



America's SBDC
VIRTUAL
CONFERENCE
2020









CELEBRATING 40 YEARS


COURSE CATALOG








 Live Q&A session with date, time, and Zoom link provided.

Focus Area	Presentation	Presenter(s) Organization
Business Planning	What makes a company investable by equity investors Objective is to provide access to capital consultants with understanding of what makes an endeavor attractive to an equity investor, the process required, and type of supporting documents that are needed.	Ricardo Weisz Florida SBDC / Miami
Business Planning	Latest Data and Tools from the U. S. Census Bureau Discover the latest U.S. Census Bureau statistics and data tools designed to help small businesses make smart decisions. This workshop will provide an overview of the data from the American Community Survey, a key Census demographic resource for SBDC counselors. The workshop will also provide an update on the local area data from the 2017 Economic Census, which just started coming out in January 2020, as well as updates on other key annual business programs. The workshop will also include an update on the latest features of Census Business Builder 3.0 and the new data.census.gov platform, tools that present these important demographic and business data to SBDC counselors. SBDC counselors can directly affect the quality of these Census data and tools by actively promoting response to these programs and supporting usage of these tools by your clients.	Chuck Brady US Census Bureau Andy Hait US Census Bureau Tyson Weister US Census Bureau
Business Planning	Using Assessments to Increase Efficiency, Effectiveness, and Impact When was the last time you walked into a client's office and knew exactly what assistance they needed and exactly how to go about providing that assistance? Among the myriad of needs a client can express during the consulting engagement, it can be difficult to determine which need to prioritize and where to begin discussing solutions. In this session you will learn how assessments can be a useful tool to maximize engagement, focus, and impact with clients. You'll discover basic steps for developing your own assessments and how aggregated results can improve the client, consulting, and SBDC experience!  10/13/2020 4:00PM-4:40PM Kathy Miller https://zoom.us/j/97872259919	Kathy Miller MI-SBDC
Business Planning	BIG Ideas-SBIR/STTR Commercialization Essentials Writing a commercialization plan can be intimidating for start-up companies especially for those that lack a business background fueling motivation to seek assistance from their local SBDC. This presentation goes over the basics of the SBIR program and the elements of a commercialization plan. We will take that big idea and break it down to a viable commercialization plan that covers company, market, competition, customer, financing plans and revenue stream. This presentation is suitable for SBDC counselors working with companies utilizing the SBIR program with commercialization essentials that can be applied for all companies regardless of the SBIR program.  10/26/2020 3:00PM-3:40PM Shannon Bass https://zoom.us/j/99202947545	Shannon Bass BBCetc



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Business Planning	<p>Advanced Legal Structures/Joint Ventures: Memorandum of Understanding & LOI Learn the essential legal terms and conditions of a joint venture including: (1) JV utilization for business growth and pooling resources for access to capital; (2) identification of the right opportunities and partners; (3) overview of entity formation options for a JV; (4) examination of key terms such as confidentiality, exclusivity, non-competition, due diligence, asset inventory, financing, intellectual property, management, dispute resolution alternatives; and exit strategies; (5) analysis of how a joint venture mistakenly created a partnership resulting in a \$535 million jury verdict ; and (6) evaluation of trademark, branding and goodwill with actual trademark samples for each participant.</p> <p> 10/23/2020 2:00PM–2:40PM Tisha Dodge https://zoom.us/j/95990520088 -</p>	Tisha Dodge <i>Dodge Legal Group SPC</i>
Business Planning, Covid/Cares Act	<p>Exit Strategy There are a great many senior entrepreneurs approaching exit from their established businesses. Without a strategy, the business may end up abandoned due to lack of plan, health or family issues. Losing these businesses will have negative impact on the local economy. This presentation will give SBDC Counselors an ability to change the outcome from closing to ownership transition. The presentation starts with offering the right incentives to engage these successful entrepreneurs, unlikely to be existing clients. Then it offers guidance through the entire process from preparing a business for transition to new ownership, family, employee or third party, through the final outcome.</p> <p> 10/16/2020 1:00PM–1:40PM Peter Pappas https://zoom.us/j/98850313860</p>	Peter Pappas <i>Peter D. Pappas & Associates</i>
Business Planning, Covid/Cares Act	<p>Creating A Strategic Growth Process Are you feeling like up is down and left is right in this new normal? How can a business owner balance the desire for many initiatives with the limitations of action? The great news about a repeatable planning process is that it guides the path through the decisions and actions to achieve goals. The workshop shares the process for efficiently planning and implementing the path. This straightforward process with six simple and flexible components is a disciplined approach to solving problems. Now is the time to have a structure for a thorough analysis that challenges assumptions and conventional wisdom. A sustainable strategic growth planning process focuses on the little steps the company can take every single quarter to help the business stay on track for achieving the larger goals.</p> <p> 10/16/2020 4:00PM–4:40PM Shelly Bernal https://zoom.us/j/92045060631</p>	Shelly Bernal <i>Shelly Bernal</i>
Business Planning, Covid/Cares Act	<p>Opportunities for Buying or Selling a Business During COVID-19 In every major economic down-cycle, whether brought on by a dot.com bubble, financial crisis, or pandemic, each business is affected differently. While some struggle and are forced to close their doors, others pivot and adapt to changing conditions. Still, others find they are favorably positioned and perform exceedingly well. In this workshop you'll learn how the small business market has shifted since COVID-19, as well as the unprecedented opportunities it presents for both buyers and sellers. We'll also share valuable data from BizBuySell's study of Buyers & Owners and how the pandemic impacted their operations, customer demand, acquisition and exit timelines, and transition motivations. We'll conclude by sharing important strategies buyers and owners should consider going forward in today's market.</p> <p> 10/21/2020 2:00PM–2:40PM Doug Whitmire https://zoom.us/j/91914912748</p>	Doug Whitmire <i>BizBuySell</i>
Business Planning, Special Interests Specialty	<p>How to preserve long-standing businesses through employee ownership Passed in 2018, the Main Street Employee Ownership Act gives the SBA the tools and authority it needs to support small businesses in transitioning to employee ownership. This session provides an understanding of the nuts-and-bolts of employee ownership, a strategy to support longstanding small businesses to transition ownership as the owner retires. Learn about employee stock ownership plans and worker-owned cooperatives, how to spot potential business clients who could be a fit, and how to talk about this approach to business succession by overcoming myths that many business owners hold. Learn how other centers are integrating employee ownership into their offerings.</p> <p> 11/9/2020 1:00PM–1:40PM Alison Lingane https://zoom.us/j/97422266317</p>	Alison Lingane <i>Project Equity</i> Mitch Miller <i>The Beyster Institute at the Rady School of Management at UC San Diego</i>



