

A Tradition of Small Business Support

FREE - Online - On-Demand Webinars

The SBA Learning Center is an online portal that hosts a variety of free, self-paced online training courses and quick videos to help small business owners explore and learn about the many aspects of business ownership.

<https://www.sba.gov/tools/sba-learning-center/search/training>

Topics include: Competitive Analysis, Market Research, Customer Service, Cyber security, Crime prevention, Growing an Established Company, Intro to Human Resources, Intro to Pricing, Legal Requirements, Pricing Models, Selling Your Business and much more.

State Designated as Florida's Principal Provider of Business Assistance [§ 288.001 Fla. Stat.]

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For your government contracting needs

SBDC Roundtables & Training Opportunities Sept. - Dec. 2017

*Building and Growing a
Successful Business*

*Government
Contracting Series*

*Social Media for Your
Small Business*

Digital Marketing

Hiring and Staffing

Boots to Business



Eastern Florida State College
Florida SBDC
3865 North Wickham Road
Parrish Student Center (Bldg.. 10) Room 117
Melbourne, Florida 32935



Eastern Florida State College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award baccalaureate and associate degrees, as well as specialized certificate programs. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Eastern Florida State College.

SB7176



Helping Businesses Grow & Succeed



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Florida's Principal Provider
of Business Assistance
[§ 288.001 Fla. Stat.]

Jointly presented by Brevard County
Chambers of Commerce

September - December 2017



*The Florida Small Business Development Center (FSBDC) at Eastern Florida State College is pleased to offer the following programs in the **Fall 2017** in conjunction with **SCORE, WeVenture and US SBA.***

SMALL BUSINESS DEVELOPMENT CENTER ROUNDTABLES AND TRAINING OPPORTUNITIES

NEW!! -- the FSBDC at EFSC is now offering one on one hands on program sessions for established (2 or more years in operation) companies only. Participation is limited to a maximum of 4 clients on a first come first serve basis. Call for your session now. Programs being offered include:

Small Business Budgeting with QuickBooks

Without a budget, the business owner is literally shooting in the dark when it comes to trying to create an action plan for a company. A solid budget identifies current available capital, estimates expenditures and anticipates revenues. Businesses should continually refer to them as a way of measuring performance against expectations. The FSBDC will work collaboratively in 3 one to two hour private and confidential sessions with the business to create a full year monthly budget in QuickBooks. Clients must have a laptop with access to QuickBooks software.

Monthly Financial Analysis and Benchmark Comparisons

Meet with the FSBDC over 4 monthly individual 1 1/2 hour private and confidential sessions and learn how to understand your monthly and YTD financial results in terms of profitability, liquidity, leverage and efficiency. Learn how to read 'the story' in the numbers and make decisions to improve the financial health of your business. Sessions include a benchmark analysis and industry financial comparisons as appropriate. Clients must be able to provide monthly income, balance sheet and cash flow statements for each session.

Risk Management – Get Prepared

You have put a great deal of time and resources into growing your business. One incident could wipe away years of hard work and impact your family, your employees and your community. To better prepare your business for disasters that can and will happen you need to evaluate potential risks to your business, decide on controls to mitigate the risks and prepare a business continuity/emergency response plan. Work with the FSBDC using the Bizaster smartphone app to create a risk management plan in 2 ea 1.5 hour sessions.

September 2017

September 6, 2017 – Lenders Roundtable
9:00 – 11:00 am

Location: EFSC Melbourne Campus,
3865 N Wickham Road, Bldg. 10 Room 206

Panel of Lenders and US SBA will review requirements and guidelines for SBA and traditional lending. The program is NO Cost. Reservations are required. Call the FSBDC at 433-5570 or 433-5514 or register online: <http://floridasbdc.org/get-training/>

September 12, 2017– Patents & Trademarks
9:00 am – Noon

Location: EFSC Melbourne Campus,
3865 N Wickham Road, Bldg. 10 Room 206
Speaker specializing in patents, trademarks, copyrights, trade secrets, licensing and related litigation. His firm includes experienced patent attorneys and a patent agent which specialize in all patentable technology areas. Brian Steinberger has personally prosecuted over 1,500 patents and has prosecuted over 1,400 federal trademarks through the U.S. Patent & Trademark Office. Brian was formerly a Senior Primary Patent Examiner with the U.S. Patent Office for many years before starting his practice in Brevard County. He has taught intellectual

property classes for the University of Central Florida Small Business Development Center for over 18 years and also the UCF Incubation Program, and has authored many articles for newspapers and technical journals on intellectual property over the years. Intellectual Property is a key legal component of any small business. Come learn how you can protect your ideas, symbols, names, images, designs, etc. The program is NO Cost. Reservations are required. Call the FSBDC at 433-5570 or 433-5514 or register online: <http://floridasbdc.org/get-training/>

September 21, 2017 – Small Business Hiring and Staffing
9:00 – 11:00 am

Location: EFSC Melbourne Campus,
3865 N Wickham Road, Bldg 10 Room 206

The most important asset to any company is its people. Staffing can make the difference between success and failure - but how do we ensure that we get the right people on board and retain a winning team? This session will discuss how to recruit, interview, hire, manage and let go of (if necessary) employees the right way. The program is NO Cost. Reservations are required. Call the FSBDC at 433-5570 or 433-5514 or register online: <http://floridasbdc.org/get-training/>

September 26 & 27, 2017 - Boots to Business
8:00 am – 4:00 pm

Patrick AFB Airman & Family Readiness Center

The program is No Cost. You must have current access to Patrick AFB to attend. Call AFRC at 321-494-5676 to register

