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***Betterfin-A Lending Option For Your Small Business!***

    Presented by:

***Jeremiah Braunlin, Business Development, Betterfin***

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In light of the current crisis and the trends we are seeing within traditional and alternative lending both regionally and nationally, you might want to join this informational webinar to hear what Betterfin is offering to those in need of a loan during these unprecedented times Discover the best financing options with unprecedented transparency and get connected to over 40 lenders and financing companies for a wide range of borrower profiles and needs!

**WHEN:          December 1, 2020; 1:00-1:30pm**

**To Register**:  [https://mdsbdc.ecenterdirect.com/events/16425](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fmdsbdc.ecenterdirect.com%2fevents%2f16425&c=E,1,l2NVJ0-8xOlyZcNozcK5UpAL4YnNqesaxhNG1EA2C2NoFMxvzQhXpqKhYmEEJUN9L9S9jjOfyyHy7Lz9DP79MW12NJypoCwInDg9twcOqYVr7M38tIE,&typo=1)

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***Retail-From Bah Humbug to Boom: Mastering The Holiday Season***

***Presenter, Marc Willson, Retail Expert***

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Small retailers: are you ready to meet new customer expectations during the most critical 90 days of the year? From Amazon Prime Days to Black Friday, Small Business Saturday, and Cyber Monday through the entire month of December, this is the most wonderful – and busiest – time of year. Join us as retail expert **Marc Willson** presents essential strategies to make the most of the season – even during a pandemic – and carry you into the post-holiday selling season.

**WHEN:          December 2, 2020; 1:00-1:30pm**

**To Register**:  [https://mdsbdc.ecenterdirect.com/events/16405](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fmdsbdc.ecenterdirect.com%2fevents%2f16405&c=E,1,NdA1xbh8DywEP9MwGaTN_2JnCdIC1MGNERHHPGg6sxNMy6MLzXP_suMEb1GKeMB3w4GMBvWojFQ81mvvfZBwW3Fhi9SVe46pcma_AiqLjrzKl8cPOmXFr9yh&typo=1)

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***Google Analytics: 5 Reports That Impact Your Marketing Data***

    Presented by:  ***Dave Barnhart,* CDMC,**

Digital Marketing Manager/Senior Account Executive; Manning Media Marketing Solutions



Join this webinar to learn how you can use the data from your Google Analytics to market and find new customers. We’ll review how to pull an audience overview report, a benchmarking report so you can see how you stack up against your competitors, a page’s report, as well as a demographics and interest report.

**WHEN:          December 2, 2020; 10:30-11:45am**

**To Register:** [https://mdsbdc.ecenterdirect.com/events/16424](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fmdsbdc.ecenterdirect.com%2fevents%2f16424&c=E,1,OYutH_iM3L1jJeEkjfcmF6Dy5pZ-rPERmyh_llXWMY0N_vUGQjF1SsMTGNoBi9IXKa_cXSQrVQTs02-T1Zvrh2u1U_sTnex78VhzBJ2u-inLnUTY7tCF&typo=1)

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***Webinar: Business Interruption, Planning and Recovery***

Presented by:  ***Matt Johnson, Esquire***



It is the rare business that didn't suffer some sort of interruption in 2020. The need to plan for the interruption and more importantly for the recovery has never been clearer. Most small businesses were just improvising in 2020, but that is not a great way of dealing with interruption and recovery.

**WHEN:          December 3, 2020; 10:00-11:30am**

**To Register:** [https://mdsbdc.ecenterdirect.com/events/16304](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fmdsbdc.ecenterdirect.com%2fevents%2f16304&c=E,1,8NKabHpukzuXGh5XsSGysmeXz5iAhIjcadArUoocPvCSyjEm3bsFfYGJ-rM63hx2KfXjk6i7O4GnXCgyC4dYQTzT3Y-gXDyDqB3V9Vv0LORAC28,&typo=1)

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***Webinar: Expanding Your Customer Base Beyond The Community***

Presented by:  ***Pieter Bickford,* Marketing Executive,HighRock Studios**

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Using a variety of techniques and platforms, we will explore how to build and maintain a loyal community of product evangelists for your brand that expand beyond your local area.