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Business Planning, Special Interests Specialty	<p>Employee Ownership</p> <p>Employee ownership (EO) is increasingly shown to create positive outcomes for companies, employees, business owners, and the communities in which they reside. With baby boomers retiring in record numbers, the need for sustainable succession options is urgent and essential for small businesses. This session explores the importance of EO right now, as well as how SBDCs can help educate their clients on their options, as well as important resources available to them both nationally and locally.</p>	<p>Timothy Garbinsky <i>National Center for Employee Ownership</i></p> <hr/> <p>Tom Strong <i>Georgia Center for Employee Ownership</i></p>
Business Planning, Special Interests Specialty	<p>Teaming: The Small Business Strategy to Jump-starting Federal Contracting</p> <p>The Federal government marketplace can be an overwhelming undertaking for small businesses, especially without strategic consideration to teaming including subcontracting and joint ventures. This session is designed to provide SBDC consultants with turnkey training and counseling approaches to assist small business clients with effective approaches to leverage teaming in the Federal sector. The tools and processes presented are adaptable to most SBDCs.</p> <p> 10/27/2020 3:00PM–3:40PM Bart Njoku-Obi https://zoom.us/j/95913091280</p>	<p>Bart Njoku-Obi <i>UGA SBDC Office of Minority Business Development</i></p> <hr/> <p>Charles Motte <i>DC Small Business Development Center at Howard University</i></p>
Business Planning, Special Interests Specialty	<p>Use YouTube to Grow Your Business</p> <p>Get best practices for creating a YouTube Channel and compelling video content that promotes your products and services and drives engagement with your brand. In this workshop we'll discuss best practices for: Understanding different video formats How to setup a YouTube channel Making good creative, and how to target and measure the results.</p> <p> 10/6/2020 1:00PM–1:40PM Dave Meyer https://zoom.us/j/95075601396</p>	<p>Dave Meyer <i>Google</i></p>
Business Planning, Special Interests Specialty, Covid/Cares Act	<p>Making Businesses More Resilient with an SBA Disaster Loan</p> <p>Since its inception in 1953, the U.S. Small Business Administration (SBA) has been a critical player in disaster recovery. The SBA's Office of Disaster Assistance (ODA) provides disaster survivors with low-interest federal loans designed to help them rebuild faster, stronger and more resilient. To date, ODA has approved over 2.2 million disaster loans resulting in more than \$65.9 billion in aid to help businesses and residents with their recovery. SBA disaster loans make recovery both accessible and affordable for disaster survivors across the United States and its territories. This presentation will go also into depth on the SBA's low-interest, long-term disaster loan program which is available to homeowners, renters, businesses and nonprofit organizations to help repair or replace damaged property. It will present a holistic perspective on disaster recovery by discussing key disaster preparedness tips for businesses and homeowners, lessons learned from recent major disasters, details about the SBA disaster loan program, and how the SBA's Office of Disaster Assistance can work with various federal, state, local and non-governmental partners to help communities recover. This in-depth presentation will focus on SBA's low-interest, long-term disaster loan program which is available to homeowners, renters, businesses and nonprofit organizations to help repair or replace damaged property. It will present a holistic perspective on disaster recovery by discussing key disaster preparedness tips for businesses and homeowners, lessons learned from recent major disasters and details about how the SBA's Office of Disaster Assistance can work with SBDCs throughout the country to make our communities more resilient.</p>	<p>Alejandro Contreras <i>U.S. Small Business Administration, Office of Disaster Assistance</i></p>
Business Planning, Special Interests Specialty, Covid/Cares Act	<p>Corporate Supplier Development Readiness for Small Business</p> <p>Small businesses (SMBs) that target major corporations as customers can find lucrative contracting opportunities. Unfortunately, SMBs often face an uphill battle when trying to engage these companies, because they do not fully understand how corporate supply chains operate, and many also lack the capacity to succeed. However, with the help that SBDC advisors can provide, many SMBs can put themselves in position to compete successfully for corporate contracts. This training session provides SBDC advisors with adaptable frameworks and counseling tools for working with clients looking to expand into (major) corporate contracting.</p> <p> 10/26/2020 4:00PM–4:40PM Bart Njoku-Obi https://zoom.us/j/93836330184 11/3/2020 4:00PM–4:40PM Paul Wilson https://zoom.us/j/98483263311 11/6/2020 4:00PM–4:40PM Paul Wilson https://zoom.us/j/95221170149</p>	<p>Bart Njoku-Obi <i>UGA SBDC Office of Minority Business Development</i></p> <hr/> <p>Paul Wilson, Jr. <i>UGA SBDC at Georgia State University</i></p>



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Business Planning, Special Interests Specialty, Covid/Cares Act	<p>Manage Your Business Remotely Discover Google tools that can help business owners work and manage their business during this time of uncertainty. Plus, get insights on more online and timely resources for small businesses. In this workshop we'll discuss: How to update critical business information online Keep customers informed Conduct virtual meetings Access important files from anywhere.</p> <p> 10/9/2020 4:00PM–4:40PM Demming Bass https://zoom.us/j/99111906240</p>	Demming Bass Google
Finance/Accounting/ Financial Analysis	<p>ARISE and Conquer the COVID-19 Economy This 50 minute workshop equips counselors with new tools to help clients Assess 2020 financial results, Rethink priorities for 2021, Innovate their future, Set goals and Engage their team. Topics will include: Building business value Financial statements Breakeven-Plus: your pathway to a bigger bottom line Driving Sales and Productivity Brainstorming ideas and engaging their team in the new plan.</p> <p> 10/28/2020 4:00PM–4:40PM Rod Bristol https://zoom.us/j/97233867340</p>	Rod Bristol Profit Soup
Finance/Accounting/ Financial Analysis	<p>Business Cash Flow Essentials: The must-have cash flow impact course Business Cash Flow Essentials gives SBDC advisors key insights and tools to become experts in the art of cash flow management. Managing cash is the lifeblood for every business, whether just starting out, growing or declining. It is as much an art form as it is a mathematical necessity in a business.</p>	Chad Hodge Finagraph
Finance/Accounting/ Financial Analysis	<p>Developing Financial Projections Using Excel For Cash Flow/Break-Even Analysis As SBDC Consultants, a large part of our work involves analyzing financial statements, developing financial projections, and assisting clients in developing strategies based on the company's financial performance. Participants will learn to use an Excel template to develop financial projections including pro-forma income statements, balance sheets, cash flows, ratios, and break-even analysis to aid clients in implementing strategies, achieving business stability, and planning for start-up/growth/expansion financing. Business Resource Services, creator of Profit Mastery, actively recommends use of these templates to all SBDC consultants, throughout the country, when conducting training. This session has been a perennial favorite at the ASBDC, has been offered annually since 2012, and has consistently received great reviews. We request a room for this session that will seat 75+ people. Participants will leave with a better understanding of procedures for developing financial projections. Additionally, each participant will receive access to the website link with the spreadsheet tools to be used in their work with SBDC clients.</p> <p> 10/19/2020 2:00PM–2:40PM Betsy Olivanti https://zoom.us/j/94403671850</p>	Betsy Olivanti Ne MN SBDC Curt Walczak Ne MN SBDC
Finance/Accounting/ Financial Analysis	<p>Conducting Historical Financial Analysis As SBDC Consultants, a large part of our work involves analyzing business financial statements and assisting business owners in the development of strategies based on the company's financial performance. In this session, participants will learn how to use an SBDC specific Excel template to enter and analyze historical financial statements and compare to industry standards. Additionally, attendees will learn how to analyze the financial performance based upon ratio calculations in the toolset. Then, using this analysis we will discuss how to communicate the findings with SBDC clients to assist them with growth, expansion, and/or sustainability. Currently, these templates are being used by a number of SBDC consultants in Minnesota, and, over the last three years, have been introduced to and are being used by consultants in 19 additional states, Washington D.C., the U.S. Virgin Islands, and Puerto Rico. Business Resource Services, the creator of the Profit Mastery program, actively recommends use of these templates to all SBDC consultants throughout the country when conducting Profit Mastery training. Participants must have at a minimum intermediate knowledge of Office 2010/Excel and a thorough knowledge of business financial statements, including the statement of cash flows. This training was offered at the 2012, 2013, 2014, 2015, and 2019 ASBDC Conferences and was met with excellent reviews. We request a room for this session that will seat 75 people with a table top as this is a hands on workshop.</p> <p> 10/19/2020 4:00PM–4:40PM Curt Walczak https://zoom.us/j/93820182093</p>	Betsy Olivanti Ne MN SBDC Curt Walczak Ne MN SBDC







