime contractor awareness and relationships
- Assist in Certified Payroll training
- Construction project scope review
- Construction Contract preparation
- Bid packaging
- Schedule of Value (AIA 702,703) preparation, payment applications
- Project management and close out processes

The BRC also has many of the active area projects on file, this includes documents and specifications such as blue prints and plans.



OUR LOCATION

The Business Resource Center is located on 15 Lewis Street, in downtown Hartford, Connecticut, located directly across from Bushnell Park. Lewis Street is a one-way street accessible from Pearl Street. Please note the maps below.

PARKING ACCESS

Garage parking for HEDCO, Inc. & The Business Resource Center is in the Trumbull on the Park Garage, located at 15 Lewis Street, steps away from the entrance of our office building. Handicapped access is available. Free street parking is also available after 5:00 PM

VALIDATION PROCEDURE

The Business Resource Center will validate parking tickets from the “Trumbull on the Park” Garage located on Lewis Street. Please be advised that entrance to the garage is from Trumbull Street. Pull a ticket and bring it with you to the training session for validation.

DIRECTIONS TO THE TRUMBULL ON THE PARK GARAGE

From I-84 Westbound - Take exit 48A (Toward Asylum) – Turn right onto Asylum. Asylum turns slightly right and becomes Ford Street. Turn left onto Pearl Street. Turn right onto Trumbull Street and quick left into garage entrance.

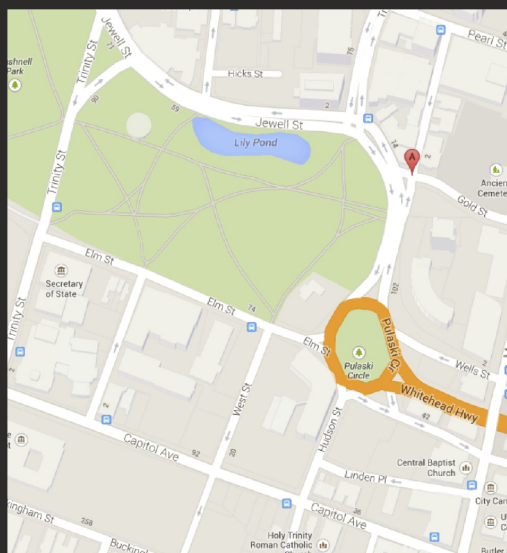
From I-84 Eastbound - Take exit 54 (toward Downtown Hartford). Merge on CT-2 W. Continue onto State Street and continue onto Central Row. Continue straight across Main Street onto Pearl Street. Take left onto Trumbull (after passing Lewis Street) Garage entrance is on the left.

From I-91 North & Southbound - Take exit 29a (Capitol Area) - travel under the overpass bearing right as you exit to go around Bushnell Park. Do not follow the rotary. At your first intersection, take a right onto Trumbull Street. Garage entrance is on the right before the first light.

GARAGE ENTRANCE



STREET VIEW



AERIAL VIEW





COURSE OFFERINGS

ACCOUNTING

A101 - Basic Record Keeping

Efficient record keeping is a foundational necessity in running a successful business. Many businesses fail due to poor record keeping practices. This training is designed to assist and empower business owners to maintain healthy financial records. The participant will gain an understanding of clear and generally-accepted methods of basic record keeping.

A102 - Financial Statements

A business owner must be familiar with several periodic reporting documents that reflect the financial health of his or her business. This session is designed to provide familiarity with financial accounting statements (including the basic four) relevant to small business operations. The participant will also understand the difference between accounting and bookkeeping.

A103 - QuickBooks

QuickBooks is a popular financial software tool, that assists the entrepreneur manage accounting duties of small business ownership. This includes payroll, sales, inventory management, billing, etc. The participant will leave this session with a functional familiarity with QuickBooks and an increased understanding of the necessity of its use.

LEADERSHIP

L101 - 5 Levels of Leadership Description

This session presents, “The Five Levels of Leadership.” The Five Levels of Leadership is one of John Maxwell’s most popular requested programs. It explores the five levels of leadership and shows participants how to move to their next respective level to become a more influential, respected, and successful leader. Participants leave this session with an enhanced understanding and perspective on the topic of leadership and a foundational template that provides a measuring stick to evaluate personal progress.

L102 - 21 Irrefutable Laws of Leadership (2-day)

This training session provides specific leadership training and development as it relates to theoretical leadership principles and general operations, including insights into personal growth, people management, effectiveness and efficiency. This session will feature lessons from one of

global leadership expert John C. Maxwell's leadership programs, The 21 Irrefutable Laws of Leadership.