October 2017

October 4, 2017

Tax and Accounting Issues for the Small Business
9:00 – 11:00 am

Location: EFSC Melbourne Campus,
3865 N Wickham Road, Bldg. 10 Room 206

Make sure your business tax and accounting systems are set up properly so you can focus on managing and growing your business. We will cover how to choose the type of tax entity that will benefit you and meet your business goals. We will also discuss business accounting and how it can help you effectively and efficiently manage your business. The program is NO Cost. Reservations are required. Call the FSBDC at 433-5570 or 433-5514 or register online: <http://floridasbdc.org/get-training/>

October 11 2017– Business Start Up Info Session
9:00 – 11:00 am

Location: EFSC Melbourne Campus,
3865 N Wickham Road, Bldg. 10 Room 206

This session will cover the basics of "How to start your business" as well as resources in the community. The program is NO Cost. Reservations are required. Call the FSBDC at 433-5570 or 433-5514 or register online: <http://floridasbdc.org/get-training/>

October 18, 2017 – Understanding Source Selection
10:00 am – 3:00 pm

Location: EFSC Cocoa Campus, 1519 Clearlake Road
Bldg 3 Room 103

In federal contracting, the objective of source selection is to choose the proposal that represents the best value in competitive negotiated acquisitions (Subpart 15.302). Whether you are responding to your first proposal or you are an experienced federal contractor or subcontractor, this seminar will not disappoint you. Register now to learn from the experts how to increase your chances of becoming the successful offeror.

Major Topics will include:

Understanding Key Contracting Terms, Responding to Solicitations, Evaluation Factors and Significant Sub factor, Proposal Evaluation, Small Business Participation: Technical and Past Performance and Source Selection Decision. Cost is \$25. Course number is 74097. Reservations are required and class is limited in size. Register online at: www.easternflorida.edu/go/sbdc or call the FSBDC at 433-5570 or 433-5514

October 25, 2017 –
FaceBook Marketing for Your Small Business
3:00 – 5:00 pm

Location: EFSC Melbourne Campus, Bldg. 10 Room 206
Three ways FaceBook can help your business grow and prosper.

The program is NO Cost. Reservations are required. Call the FSBDC at 433-5570 or 433-5514 or register online: <http://floridasbdc.org/get-training/>

November 2017

November 8, 2017– Business Planning
9:00 – 11:00 am

Location: EFSC Melbourne Campus,
3865 N Wickham Road, Bldg. 10 Room 206

A business plan is an essential roadmap for business success. This living document generally projects 3-5 years ahead and outlines the route a company intends to take to grow revenues. At the same time the plan identifies and incorporates risks that the enterprise might face, so the small business owner is prepared. Business planning tools, examples and outlines are provided.

The program is NO Cost. Reservations are required. Call the SBDC at 433-5570 or 433-5514 or register online: <http://floridasbdc.org/get-training/>

November 15, 2017 – Sales Tactics for Small Business
3:00 – 5:00 pm

Location: EFSC Melbourne Campus,
3865 N Wickham Road, Bldg. 10 Room 206

Particularly for entrepreneurs, getting a handle on basic sales strategies can be more critical to the success of a venture than the development of its products and services. The truth is so many businesses have gone under because they don't know how to sell. You can have the greatest product or service on the market, but without sales strategies, you'll never get it off the ground. The program is NO Cost. Reservations are required. Call the SBDC at 433-5570 or 433-5514 or register online: <http://floridasbdc.org/get-training/>

November 29, 2017 – Get Smart about Credit for Small Business Owners
9:00 – 11:00 am

Location: EFSC Melbourne Campus,
3865 N Wickham Road, Bldg. 10 Room 206

Evaluate, 5 C's of Credit, Get Smart about credit for Small Business Owners includes not only the 5 C's of Credit, but also what to consider before applying for financing, what to expect during the application process, and how to manage your finances and explore your options to make the most of your cash flows. The program is NO Cost. Reservations are required. Call the FSBDC at 433-5570 or 433-5514 or register online: <http://floridasbdc.org/get-training/>

December 2017

December 6, 2017 –
Tax and Accounting Issues for the Small Business
9:00 – 11:00 am

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3865 N Wickham Road, Bldg. 10 Room 206

Make sure your business tax and accounting systems are set up properly so you can focus on managing and growing your business. We will cover how to choose the type of tax entity that will benefit you and meet your business goals. We will also discuss business accounting and how it can help you effectively and efficiently manage your business.

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December 12, 2017–
Business Planning
9:00 – 11:00 am
Location: EFSC Melbourne Campus,
3865 N Wickham Road, Bldg. 10 Room 206

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SCORE Workshops

SCORE Workshops with Titusville Chamber –
3rd Wednesdays from 10:45 am to Noon.

Location: Titusville Area Chamber,
2000 S. Washington Ave, Titusville
Call 321-267-3036 for info or to register

Topics include:

September 20, 2017 – What is your Market Plan – a 7 Step process to learn the what and why of a market planning

October 18, 2017 – Shoestring Marketing – How to promote your business while using limited money

November 15, 2017 – Practical Grant Writing – addresses both practical and conceptual ideas

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The Florida SBDC at Eastern Florida State College is a member of the Florida SBDC Network, a state-wide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Defense Logistics Agency, State of Florida, and other private and public partners, with the University of West Florida serving as the network's lead host institution. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for limited English proficient individuals. Reasonable accommodations for persons with disabilities and/or limited English proficiency will be made if requested at least two weeks in advance. To request accommodation or language assistance, please contact the SBDC at 321-433-5570.

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