



SDA

Denver

Business By Design:

You Don't Know What You Don't Know

February 8, 2014, 8:00 am to 4:30 pm

A Joint Event from Women In Design & the Society for Design Administration

Location: H+L Architecture's Dream Theater, 1755 Blake St, Denver, CO 80202

Starting Your Own Business – A Legal and Practical Primer – *Kristy and Ed Lush, from [Zupkes & Angell, PC](#) and [Kendall, Koenig & Oelsner, PC](#)*

Kristy and Ed will give you a legal and practical primer on starting your own business that addresses (i) the legal aspects of choosing and forming a legal entity, on-going compliance and governance obligations, and internal business documentation and (ii) the practical aspects of whether to hire employees or independent contractors, what benefits to offer and the implications thereof, and more.

Professional Liability, Business Owner Policy and Workers Compensation Insurance for Design Professionals – *Cindy King, [Professional Underwriters Inc.](#)*

Cindy will talk about the risks that Design Professionals face every day. Many of these risks can be transferred by way of insurance. Professional Liability, Business Owner Policy and Workers Compensation are essential for Design Professionals businesses today. Cindy will help you have a better understanding of insurance for Design Professionals including limits, deductibles, types of insurance (claims made vs. occurrence) and retroactive dates.

Beginner's Marketing – *Jodi Holloway, [Dzyn Solutions](#)*

Jodi will talk about marketing, from the most basic issues that those starting their own business will experience – getting your name out there and building opportunities – to more complex, developing areas, such as the internet and social media. Most small businesses don't have the resources to have dedicated personnel for marketing, so Jodi will also talk about getting guidance from consultants for critical marketing efforts, building your knowledge and expertise as you grow.

Lunch Panel – *Nan Anderson, AIA, [Anderson Hallas Architects, PC](#); Amanda O'Connor, PE, [Entitlement and Engineering Solutions, Inc.](#); Emily Adams, AIA, [neoera inc.](#);*

At the lunch panel, we'll bring together three women business owners, who are each at different stages of their success, between two decades of success to having just started a business. We'll have questions for these ladies about how they achieved their success and how did they overcome the challenges of starting out on their own. The audience is invited to ask questions as well, helping us elicit some great stories and shared learning.

Knowledge Management and Other Things IT – *Katie Kish, [Quandary Ventures](#)*

Katie will be reviewing not only the basics of IT: hardware, software, outsourcing services, but also developing technologies like cloud based services from a KM perspective. She'll also talk about website, creating your own vs. hiring out, and registering domain names..

Financial Education for the Business Owner – *Gina Greenwood, [Financial Next Steps](#)*

Gina's presentation will provide a clear understanding of the financial tools needed for the business owner to make the right financial decisions. She'll give you the tools to understand your finances from a lender's point of view. Discussion will also explain what type of documentation is needed and why. Ultimately, you will understand why this understanding is critical for any business to be successful.

Alternative Business Solutions – *Susan Brown, [Valerian LLC](#)*

Susan will present new ideas about alternative business strategies, including resource and service sharing, cooperative efforts, having a physical location for your business, and new models for doing business. In this economic environment, efficient use of money, time, and effort is critical, especially for the small business owner. Many of the solutions talked about here will be just the beginning of what may be the creative solution you need.