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Finance/Accounting/ Financial Analysis	<p>Update on SBA Financial Examinations</p> <p>This presentation will consist of an overview of the SBA financial examination process for SBDC networks, including information on updates to the requirements, and best practices for financial administration of SBDCs.</p> <p> 11/2/2020 3:00PM–3:40PM Nicholas Walker https://zoom.us/j/94025346048</p>	<p>Nicholas Walker SBA</p> <p>Felicia Smith SBA</p>
Finance/Accounting/ Financial Analysis	<p>S-Corp, LLC, C-Corp, what's the difference?</p> <p>This presentation will focus on one of the most persistent and common questions in our industry – What type of business entity should I be? This presentation will go through the two basic reasons people choose an entity, taxes and liability. It will explain the differences between the different entities with an on-board illustration.</p> <p> 10/22/2020 4:00PM–4:40PM Peter Harriman https://zoom.us/j/94959011112</p>	Peter Harriman Maine SBDC
Finance/Accounting/ Financial Analysis	<p>I Spy an Accounting Error</p> <p>In this session, attendees will review accounting and bookkeeping mistakes commonly made by small business owners. In depth accounting and bookkeeping knowledge is not required! This session is accounting for the non-accountant.</p> <p> 10/20/2020 1:00PM–1:40PM Valerie McElveen https://zoom.us/j/92765860214</p>	Valerie McElveen UGA Small Business Development Center at Georgia Southern University
Finance/Accounting/ Financial Analysis	<p>What's New in QuickBooks World</p> <p>Come join this session and learn what's new in QuickBooks Online and other Intuit products and services. It is fast and easy to setup plus your small business clients can customize it to fit their business needs</p> <p> 11/5/2020 4:00PM–4:40PM MB Raimondi https://zoom.us/j/93913376666</p>	MB Raimondi Intuit
Finance/Accounting/ Financial Analysis	<p>Intro to QuickBooks Online: How can it help small businesses?</p> <p>Join this session to see QuickBooks Online in action to understand how it can benefit your small business clients. As well as learning which QuickBooks products would be the best fit for their businesses.</p> <ul style="list-style-type: none"> • How does QuickBooks Online Support Accounting and Tax Compliance? • How does QuickBooks Online make transaction entry easy and fast? • How does QuickBooks Online allow for business analytics and performance reporting. <p> 10/30/2020 4:00PM–4:40PM Bryce Forney https://zoom.us/j/92281846902 11/2/2020 4:00PM–4:40PM Stacy Kildal https://zoom.us/j/92140042209 11/4/2020 4:00PM–4:40PM Bryce Forney https://zoom.us/j/9687736503 11/9/2020 4:00PM–4:40PM Stacy Kildal https://zoom.us/j/92627330921</p>	Stacy Kildal Owner, Kildal Services QuickBooks Certified ProAdvisor
Finance/Accounting/ Financial Analysis	<p>Navigating the Changing Landscape & Future of Business Financing</p> <p>The coronavirus crisis brought many types of small business lending to a near halt. Lenders are starting to (carefully) lend again, but the landscape is different. Nav works with dozens of lenders and credit card issuers. Go behind the scenes with them to find out who is lending, what has changed, and what your clients need to do to prepare for the new world. In addition to the recorded session, you'll be invited to join a live session to get answers to your questions about the current lending environment.</p> <p> 10/14/2020 3:00PM–3:40PM Gerri Detweiler https://zoom.us/j/98132551658</p>	Gerri Detweiler Nav Jantzen Fugate Business Loan Broker Academy
Finance/Accounting/ Financial Analysis, Covid/Cares Act	<p>1% Solution: Small Changes that Make a Big Difference</p> <p>Cash flow is the lifeline of a business and yet it remains a great mystery for many and often confused with profits. For example, it's not unusual for a company to be profitable and have negative cash flow – a situation most business owners at some time experienced and have no idea why. This program will provide an overview of company-wide cash flow and explain the seven levers that effect cash flow from operations and show how a small change in any one lever can have a large impact on company cash flow. Attendees receive an Excel Financial Scorecard and Budget Plan to help monitor and manage company cash flow.</p> <p> 10/26/2020 1:00PM–1:40PM Andy Fried https://zoom.us/j/92258860826</p>	Andy Fried University of Georgia SBDC at Kennesaw State University

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Finance/Accounting/ Financial Analysis, Covid/Cares Act	<p>Cares for Accounting? A virtual session with a brief overview of some of the Coronavirus Aid, Relief, and Economic Security (CARES) Act provisions (PPP, EDIL...) and the associated accounting and forgiveness information.</p> <p> 11/12/2020 2:00PM–2:40PM Julie Oldham https://zoom.us/j/93125140947</p>	Julie Oldham Michigan SBDC
Finance/Accounting/ Financial Analysis, Special Interests/ Specialty	<p>Women’s Advancement Panel: Access to Funding Hosted By VISA Female founders cite access to capital as the number one barrier to starting a business. Navigating the funding barriers so that they can prepare for and securing funding can be a daunting task. In this panel discussion, Visa and IFundWomen will explore these challenges and profile opportunities to help get more female entrepreneurs the funding they needs to grow their businesses.</p>	Wanona Stacher Makhers Studio Karen Cahn IFundWomen
Finance/Accounting/ Financial Analysis, Special Interests/ Specialty, Covid/Cares Act	<p>Business Valuation–What an ASBDC Advisor Needs to Know</p> <ul style="list-style-type: none"> • Expand the horizons of ASBDC Advisors when it comes to valuation concepts. • Provide a framework for which concepts to use and when they are most relevant. • Share some real-world examples of valuation projects in context familiar to an Advisor. • Help Advisors understand when they might be able to help and when they are better served to refer out a client. <p> 10/20/2020 3:00PM–3:40PM Will Katz https://zoom.us/j/94852618060</p>	William Katz ASBDC-Kansas
Finance/Accounting/ Financial Analysis, Special Interests/ Specialty, Covid/Cares Act	<p>Business Valuation: The Art and The Science This presentation will be an in-depth examination of the work that into a business valuation engagement. Katz and Hyde will discuss the process that different valuation analysts follow in order to accomplish their task. This includes understanding an engagement, the process of gathering information, analyzing data, calculating results, and writing an informative report. A valuation analyst is required to make a variety of choices throughout the report. In many situations, there is no clear-cut, correct answer. Katz and Hyde will discuss, with some back-and-forth, how the various choices and grey areas are eventually reconciled into a report.</p> <p> 10/20/2020 4:00PM–4:40PM Will Katz With Shawn Hyde https://zoom.us/j/97018584051</p>	William Katz ASBDC-Kansas
Human Resources	<p>Nix The Drama: Effectively Handle Negative Attitudes And Difficult People For Better Partnerships Want to work in a happy and productive environment? Got a secret for you; one of the keys is having rock-solid partnerships. No matter what you think of the people that you work with, they will have a significant impact on the quality of your work life now and in the future. We all have people who push our buttons. If that relationship is with your colleagues or clients, it can drain your energy, take you off track and infect the rest of your life. The key is to find effective ways to work with them and build a positive successful relationship. This workshop is MORE than just about learning effective communication skills. Learn successful strategies and tips for building a positive, productive relationship by knowing how to effectively respond, cope and manage the impact of their behaviour. End your frustration, act rather than re-act, and be more successful.</p> <p> 10/23/2020 1:00PM–1:40PM Beverly Beuermann-King https://zoom.us/j/91998416529</p>	Beverly Beuermann-King R ‘n’ B Consulting Corp – Work Smart Live Smart
Human Resources	<p>Understanding the Cost of Employee Hiring and Turnover The presentation will incorporate updated employment data, NFIB Small Business survey results and the findings of the 2019 Retention Report by Work Institute. In response to questions received last year, the presentation will also present some financial modeling tools that attendees can use with their clients to account for the productivity gap when new employees are still gaining their job skills. This presentation is an update of what was presented at last year’s ASBDC conference titled “Employee Hiring and Turnover – Challenges, Opportunities and Cost.”</p> <p> 10/12/2020 4:00PM–4:40PM Glenn Kruse https://zoom.us/j/96952684783</p>	Glenn Kruse University of Georgia SBDC – Gwinnett Center