**WHEN:          December 8, 2020; 1:00-2:00pm**

**To Register:** [https://mdsbdc.ecenterdirect.com/events/16420](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fmdsbdc.ecenterdirect.com%2fevents%2f16420&c=E,1,Dqf9zRS8gHvvs9k2GLc-CH5wkn7AzafKHBTpF9YO6hL2BZ0nweBzaokcHcCv2Q2BubwMPPZf0j5WVszxivLUJASJTHqXE_WiHX-Upak1&typo=1)

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***Holiday eCommerce for Small Retailers: From Brick and Mortar to Click and Mortar***

**Presenter, *Marc Willson*, Retail Expert**

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How can small retailers transform their brick and mortar holiday customer experience into an equally compelling and seamless online experience for individuals who may not be comfortable enough to shop in public? Join retail expert Marc Willson as he introduces “next level” eCommerce strategies for creating a robust digital shopping experience that works!

**WHEN:          December 9, 2020; 9:00-10:15am**

**To Register:** [https://mdsbdc.ecenterdirect.com/events/16407](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fmdsbdc.ecenterdirect.com%2fevents%2f16407&c=E,1,JzTMiyXJnoSWtIOpT0YBrGw5-zS01ZmoaFb9TORd71Dlyj-aBmcdeoLsjjokVw7xwOMbG9TsX_j_v0aJogVJGmp-WWIHIDG7sTm4l2Uq&typo=1)

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***The Marketing Hourglass***

**Presented by Dennis Ottey, Dott Digital Marketing**



***Learn how to attract your ideal customers and convert them to lifelong Brand Ambassadors.  Ideal for any business, from start up to seasoned small business!***

**WHEN:          December 10, 2020; 10:00-11:30am**

**To Register:** [https://mdsbdc.ecenterdirect.com/events/16419](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fmdsbdc.ecenterdirect.com%2fevents%2f16419&c=E,1,fCOeu42AAtZHdsnaz7M0mhYaz8hcR7bnmNbOfyfLAHdACzbEAr7v_FFFR0Aoimn-vee90XMVJI_WLNkmY-5fzSCrBSeA5uKJpksvv8o1ItGlFW9BhH5JQII,&typo=1)

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***How To Research Your Business Competition***

**Presented by *Ali Paskun*, ABIL Solutions LLC**



**Join this seminar to learn how to use competitive research to identify exactly where your company stands out and can excel!**

**WHEN:          December 10, 2020; 1:00-2:30pm**

**To Register:**[https://mdsbdc.ecenterdirect.com/events/16318](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fmdsbdc.ecenterdirect.com%2fevents%2f16318&c=E,1,MPhuyM1NbQGxfO_kreucf-YiPhRU62BcCLeCc3CveE--_dFO5ETOtzhyQIKUb0vXrrtdC3-qa52Oq8MFTl7FhiIN7WW0F8EUhX7GRa75&typo=1)

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***Tax Updates for 2020***

**Presented by *Bev Stitely*, Tax Strategist, Enrolled Agent (EA),**

**Profit First Professional**

**Owner, Saunders Tax and Accounting**

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The tax law has changed in a number of ways this year. How will these changes affect you? How can you benefit? Join this webinar to learn everything you need to know for the making the best tax decisions.

**WHEN:          December 16, 2020; 10:00-11:30am**

**To Register:**[https://mdsbdc.ecenterdirect.com/events/16389](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fmdsbdc.ecenterdirect.com%2fevents%2f16389&c=E,1,TAh8mWc0161_70OTEr8dqXx0NiOJGQtkJxsF1yABpnJTb4skcoj7zAT6c-AM0RQoXLpu5X6e40xw7ODZMxFKPW85v-alU46rCbCn94Nm-ly-A79iaSE,&typo=1)

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***Making The Most of Your Marketing Toolkit!***

***Presenter, Melody Belotte,* Marketing Expert**



Explore how to utilize a combination of marketing tools and technologies to effectively communicate your brand message. Whether you're utilizing video, print, or digital - how can you make the most of the tools you have? How do you ensure consistency without becoming stagnant? Learn how to develop a cohesive plan for 2021 while leveraging a variety of tools.

**WHEN:          December 16, 2020; 1:00-2:30pm**

**To Register:** [https://mdsbdc.ecenterdirect.com/events/16324](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fmdsbdc.ecenterdirect.com%2fevents%2f16324&c=E,1,7fhNff1X8NuKBfUoRrQAtERaB2mE1E59SKTlJpIMqQ0ZW_G-9r6ZROc0q29jQwaMvYu8dZlGbtWTxt6fOxLyCuejf-Ci29NWQUPZjhlw1SDV__tuYg278w,,&typo=1)