

## A Tradition of Small Business Support

Mark your calendars for this summer class

May 11, 18, 25 and June 1, 2017  
QuickBooks for Small Business Owners  
Four week class on Thursday mornings 9:00 a.m. – 12:30 p.m.  
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg. 1 Room 164

Use QuickBooks Pro 2016 to achieve better results. Track inventory and set reorder points, print checks, pay bills and track sales and expenses, build inventory assemblies, gain tools for payroll and 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. **Cost is \$190. Register online beginning in March 2017.**

**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*  
*January – April 2017*

*Building and Growing a Successful Business Series*

*Government Contracting Series*

*Social Media for Your Small Business*

*Digital Marketing*

*Patents & Trademarks*



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.



Helping Businesses Grow & Succeed

**NEW YEAR  
– NEW GROWTH**



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Jointly presented by Brevard County  
Chambers of Commerce

*January – April 2017*

*The Florida Small Business Development Center (FSBDC) at Eastern Florida State College is pleased to offer the following programs in the Spring of 2017*

# SMALL BUSINESS DEVELOPMENT CENTER ROUNDTABLES AND TRAINING OPPORTUNITIES

## JANUARY 2017

**January 11, 2017 – Business Planning**  
9:00 – 11:00 a.m.

**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/>**

**January 19, 2017 – Financial Management for Your Small Business**  
8:30 – 10:30 a.m.

**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/>**

**January 25, 2017 – Small Business Hiring and Staffing**  
9:00 – 11:00 a.m.

**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/>**

## FEBRUARY 2017

**February 8, 2017 – Business Start Up Info Session**  
9:00 – 11:00 a.m.

**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/>**

**February 15, 2017 – Marketing Plan for your Small Business – For Existing or Startup Businesses**  
3:00 – 5:00 p.m.

**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/>**

## Government Contracting Classes in Jan. and Feb.

**January 31, 2017 – Understanding SBA's New "All" Mentor Protégé Program**  
6:00 – 8:00 p.m.

**Location:** EFSC Cocoa Campus, Bldg. 3 Room 103

**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/>**

**February 7, 2017 – Fair Labor Standards (FLSA), Service Contract (SCA), and Davis-Bacon Acts (DBA)**  
10:30 a.m. – 4:30 p.m.

**Location:** EFSC Cocoa Campus, Bldg. 3 Room 103

Presenter: William L (Roy) Richardson, Jr., Community Outreach and Planning Specialist, US Dept. of Labor, Wage and Hour Division  
Topics: Regulations, Compliance Principles and How the Acts pertain to federal contracting. **Cost is \$30 and includes lunch Call the SBDC at 433-5570 or 433-5514 or register online at [www.easternflorida.edu/go/sbdc](http://www.easternflorida.edu/go/sbdc)**

**February 21, 2017 – Marketing Your Business to the Federal Government**  
10:00 a.m. – 3:00 p.m.

**Location:** EFSC Cocoa Campus, Bldg 3 Room 103

This class focuses on improving your probability of being "found" by Federal contracting offices and large Federal Prime Contractors.

The discussion includes:

- Which website is used by contracting entities to source contractors
- Which NAICS codes and how many should you use
- What is a good "Capability Statement"
- What is most important to a Contracting Officer and Selecting Official
- How to improve your website

**Cost is \$25 and includes lunch. Call the SBDC at 433-5570 or 433-5514 or register online at [www.easternflorida.edu/go/sbdc](http://www.easternflorida.edu/go/sbdc)**

**February 28, 2017 – Pricing Matters: Pricing Model**  
10:00 a.m. – Noon

**Location:** EFSC Cocoa Campus, Bldg. 3 Room 103

**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/>**

## MARCH 2017

**March 1, 2017 – Business Planning**  
9:00 – 11:00 a.m.

**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/>**

**March 8, 2017 – Social Media for Your Small Business**  
3:00 – 5:00 p.m.

**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/>**

**March 15, 2017 – Video Marketing**  
9:00 – 11:00 a.m.

**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/>**

**March 22, 2017 – Risk Management for Your Small Business**  
8:30 – 10:30 a.m.

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

The FSBDC at Florida International University (FIU), in partnership with USAID and FIU's Extreme Events Institute, has developed a disaster-preparedness mobile app that allows business owners to better prepare their companies for disasters and to jump start operations post-event. The app includes customizable checklists, disaster simulations and assessments to help entrepreneurs identify risks to their business. This course will discuss overall small business risk management and how to effectively use this app. **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/>**

**March 29, 2017 – Market Research – How to collect and analyze the information needed to grow your business**  
8:30 – 10:30 a.m.

**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/>**

**March 1 – 2, 2017 – Boots to Business**  
8:00 a.m. – 4:00 p.m.

**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 Fall Boots to Business Session will also be offered in September 26 & 27, 2017.**

## APRIL 2017

**April 6, 2017 – Business Start Up Info Session**  
9:00 – 11:00 a.m.

**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/>**

*FSBDC at Eastern Florida State College is closed from April 10-16 for Spring Break*

**April 18, 2017 – Online Lead Generation – Digital Marketing**  
10:00 a.m. – Noon

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

What method is being used to get traffic to your site? How do you capture the Leads that come to your website? How do you engage your potential clients when they get to your website? Digital marketing

is the content driven targeted, measurable, and interactive marketing of products or services using digital technologies to reach consumers. The key objective is to promote brands through various forms of digital media. Digital marketing includes Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building, along with email and the use of social media. **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/>**

**April 20, 2017 – Financial Management for Your Small Business**  
8:30 – 10:30 a.m.

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

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**April 25, 2017 – Patents & Trademarks**  
9:00 a.m. – 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/>**

**April 26, 2017 – Sales Tactics for Small Business**  
3:00 – 5:00 p.m.

**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/>**

*Space Coast Women in Defense – 4th Anniversary Celebration*  
January 28, 2017

**Location:** America Muscle Car Museum, Sarno Road, Melbourne  
[www.scwid.org](http://www.scwid.org)

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](http://easternflorida.edu/go/sbdc)*