The 21 Irrefutable Laws of Leadership delivers a powerful, definitive statement of the foundational laws that shape leadership. Each principle has stood the test of time, holding true from generation to generation. These learnable laws are the starting point of leadership. Follow them, and you'll gain influence. Violate them, and you'll impair your ability to lead.

L103 - 5 Behaviors of a Cohesive Team

The Five Behaviors of a Cohesive Team is a workshop based off of best-selling author Patrick Lencioni's book, "The Five Dysfunctions of a Team." This workshop was created with a simple goal—to improve team effectiveness and productivity through the understanding and application of The Five Behaviors: Trust, Conflict, Commitment, Accountability, and Results.

LEGAL

L101 - Business Legal Structures

A host of legal issues are associated with starting a business including those that govern business formation. This session will examine matters such as the types of business formation (LLC, LLP, S Corp, etc.), and provide a directional map to opening the doors of your company based on your assessed needs.

L102 - Contracts

This session covers how to read, write, negotiate, understand, and revise contracts to meet the needs of your small business.

MARKETING

M101 - Small Business Branding

A company brand is its public identity, reflecting a distinctive perception in the minds of marketplace consumers. This session explores effective brand strategy to increase brand equity. The participant will leave with an increased understanding of the factors that every entrepreneur should know about small business branding.

M102 - The Website Factor

This class is for the small business owner interested in having a website designed to market their business. A website is one of the most critical business marketing tools for a small business. This session will provide an understanding of the importance of a website to small business success and highlight the components of a good website. We will outline the structure of each participants business website and begin to assemble data for use to

build individual sites. Participants will schedule individual follow-up appointments with HEDCO to complete their project.

OSHA

O101 - OSHA 10 Hour Course

The OSHA Outreach Training Program for Construction Industry provides training for entry-level workers and employers on the recognition, avoidance, abatement, and prevention of safety and health hazards in workplaces in Construction industry. The program also provides information regarding workers' rights, employer responsibilities, and how to file a complaint. Through this training, OSHA helps to ensure that workers are more knowledgeable about workplace hazards and their rights. Students who successfully complete the CareerSafe OSHA 10-Hour Construction Industry course receive an OSHA 10-Hour Construction Industry wallet card from the OSHA Training Institute (OTI)

O102 - OSHA 30 Hour Course

The OSHA 30-hour training course for general industry is designed to help foremen, supervisors, managers, safety committee members, safety staff, and others with responsibility for workplace safety get up to speed on the basics of general health and safety regulations for their workplace. The OSHA 30-hour general industry training course also provides students with an overview of how the Occupational Safety and Health Administration (OSHA) operates.

The OSHA 30-hour training course is based on the OSHA 1910 general industry regulations, and each student at an on-site class will receive their own copy of the OSHA general industry standards as part of their 30-hour course materials. This OSHA 30 general industry training course is intended for operations such as factories and most manufacturing sites, healthcare providers, warehousing, and service industries.

SOCIAL MEDIA

S101 - Social Media Use in Business

Social media has become a popular method to interface with target markets and customers directly. This session will familiarize the participant with the concept of social media, and the various mediums. It explores the link between social media and business and will empower social media exploration.

S102 - Facebook

The training provides an understanding of Facebook and its importance to business. This session is an interactive, hands-on training that will literally, walk the participant through establishing a Facebook account, and provide functional familiarity.

S103 - LinkedIn

The training provides an understanding of LinkedIn and its importance to business. This session is an interactive, hands-on training that will walk the participant through establishing a LinkedIn account, and provide functional familiarity.

S104 - Twitter

The training provides an understanding of Twitter and its importance to business. This session is an interactive, hands-on training that will walk the participant through establishing a Twitter account and provide functional familiarity.

WOMEN IN BUSINESS

WB 101 - Woman Power (Lecture & Panel Discussion)

The “Women in Business” workshop addresses sensitive topics relevant to businesswomen, understanding applicable complexities and offering tools to successfully navigate through challenging waters. This workshop will provide women in business an opportunity to: Gain an increased awareness of systemic barriers; Identify, understand and leverage their individual strengths; Leverage resources specific to assist women enterprises; Learn useful tips and strategies from a collection of successful women entrepreneurs and professionals through an interactive Q & A panel discussion and create networks of support and encouragement for women business owners.

WORKPLACE EFFICIENCY

W101 - Effective Communication

Business requires consistent and clear communication. Effective communication to your market, clients, and employees have significant impact on your success. This session provides an understanding of the communication process and the importance of effective communication in business. It explores effective versus ineffective communication and barriers to effective communication.



Business Resource Center

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