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Human Resources	<p>Recursos Humanos</p> <p>La siguiente presentación ayudara a comprender los roles y responsabilidad que poseemos tanto los asesores como los supervisores, aplicando las etapas del proceso administrativo, ademas de desarrollar habilidades para la comunicaci3n efectiva. El recurso humano de la organizaci3n es el nervio vital. Una empresa puede tener la mejor planta y el equipo mas moderno, que no sera suficiente para continuar y tener 3xito. Solamente las personas son capaces de impulsar o destruir una organizaci3n, por lo tanto su significaci3n es invaluable.</p>	<p>Angela Maria Retana de Mineros Cdmype Universidad Tecnol3gica de El Salvador</p>
Human Resources	<p>5 Tricky Compliance Scenarios when Managing Remote Employees, and How to Mitigate the Legal Risks</p> <p>Many employers are allowing employees to work remotely during the COVID-19 crisis. While this approach makes sense for many businesses, it can open the door to increased legal risk. Business owners and managers must oversee the remote worker arrangement carefully to avoid complications, both practically and legally.</p> <p>Attend this workshop for a deep dive into five legal landmines facing employers as they move quickly to a remote work environment. Employment law experts from ComplyRight will present real-world scenarios that reflect emerging risks regarding time and pay, medical leave requests, employee postings and other remote-work issues, and provide guidance for addressing each one.</p> <p> 10/7/2020 3:00PM-3:40PM Jaime Lizotte https://zoom.us/j/93803344890</p>	<p>Jaime Lizotte</p>
International Trade	<p>Beginning with the Basics: International Market Research</p> <p>It's still a big world, and knowing where to start when considering international sales opportunities is difficult. We'll cover tips, tricks, and resources to determine the global market opportunities for a business and ideas for helping entrepreneurs to move forward strategically to expand business by creating international sales. Learn about structuring research for a strategic export plan, as well as the most useful resources available online and in-person. We'll cover public and privately curated sites, including Export.gov from the US government and globalEDGE.msu.edu, an aggregator created by the International Business Center at Michigan State University Center for International Business Education & Research (CIBER).</p> <p> 10/12/2020 1:00PM-1:40PM Erkan Kocas https://zoom.us/j/95883213016</p>	<p>Erkan Kocas Michigan State University International Business Center</p> <p>Erkan Kocas Michigan State University International Business Center</p>
International Trade	<p>20 Short Cuts to Export Consulting</p> <p>I will introduce original export documents that I have developed, many times with SBDC colleagues and with clients, that SBDC consultants can use as shortcuts to help clients begin or expand exports sales. All of us can learn from each other in this interactive session. There is no need to reinvent documents & the process with each new client. These are practical documents to help screen clients, qualify distributors and facilitate financing. I have expanded the seminar from previous years and will set up real life examples for the documents presented. Attendees should expect to walk out with a spectrum of new tools that they can then customize to a variety of clients. You can also change the documents to your specific style and level of understanding. I will of course integrate humor, food and extraneous questions into the presentation!</p> <p> 10/5/2020 1:00PM-1:40PM Martin Brill https://zoom.us/j/91611970299</p>	<p>Martin Brill Kutztown University SBDC</p>
International Trade	<p>Supporting Ag Exports - USDA FAS & SUSTA</p> <p>USDA supports US exports of agricultural products in many ways. This program presents an overview of the various services available to US exporters. Services include loan guarantee programs, market data bases (GAIN, ESR, GAT and PSD) and foreign market assistance through USDA's Foreign Agricultural Services. The program also covers those services available through State Regional Trade Groups (SRTG), a cooperative venture between states and the USDA. A representative from one of the SRTG's, the Southern United States Trade Association (SUSTA) will discuss services and programs available including the Market Access Program (MAP), a cost sharing program for exporters.</p> <p> 10/14/2020 1:00PM-1:40PM Darrel Hulsey https://zoom.us/j/94427927396</p>	<p>Darrel Hulsey UGA SDBC ITC</p> <p>Maria Dorsett USDA FAS</p>



Focus Area	Presentation	Presenter(s) Organization
International Trade	<p>Exporting in the Digital Age: Making Your Website Your Best International Sales Rep</p> <p>In our digital age, the Internet has given consumers unprecedented control of the purchasing process. 95% of the world's markets lie outside the United States, but in order to seize that opportunity, your website must become your best sales rep! Join Jeff Ardis from IBT Online (www.IBT.onl) to discuss best practices in website localization, online marketing, and e-commerce strategy that will help your company build your brand and grow your businesses by creating the best local user experience for your international customers. The right online presence can drive traffic, encourage meaningful engagement, and build the trust necessary for a successful "buyer's journey" to measurable sales. We'll talk about the key success factors for an intelligent digital marketing strategy that will help companies get found, be understood, and be easy to do business with in overseas target markets. Your prospects, customers, and competitors are all online, so make sure your website and online presence are the best they can be to showcase your brand and your business.</p>	Jeff Ardis IBT Online
International Trade	<p>SBA Export Financing From the Lender's Perspective</p> <p>Understanding and appreciating how bankers talk about, view, and use SBA export finance programs can help SBDC counselors to be better prepared to guide small businesses and to engage with bankers on behalf of clients. SBA's Regional Export Finance Manager will interview experienced local bankers who will share their views on the programs and advice for preparing clients to take advantage of the benefits of these programs to support their export growth. Don't miss this opportunity to get into the heads of banking decision-makers and gain insight on increasing prospects for capital infusion!</p> <p> 10/27/2020 1:00PM-1:40PM David Leonard https://zoom.us/j/91335194549</p>	David Leonard U.S. Small Business Administration
International Trade	<p>Importing 101</p> <p>An overview of the process for importing/exporting into and out of the United States</p> <p> 11/5/2020 2:00PM-2:40PM Valarie Neuhart https://zoom.us/j/97978624897</p>	Valarie Neuhart CBP
International Trade	<p>Benefits of Having an ACE Account</p> <p>Train-the-trainer education about what reporting is in ACE, what ACE can do for account holders, etc.</p>	James Byram CBP
International Trade	<p>Foreign Market Selection: Tools and Databases</p> <p>Assisting clients in finding the best foreign market is one of the most value-added advising we can do as SBDC /ITCs. This session will look at online market identification tools that can be used to support such research, as well as public and private databases.</p>	Andrew Lawlor IBT online
		Samantha Soffici IBT online
International Trade	<p>Best Practice in Trade Compliance and the Global Market Finder</p> <p>Learn the roles and responsibilities for all parties involved in an export transaction. Understand best practices in compliance to avoid export penalties and costly shipping delays. Discover new markets through the Global Market Finder, an interactive data visualization tool that provides detailed information on goods for specific commodity codes, countries of destination and modes of transportation</p> <p> 11/10/2020 2:00PM-2:40PM Omari Wooden https://zoom.us/j/92204122786</p>	Omari Wooden U.S. Census Bureau
International Trade	<p>SBA Emerging Leaders – Exporting Case Study</p> <p>The Ventura County Small Business Development Center recently worked with a cohort of the SBA Emerging Leaders to focus on increasing exports through an in-depth, focus export assistance program. This session will discuss what we learned and how the program can be adopted in other SBDC networks.</p>	Ray Bowman Ventura County Small Business Development Center
International Trade	<p>Current State of FTA Negotiations</p> <p>TPCC, SBA, and USTR will provide an update on the current state of US FTA trade negotiations and updates on the most recent concluded FTAs including USMCA.</p>	Tricia Van Orden U.S. Department of Commerce
International Trade	<p>Trade Opportunities with Africa</p> <p>This builds on the presentation in 2019 from Prosper Africa and provides updates on trade opportunities for US companies with Africa.</p>	Tricia Van Orden U.S. Department of Commerce
International Trade	<p>Women in International Trade</p> <p>eBay released a study that shows they have empowered a significant number of women entrepreneurs to engage in exporting. This panel discusses looks at the role of women and international trade.</p>	Tricia Van Orden U.S. Department of Commerce









