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## EVENTS

First of Two Web Chats is Monday, November 19, at 1 p.m. ET

Nov. 15, 2012

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The start of the holiday season also signals the end of another year. Small businesses are gearing up for holiday sales and they're looking for ways to minimize their tax burdens, both of which can be crucial to a business' success in the New Year.

Now is a good time to get tips and advice on how to maximize both, with help from the U.S. Small Business Administration. November's web chats will feature experts who will give tips on how to boost holiday marketing strategies, and how to prepare now for tax filing season.

The November web chats and links are:

**Nov 19, 1 p.m. EST: "Holiday Marketing Tips & Ideas"** with Caron Beesley, SBA blogger, marketing communications consultant, and small business owner. Learn how to maximize your holiday profit and how to help increase sales volume.

Participants can join the live web chat, and also post questions beforehand by visiting [Web Chat Event: Nov 19](#).

**Nov 28, 1 p.m. EST: "Getting Your Small Business Ready for the Tax Filing Season"** with Edward S. Karl, vice president of taxation for the American Institute of CPA's (AICPA) and the AICPA tax staff. Learn useful and practical tips for year-end tax savings strategies and tax provisions that may affect your business. Participants can join the live web chat, and also post questions beforehand by visiting [Web Chat Event: Nov 28](#).

The web chats can also be accessed at [www.sba.gov](http://www.sba.gov) under the What's New tab.

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