

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.

Topics include:
Understanding Your Customer, Buying a Business, Competitive Advantage, Contracting Opportunities for Veteran Entrepreneurs and much more.

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

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 May – August 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.

SB11164



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



May–August 2017

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

SMALL BUSINESS DEVELOPMENT CENTER ROUNDTABLES AND TRAINING OPPORTUNITIES

May 2017

May 2 – SCORE BizFest

**Location: Melbourne Hilton at Rialto Place
200 Rialto Place, Melbourne, FL**

Space Coast SCORE is hosting a BizFest and will have numerous accomplished businesspeople who will be "Peeling Back The Onion" and sharing some of their most valuable tools, tips and insights on what you need know so you can navigate in the in ever-changing business world.

Entrepreneurs Work HARD -

Sacrificing their time, their friends, their family, and Lord knows what else, and it doesn't need to be that way. Now is your chance to learn from the some of the brightest people in the Space Coast small business world. To register or for more information:

<https://spacecoast.score.org/>

May 9, 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/>

May 10, 2017 – Understanding DCAA Compliance

10:00 am – 3:30 pm

Cocoa Campus, Bldg 3 Room 103

Presenter: Sherry Kobus, DCAA

If you contract with the federal government, to keep on the right ‘track,’ contractors must comply with many federal government rules, including establishing systems compliant with federal regulations. To ensure compliance, the Defense Contract Audit Agency (DCAA) conducts contract audits for the Department of Defense and other federal agencies.

Why is it vital to understand DCAA compliance?

If knowledge is power, in federal contracting, ignorance is weakness.

Gain powerful insights on how to avoid and reduce contracting risk and prepare for successful audits that will save you costly resources. Topics will include: Introduction & DCAA Overview; Contracts Briefs; Public Vouchers and Proposal Adequacy. Cost is \$25 and includes lunch. Course number is: **72010**

Call the SBDC at 433-5570 or 433-5514 or register online at www.easternflorida.edu/go/sbdc

May 11, 18, 25 and June 1, 2017– QuickBooks for Small Business Owners

Four week class on Thursday mornings

9:00 – 12:30 pm

Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg. 1 Room 164

Cost is \$190. Use QuickBooks Pro 2016 to achieve better results. Track inventory & set reorder points, Print Checks, pay bills & track sales & expenses, Build inventory assemblies
Gain tools for payroll & tracking employee time, Incorporate Microsoft Excel, Prepare invoices and track client payments, Track and pay sales tax, Pay bills and track company payables, Write Checks / Balance Checkbook, Prepare payroll, Print all required government reports, Track payroll liabilities, payroll and tax laws and much more.

Course number is **72011**. 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

May 23, 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/>

June 2017

June 7, 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/>

June 20, 2017 – Marketing Plan for your Small Business – For Existing or Startup Businesses

3:00 – 5:00 pm

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

Marketing takes time, money, and lots of preparation. A strong small business marketing plan will ensure you’re not only sticking to your schedule, but that you’re spending your marketing funds wisely and appropriately. A marketing plan includes everything from understanding your target market and your competitive position in that market, to how you intend to reach that market (your tactics) and differentiate yourself from your competition in order to make a sale.

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/>

July 2017

July 11, 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.

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July 19, 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/>

July 25, 2017 – Video Marketing

9:00 – 11:00 am

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

Learn ways that your business can effectively use video to gain new clients. Discover the elements and cost-effective uses of a good commercial, and get pointers on do-it-yourself video for social media. Look at some real-world examples and come away with some great ideas for your business.

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/>

July 27, 2017 - Market Research - How to collect and analyze the information needed to grow your business

8:30 – 10:30 am

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

Market research is the function that links the consumer, customer, and public to the small business owner. This information is used to identify and define marketing opportunities and problems; to generate, refine, and evaluate marketing actions; to monitor marketing performance; and to improve understanding of the marketing process. The steps associated with conducting both primary and secondary market research are reviewed along with how to make use of the information in both your marketing and business plans. 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/>

August 2017

August 2, 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/>

August 9, 2017 – Social Media for Your Small Business

3:00 – 5:00 pm

Location: EFSC Melbourne Campus, Bldg. 10 Room 206

From a business perspective, there are few communications tools that hold the power of effective social media messaging. Learn the basics of which social media platforms are the right fit for *your* business and how to leverage your company’s key messages within each platform to boost your own business brand exposure and sales. 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/>

August 15, 2017– Financial Management for Your Small Business

8:30 – 10:30 am

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

The financial management system for a small business includes both how you are financing it as well as how you manage the money in the business. This course will emphasize an understanding of the information contained in the income statement, balance sheet and cash flow statement in order to make better decisions and improve your financial results. It will also include tips on how to work with your accountant and/or financial advisor to improve both your financial understanding and your decision making process.

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/>

August 22, 2017– Risk Management for Your Small Business

8:30-10:30 am

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

A Risk Management plan is essential to keep your business running before and after a natural disaster. This course will emphasize an understanding of the information and resources available to you. 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/>

WeVenture Impact Business & Leadership Summit

August 24, 2017

8:30 am - 1:00 pm

Audience: 300 plus attendees representing 20% corporate C-level business people, 60% small business owners and 20% professionals. Approximately 85% women and 15% men.

Purpose: To encourage meaningful relationship building and create opportunities for business growth and leadership development for women entrepreneurs and business professionals. For more information call 321-674-7007 or go online to: http://weventure.fit.edu/events/impact_summit.php

Sept 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

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Topics include: Understanding Your Customer, Buying a Business, Competitive Advantage, Contracting Opportunities for Veteran Entrepreneurs and much more.

The FFSBDC at Eastern Florida State College is a member of the Florida FSBDC Network. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.

For the latest information and resources, visit us at: easternflorida.edu/go/sbdc