Focus Area	Presentation	Presenter(s) Organization
International Trade	<p>Best Practices in SBDC – STEP Collaboration</p> <p>Get the latest updates on the STEP program and hear from experienced the Michigan and North Carolina SBDCs which have been particularly adept at working closely with their state trade offices in support of the STEP program. They will discuss strategy to develop the relationship that gets the conversation going on becoming a strategic partner. They will also share ideas/experience for marketing and promoting the partnership, and delivering on what's promised. Finally they will share some of their favorite success stories. We hope the audience will chime in with some of their own experience and engage in dialogue throughout.</p>	<p>Latchesara Smith <i>MI SBDC</i></p> <p>Mike Seibert <i>NC SBDC</i></p> <p>David Leonard <i>U.S. Small Business Administration</i></p>
International Trade	<p>International E-Commerce: Best Practices and Case Studies</p> <p>This is the first workshop of the International e-commerce and Digital Strategies track. This session will provide an overview of options and best practices in international e-commerce. We will also discuss case studies of companies that have grown their business overseas through e-commerce channels. Mr. Halpern will provide key take aways from his many interviews and workshops with small business ecommerce merchants. Insights range from website optimization to managing your global marketplace strategy, mitigating tax liability and building your digital brand. This face-paced session will also profile a local merchant through an interview with a local exporting using e-commerce to grow internationally.</p> <p> 10/29/2020 2:00PM–2:40PM Joshua Halpern https://zoom.us/j/96122895488</p>	<p>Joshua Halpern <i>California International Trade Center</i></p>
International Trade	<p>Trade Finance Solutions for Exporters</p> <p>EXIM is an independent Executive Branch agency with a mission of supporting American jobs by facilitating the export of U.S. goods and services. Attendees will learn how to help clients protect their businesses from the risk of foreign buyer nonpayment with EXIM's Export Credit Insurance, and how to use Export Credit Insurance as a tool to provide credit terms to foreign buyers. We will also discuss the advantages of membership in EXIM Regional Export Promotions Program(REPP) and expand on recent changes to Export Credit Insurance and Working Capital Guarantee programs that will enhance our focus with our partners and exporters.</p> <p> 11/3/2020 3:00pm–3:40pm Aerek Stephens https://zoom.us/j/94483272963</p>	<p>Aérek Stephens <i>Export-Import Bank of the United States</i></p>
International Trade, Special Interests/ Specialty	<p>Attracting Global Entrepreneurs and New Funding Opportunities to Your SBDC</p> <p>University-based SBDCs can attract global entrepreneurs to their region by offering a “soft landing” in the US. Learn how Temple University SBDC and the European American Enterprise Council (EAEC) partnered to create a global incubator, bringing European companies to Philadelphia, assisting them in incorporating in the US (new business starts!) and supporting economic growth, creating new local jobs for American citizens, and new program income for our Center (thanks to funding for these companies by the EU). Our program drives Global entrepreneurship (new programs!) by encouraging discussions and partnerships with our local US clients and faculty to open international networks, innovation, and import/export and new funding opportunities. The Attracting Global Entrepreneurs and New Funding Opportunities to Your SBDC session is a valuable addition to the ASBDC conference as it addresses how global connections can be created and supported within the SBDC system to encourage local innovation and entrepreneurship, and open new funding opportunities. As technology and innovation expand, both regional and global economies adapt. It's critical that we acknowledge these changes, specifically how promoting innovation among the national and foreign entrepreneurial communities within U.S. universities helps to strengthen economic development and address the changing economic and educational landscapes.</p> <p> 10/16/2020 3:00PM–3:40PM Maura Shenker https://zoom.us/j/99734045043</p>	<p>Maura Shenker <i>Temple University SBDC</i></p> <p>Blandine Chantepie-Kari <i>European American Enterprise Council</i></p>
Management/ Leadership/Center Management	<p>Building A Sweet Team of Leaders</p> <p>Every Entrepreneur and SBDC wants to grow. During COVID-19 the right team made all the difference. The right team can also make or break a business. Are your SBDCs armed with the right tools to coach a client through growth? Are you able to walk a client through working on the business and the right team in place to work in the business? Join a small business owner that has proven success over the last 10 years with her business as well as coaches others on how to build a sweet team.</p> <p> 10/8/2020 2:00PM–2:40PM Christina Moffatt https://zoom.us/j/93326778112</p>	<p>Christina Moffatt <i>Creme Cupcake + Dessert</i></p>



Focus Area	Presentation	Presenter(s) Organization
Management/ Leadership/Center Management	<p>SBA/OSBDC Program Management Update</p> <p>The session will be presented by program staff in SBA's Office of Small Business Development Centers and will focus on addressing program issues and questions that arise throughout the year. Topics may include issues that come up during programmatic or project officer reviews, any updates on program policy, and other programmatic concerns. Along with a presentation by OSBDC staff, time will be incorporated for Q and A from session participant</p>	Alanna Falcone
Management/ Leadership/Center Management	<p>Becoming a Better Boss – Five Bold Techniques with BIG Payoffs</p> <p>Are you serious about becoming a better boss? Do you want to do right by your employees but worry about adding to their load? And how about you? Are you feeling overwhelmed, overloaded, and out of ideas? Oh, and here's an added wrinkle – how do all of these lessons fit in to managing when there is a pandemic? Come to this session if you are ready to make serious changes. You will learn how to employ five techniques that will work - if you have the courage to do them right. If you are ready to develop your employees into trustworthy, high-performing, independent, and happy people, join us. Warning: using these techniques will result in your being able to productively share the load of being the boss.</p> <p>  10/5/2020 2:00PM–2:40PM Lorna Kibbey https://zoom.us/j/98137850162</p>	Lorna Kibbey LKLS
Management/ Leadership/Center Management	<p>Centralized Intake: Eliminate redundancy and optimize for economic impacts</p> <p>The newly created Centralized Intake program for the Norcal Lead Center has been lauded by the SBA as a best practice and a creative way to minimize administrative costs for Norcal SBDC Service Centers. Learn about the benefits of implementing your own Centralized Intake program for your network and take away best practices for an easy start and maximizing your overall Economic Impacts.</p>	Debbie Toste Norcal SBDC Ann Johnson-Stromberg Norcal SBDC
Management/ Leadership/Center Management	<p>Coaching is the way ... Team Building Through Coaching</p> <p>You can't expect people to be committed, to be loyal to an organization, to be engaged in an organization, [or] to want to stay in an organization if its a dead-end. Building a successful team is not always up to the manager or leader, but is everyone's responsibility. Being a mentor and coach allows everyone to have accountability and ownership of the team. This presentation looks at what it takes to be a successful coach and what it takes to build a successful team.</p>	Todd Anduze UGASBDC
Management/ Leadership/Center Management, Business Planning	<p>Strategic Planning for Your State/Regional Network</p> <p>If you're a state or associate director looking to learn about or simply revise how you and your network conduct strategic planning, this session is for you. In this presentation you'll benefit from the presenters' over thirteen years of experience guiding numerous state / regional /center SBDC leaders through simple and highly effective strategic planning processes. You'll be provided with:</p> <ul style="list-style-type: none"> • Ten time-tested strategic planning practices specific to state / regional networks • A simple and practical strategic plan template • A planning calendar for engaging your network • An introduction to strategic planning software that over 75 SBDCs are using. The video session will engage you with numerous questions to help you think more clearly about your network's strategic planning process. <p>  10/8/2020 1:00PM–1:40PM Eric Ryan https://zoom.us/j/96074337733</p>	Eric Ryan Mission Met, LLC Alison Hall A. Hall Associates
Management/ Leadership/Center Management, Business Planning, Human Resources, Self- Improvement	<p>Think Teams – Start With Five Behaviors That Make Teams Great</p> <p>Organizations who work smart know that teams are essential to survival. When thinking of a team, we tend to think big - without thinking of all that goes in to making them great. The dream is to have high performing teams where members connect – they trust one another, engage in healthy conflict, commit to team decisions, hold each other accountable, and get results! Whether you manage a team with in-office members, remote members, or a combination of both - you will learn what to do to help your team be the great team you think of when you are thinking big!</p> <p>  10/12/2020 2:00PM–2:40PM Lorna Kibbey https://zoom.us/j/92078791285</p>	Lorna Kibbey LKLS




Focus Area	Presentation	Presenter(s) Organization
Management/ Leadership/Center Management, Covid/ Cares Act	<p>Improving Your Host's Understanding and Appreciation of SBDC Value</p> <p>This session will share the strategies and tactics the NY SBDC has employed to increase the real value of the SBDC to host institutions and stakeholders. Notably during times of economic challenge for hosts and campuses, SBDC centers and programs need to be seen as highly valuable, important to the mission of the host with commitment beyond simple economics. We'll look at ways to establish and communicate the impact and significance of the SBDC program to host institutions.</p>	<p>Thomas Morley NY SBDC at RCC</p> <p>Arnaldo Schwerert NY SBDC</p>
Management/ Leadership/Center Management, Covid/ Cares Act	<p>What Happens When We Fail</p> <p>Are you setting the wrong goals? What if your goals are your problem? The goals we choose are integral to our success. Success is infinite. There is no limit or ceiling on success. How do you know if you are going big enough? Failure is essential to finding success. Unlock your potential by embracing what others fear. I will challenge you to go big, think big, and fail big. Come ready to be inspired!</p> <p> 10/16/2020 2:00PM-2:40PM John Grubbs https://zoom.us/j/98738235143</p>	<p>John Grubbs Grubbs Consulting Inc.</p>
Management/ Leadership/Center Management, Covid/ Cares Act	<p>Restaurant Success: Running a Great Business while Serving Great Food</p> <p>In this seminar, we will explore the small steps necessary to achieve big success in the restaurant industry by examining restaurant success through the lens of managing a great business while serving great food. In this seminar, I'll present 4 tools through the Beyond the Plate framework which provides a scaffolding of success for any food business to grow and enjoy greater success.</p> <p> 10/7/2020 1:00PM-1:40PM Deagon Williams https://zoom.us/j/97038212873</p>	<p>Deagon Williams Culinary Business Strategy</p>
Management/ Leadership/Center Management, Finance/ Accounting/Financial Analysis	<p>Lean Financial Forecasting – The right-sized forecast for every client</p> <p>In this course we will focus on training experienced consultants to make financial forecasting a critical component of their regular client meetings. Identify the right-size forecast for every client that will inform the direction of the business, keep clients ahead of cash flow needs, and position them to gain access to more capital, and grow faster through effective strategic forecasting. This course will also ensure clients don't have any blind spots or missed opportunities by providing them with current and projected visuals of profit and cash flow.</p> <p> 10/9/2020 1:00PM-1:40PM Josh Fegles https://zoom.us/j/91530874466</p>	<p>Sabrina Parsons Palo Alto Software, maker of LivePlan</p> <p>Josh Fegles Palo Alto Software, maker of LivePlan</p>
Management/Leadership/ Center Management, Finance/Accounting/ Financial Analysis, Business Planning, Human Resources, Special Interests/Specialty, Covid/ Cares Act	<p>Working with Restaurant Clients – SBDC advisers tool kit</p> <p>In this session, we will explore common restaurant client issues and how to keep these clients on track and engaged then ultimately successful. Restaurant businesses have unique and challenging needs and an opportunity for outstanding economic impact. This session maps out specific keys to success when working with restaurant clients.</p> <p> 10/7/2020 4:00PM-4:40PM Deagon Williams https://zoom.us/j/99045940341</p>	<p>Deagon Williams Culinary Business Strategy</p>
Management/ Leadership/Center Management, Finance/ Accounting/Financial Analysis	<p>Create a Planning Workshop that leads to Ongoing Consulting Results!</p> <p>Would you like to launch a turnkey, accelerated workshop for local entrepreneurs of all levels? Can we convert the best students into long terms clients with lender-ready business plans for real estate, starting costs, or accelerated growth? Will they pay to attend? Can we add value to our local like-minded organizations and strengthen our position in our local entrepreneurial ecosystem? Learn how to be more effective with your workshops by using a structured, proven methodology and LivePlan, the leading strategic planning and forecasting platform. Teach entrepreneurs the perfect blend of traditional business planning and lean startup methodology. Help your clients create cash flow projections to determine the financial viability of their venture. Learn how to incorporate modern tool sets which accelerate learning and promote collaboration.</p> <p> 10/9/2020 2:00PM-2:40PM Josh Fegles https://zoom.us/j/97288890825</p>	<p>Sabrina Parsons Palo Alto Software, maker of LivePlan</p>



Focus Area	Presentation	Presenter(s) Organization
Management/Leadership/ Center Management, Finance/Accounting/ Financial Analysis, Business Planning, Human Resources, Special Interests/Specialty, Covid/ Cares Act	<p>The Best Practice of Best Practices</p> <p>Best practices include people, programs, policies, and procedures. If you have a consultant or a workshop that consistently moves clients forward and helps them hit their milestones, a practice that increases administrative efficiencies or decreases costs, or a process that moves a center, network, lead office, or some aspect of the SBDC forward in a meaningful way, you may have a best practice. Maybe your best practice is recognized at the local, state, or national level. Maybe there are practitioners, advisors, Centers or states that would benefit from what you've learned or perfected. Please join this facilitated discussion to share your best practice and discover best practices from other programs around the country.</p> <p> 10/29/2020 3:00PM–3:40PM Rachel Christensen https://zoom.us/j/98065001783</p>	<p>Rachel Christensen <i>The Brink SBDC at University of San Diego</i></p> <hr/> <p>Mysty Rusk <i>The Brink SBDC at University of San Diego</i></p>
Management/ Leadership/Center Management, Finance/ Accounting/Financial Analysis, Business Planning, Technology	<p>Think Big 101: Growing Companies with Automation & Work Management Solutions</p> <p>Small business owners and solopreneurs are overworked, distracted, procrastinate on a regular basis, don't have clear objectives, and suffer from communication problems. It's a wonder anything gets done at all! Productivity of individuals and teams is being negatively impacted by the proliferation of devices, tools, and apps. There's just too many to choose from! In this session, I'll help you get your own work (and personal too) life organized and give you the single most helpful suggestion you can take home to your clients, "Use asana." This automation and work management software solution simplifies work on the go, helps get projects and tasks tamed and under control, organizes your work, makes communication with team members more efficient, and helps you utilize your resources (time and people) on a whole new level. Tasks and communications won't fall through the cracks again. Loved by companies like AirBnb and Lyft, this tool comes with a usable version any size business can afford. Free! I have personally used this tool for more than four years and I've managed virtual teams around the world with it. Regardless of what size your clients' businesses are, even if they don't have employees, they are managing projects and tasks and outsiders that can be done more easily and more effectively with asana. In addition to sharing how to use this tool, I'll show you best practices in work and project management that will increase productivity. Join me and let's get organized!</p> <p> 10/22/2020 2:00PM–2:40PM Kim Merritt https://zoom.us/j/92653514711</p>	<p>Kim Merritt <i>The URL Dr</i></p>
Marketing/Sales/Social Media	<p>What Do You Need to Do On LinkedIn Right Now?</p> <p>During these historic times, more people in your target audience are actively using LinkedIn than ever before. Using a combination of on-platform live demonstrations, Powerpoint slides, and clear recommendations, this high-impact webinar will show you what you need to be doing to make yourself stand out as the solution to their problems. You will learn the most effective ways to:</p> <ol style="list-style-type: none"> 1. Search smart to expand your network 2. Pivot your profile 3. Share valuable content 4. Reach out to your existing connections 5. Use the newest LinkedIn profile section – it's a game changer <p> 10/21/2020 1:00PM–1:40PM Peter Williams https://zoom.us/j/99015700945</p>	<p>Peter Williams <i>University of Georgia SBDC</i></p>


Focus Area	Presentation	Presenter(s) Organization
Marketing/Sales/Social Media	<p>Brands & Fans: I Got Engaged with a Stormtrooper, and You Can Too!</p> <p>A long time ago in a galaxy far, far away, a smoke filled room full of marketing executives told customers what they wanted through mass marketing efforts. However, in today's economy big businesses are growing through personalized experiences and engagement. Businesses like the Philadelphia Eagles and Coca-Cola focus on personalized experiences to create a new generation of customers and fans. After meeting a Stormtrooper and learning how some fans of Star Wars turned into fanatics, we created a presentation to translate those lessons for small businesses. Through examples from successful branding activities, this session challenges traditional views of fans solely as consumers and introduces a contemporary view of fans as both consumer and interpreter of branded messaging that extend their reach by producing content, resources, and discussions. Customers range from barely aware of to highly passionate about a brand. All customers are capable of extending the reach of a brand's marketing efforts and the highly passionate customers, fans, are doing just that. Fans are now becoming part of an extended network of co-creators that shape and influence the business environment.</p> <p> 11/2/2020 2:00PM-2:40PM Lenin Agudo https://zoom.us/j/94685475745</p>	<p>Lenin Agudo Widener University SBDC</p>
Marketing/Sales/Social Media	<p>"Is Your Client Charging Enough?"</p> <p>Various studies show that most small businesses and entrepreneurs aren't charging enough for their goods and services. This an area of tremendous uncertainty for most clients, especially those that don't have a sales / marketing background. The client often thinks there is a set formula to do this, which is incorrect. For the last three years, we have been doing a two-hour class to help clients think strategically and tactically about their pricing, and be more proactive about implementing pricing changes. Attached is a September 2019 class flyer. We help clients get comfortable with "the gray areas", but also guide them on how to think about, and evaluate, pricing factors such as understanding all costs, evaluating competitive pricing, and how to approach pricing adjustments. I believe many consultants should dig more deeply concerning clients pricing practices. I propose this "Pricing" class to help SBDC consultants be more aware of pricing actions, that will benefit clients in any industry. This presentation is directly focused on the "P" of Pricing, in the "5-P's" of Marketing focus area. At the 2017 ASBDC conference, I did a presentation called "My Top Six Ways That Businesses Get Into Trouble"</p> <p> 10/8/2020 4:00PM-4:40PM Mike O'Connell https://zoom.us/j/91376889111</p>	<p>Mike O'Connell Larimer Colorado SBDC</p>
Marketing/Sales/Social Media	<p>Get Online with Square in under an hour!</p> <p>Join Square eCommerce specialist Martin Guerrero to walk you through how to build an online shopping page for your retail business using Square Online. Leaving the webinar you'll be able to create a fully functional website with Curbside Pickup & Shipping capabilities on your own.</p> <p> 10/9/2020 3:00PM-3:40PM Martin Guerrero https://zoom.us/j/97716411099</p>	<p>Martin Guerrero Square</p>
Marketing/Sales/Social Media , Business Planning, Technology, Special Interests/Specialty, Covid/Cares Act	<p>Marketing for High Tech Businesses</p> <p>Jenefeness learned how different it is to market high tech products during her coursework while being Certified in Technology Commercialization. This information has helped her to better assist her clients at the Washington Small Business Development Center. Many advisors aren't aware of the different strategies needed to market high tech products. In this workshop they will have the opportunity to examine a normal product adoption cycle and then learn how a tech product is different and should be treated as such. The participants will be able to Understand the Technology Adoption Life Cycle Identify Categories of Technology Adopters Examine the Cracks and Chasms in the Adoption Life Cycle Review Strategies and Tactics for Crossing the Chasm</p>	<p>Jenefeness Tucker Washington Small Business Development Center</p>



Focus Area	Presentation	Presenter(s) Organization
Marketing/Sales/Social Media, Covid/Cares Act	<p>10 Categories of Marketing Your SBDC</p> <p>This session was originally a facilitated discussion, but instead we are doing a jam-packed presentation with an opportunity for Q&A (or questions submitted directly to Melissa) later! We will outline 10 categories of marketing that SBDCs can leverage. The prepared presentation will outline a definition for each category, the key elements to consider for that kind of marketing, some examples of marketing tactics within that category, and how COVID-19 may have impacted that marketing type. Within the presentation, links to 40 additional blogs will be shared for further reading on any topics of interest to your SBDC. Feel free to take ideas from this presentation back to your team for discussion and use the additional resources to help you strategize for the marketing approaches that may work best for your center. If you are looking for new ideas, validation, or ways to modify your existing marketing approaches for better reach and impact, be sure to check out this session!</p> <p>  10/15/2020 3:00PM–3:40PM Melissa Forziat https://zoom.us/j/95144287501</p>	Melissa Forziat <i>Melissa Forziat Events and Marketing</i>
Marketing/Sales/Social Media, Covid/Cares Act	<p>Taking the eCommerce Plunge: When, Where and How to Start Selling Online</p> <p>With more than 14% of all retail sales expected to occur online by 2021, it may be tempting for clients to take the eCommerce plunge. Get the information you need to guide them through their decision to get online. Help them understand when, where and how to dive into online sales.</p> <p>  10/13/2020 1:00PM–1:40PM Nicole Young Potvin https://zoom.us/j/98592627378</p>	Nicole Young Potvin <i>MI SBDC</i>
Marketing/Sales/Social Media, Covid/Cares Act	<p>Building Trust Online</p> <p>Most consumers go online to check out a business before they make a purchase and make snap decisions on a business's credibility based on what they find. This session is intended to help SBDC consultants learn about building a strong online presence that will help small businesses build trust and establish credibility through their website or social media account. This video may be helpful to get a brief idea of the topic and what you can expect from me as a speaker: https://youtu.be/A6eZyR6Tf9Y</p> <p>  10/6/2020 4:00PM–4:40PM Nicole Krug https://zoom.us/j/92412210431</p>	Nicole Krug <i>Social Light</i>
Marketing/Sales/Social Media, Covid/Cares Act	<p>Optimize Your Digital Footprint</p> <p>Help your client get the most out of their websites. This presentation is designed for SBDC consultants in understanding the basics of SEO (search engine optimization) and how they can help their clients analyze their websites and improve their digital presence.</p>	Drew Tonsmeire <i>UGA SBDC</i>
Marketing/Sales/Social Media, Covid/Cares Act	<p>Analytics of Your Client's Digital Footprint</p> <p>The presentation helps SBDC consultants understand and use Google Tools such as Google Analytics, Google Search Console, and Google My Business for increasing their clients' digital footprint. Each of the tools provide critical data measurements and helpful tips for improving organic search results.</p>	Drew Tonsmeire <i>UGA SBDC</i>
Marketing/Sales/Social Media, Covid/Cares Act	<p>Omnichannel Marketing: Doing Business as Big Business</p> <p>Today, there are a plethora of channels a business can take advantage of in order to reach potential customers: online ads, social media, email marketing, direct mail, and so on..and this will only increase! Sending the right message to the right audience is no longer enough. Customers are smarter multitaskers with various ways to communicate and to shop. This is why marketers must consistently develop and implement various touchpoint campaigns across multiple channels to be effective. Even more powerful is being able to use your understanding of your audience by promoting a brand experience customers have come to expect into one cohesive strategy. This course will explore these new industry concepts, their differences, and how they will affect the future of business; and explore how to implement a comprehensive marketing plan for each strategy. Omni is the new Black.</p> <p>  10/30/2020 1:00PM–1:40PM Erika Wise https://zoom.us/j/95628599401</p>	Erika Wise <i>SBDC and WiserWay Media</i>



Focus Area	Presentation	Presenter(s) Organization
Marketing/Sales/Social Media, International Trade	<p>Emprendiendo un E-Commerce exitoso, si los grandes pueden... ¡Soy Grande!</p> <p>Actually those shops where people go, take the product that they need, pay it and go out of it, are disappearing. And those online shops and pages that promotes articles are increasing. This is because of the many benefits that e-commerce brings to you. Now you are gonna know the different types or models of e-commerce, sales strategies, and the impact that this has on world economy. Taking this to practice, applying e-commerce process on social media, we are gonna take this subject in an easy way, to understand it and we are gonna forget those who says that only experts use this. Is necessary to a business man to know about the e-commerce, this don't need too much money to make it happen, and it's a way to realize those dreams. Now we have security on something, that the way of selling has changed and only those company's that has this knowledge are gonna survive. The key of success on e-commerce isn't on the having enough money to go through, is on the knowledge you have</p>	Carlo González <i>Universidad Católica de El Salvador</i>
Marketing/Sales/Social Media, Management/Leadership/Center Management	<p>Ideas for our Clients to be Outstandingly Unique to Increase PROFITS</p> <p>Most entrepreneurs are used to running average businesses. We will explore how we can guide our clients to run outstanding businesses. We will cover how small and not so small businesses are delivering a “superior” experience. The case studies will make reference to websites, business concept, social media, networking, branding, creativity and more. The topic will generate enthusiasm to get our clients in a more strategic approach in 2020. This presentation has been very well received.</p>	Nelson Merchan <i>Connecticut SBDC</i>
Marketing/Sales/Social Media, Management/Leadership/Center Management, Self-Improvement	<p>Delivering Presentations – 25 Amazing Tips That Will Make You a Pro</p> <p>Are you looking for ways to be more comfortable, effective, and engaging when you have to present? In this fast-moving session, Lorna Kibbey, a road warrior who has done thousands of presentations, will share 25 inside tips for advancing your presentation skills. You will see demonstrations of simple techniques that have a big impact. You will leave with lots of ideas for drastically improving your next presentation – whether it is live or virtual! Consider coming to this session if you'd like to learn inside secrets that will boost your success – especially if any of these apply to you:</p> <ul style="list-style-type: none"> • You think it's good to open with “Thank you for being here today.” • You often close with “Any questions?” • You refer to your notes on index cards (or some equivalent) as you present. • You dread giving a virtual presentation. • You're uncomfortable in front of the room – or in front of the camera. • You are always looking for ways to be better! <p> 10/19/2020 1:00PM–1:40PM Lorna Kibbey https://zoom.us/j/92238817050</p>	Lorna Kibbey <i>LKLS</i>
Marketing/Sales/Social Media, Technology	<p>Tips, hacks and Planning strategy for Better Social Media</p> <p>Do you need to reevaluate how you are approaching your social media marketing but don't know where to start? Not sure which new tools and tactics to incorporate into your strategy? Do you need new ideas to inspire people to take action? Learn my favorite tips and hacks to take your visual marketing to the next level. Tap Into Recent Purchasing Behavior Among Facebook Users, Get Creative With Life Events Targeting, and Build Loyalty With Facebook Custom Audiences</p> <p> 10/13/2020 2:00PM–2:40PM Misty Lambrecht https://zoom.us/j/97916445208</p>	Misty Lambrecht <i>Oregon Coast Community College</i>



Focus Area	Presentation	Presenter(s) Organization
Self-Improvement, Covid/ Cares Act	<p>Communicating To Effectively Manage Through Change and Chaos</p> <p>In most jobs, technical skills alone are not enough to be truly effective. Interpersonal Communication Skills are needed every day to communicate and interact with others in our professional and personal lives, especially during times of change and chaos. Interpersonal communication skills can be challenging to develop, and they take conscious effort and ongoing practice to improve. Good interpersonal communication skills can create a sense of stability and predictability, but a lack of interpersonal communication skills or unhealthy interpersonal communication skills creates stress and tension, which is counterproductive to efficiency. Ineffective workplace communication leads to communication gaps which causes confusion, wastes time, and reduces productivity and leads to misunderstandings, negativity and conflict. SBDC participants will develop the skills, tools and strategies to interact with colleagues and clients in a respectful and successful way. It will address interpersonal communication styles, verbal and non-verbal strategies, and provide insights into dealing with difficult people and other potential barriers. These skills are essential when working in an SBDC, especially when you must build relationships, negotiate, persuade and influence others.</p> <p> 10/23/2020 3:00PM-3:40PM Beverly Beuermann-King https://zoom.us/j/93930818947</p>	Beverly Beuermann-King <i>R 'n' B Consulting Corp – Work Smart Live Smart</i>
Self-Improvement, Covid/ Cares Act	<p>BE HAPPY: 4 Strategies to experience CALM amidst the Chaos</p> <p>In this presentation, SBDC associates will be introduced to the key components of happiness and root causes of stress and unhappiness. They will have a clear understanding of the overall impacts of happiness and health and well-being of their clients and themselves. They will also learn and experience 4 simple yet powerful mindfulness strategies. These strategies will help you to clear physical, mental, emotional and spiritual clutter, and learn strategies to stay CALM amidst chaos by being more authentic and more compassionate with those in your life and live more intentionally. You will also come away with templates to help you teach these strategies to your clients. All of these strategies are designed to help you and your clients decrease stress and mental and emotional distractions. When they are incorporated into your life, you open up space which allows you to tap into your innate leadership abilities and live with more focus, clarity, understanding and happiness. Mindfulness practices are proven and affordable approaches being used in major industries, Fortune 500 companies and schools across the globe. Leaders and business owners which incorporate these simple mindfulness practices into their work environments and home life experience an overall increase in happiness, production, health and well-being, and harmony in the workplace and at home. They also see a decrease in stress, overwhelm, health costs, workplace injuries, absenteeism and turn over.</p> <p> 10/8/2020 3:00PM-3:40PM Becky Benes https://zoom.us/j/95385501436</p>	Becky Benes <i>Oneness Of Life Leadership Development</i>
Self-Improvement, Covid/ Cares Act	<p>Burnout Prevention 101: Preventing, Healing & Thriving After</p> <p>Meditation is awesome. A night out is fun. Exercise is important but no to-do list item is ever going to solve burnout. They're just tactics. The answer for HOW to solve burnout is the simplest and hardest thing you'll ever do: thought management. The only way to change how we feel is to change the way we think. Burnout Prevention is grounded in the practical applications of psychologically validated science of cognitive-behavioral therapy, motivational interviewing and appreciative inquiry. This means your ROI will be increased engagement, bolstered job satisfaction, and best of all - improved client satisfaction and quality of service.</p> <p> 10/21/2020 3:00PM-3:40PM Tarah Keech https://zoom.us/j/98482600212</p>	Tarah Keech <i>BurnoutSurvival.com</i>







Focus Area	Presentation	Presenter(s) Organization
Special Interests/ Specialty	<p>Business Certified Appraiser</p> <p>This is an Additional Fee workshop Hosted by the International Society of Business Appraisers. The cost of the workshop is \$950.00. To register for this workshop please go to below link: https://certitrek.zohobackstage.com/Level2AdvancedValuationTechniquesAmericasSBDC#/?lang=en There are 3 steps to be completed to receive the BCA business valuation credential</p> <ol style="list-style-type: none"> 1. Complete the training curriculum either through on-line on demand self-paced training or instructor lead training through the Zoom platform 2. Pass the proctored exams offered after Level 1 and Level 2 3. Write a peer reviewed valuation Demonstration Report after curriculum is completed. <p>The curriculum can be completed in either of the following methods: Complete the Level 1 – Valuation Essentials through the on-line on demand self-paced curriculum which is a cloud based software allowing access from anywhere at any time. The curriculum is presented in 30-45 minute modules followed by a 4-5 question quiz at the conclusion of each module to insure the material is being comprehended. After the completion of Level 1 material and passing the exam, attend an instructor lead Level 2 live training session on Thursday, October 22 and Friday, October 23, 2020 in conjunction with the America's SBDC Virtual conference. – OR the student can continue on with the BCA University by completing Level 2 –Advanced Techniques in a similar self-paced on demand curriculum of more advanced materials</p>	Shawn Hyde ISBA
Special Interests/ Specialty	<p>Gamechanging Events that Build an Entrepreneurial Ecosystem</p> <p>Gallup once named Springfield, Ohio “the unhappiest city in the United States.” Its business environment was among the bottom 3% in the country. But the local SBDC saw an opportunity to build an entrepreneurial ecosystem from the ground up, and set out to create events that would finally bring entrepreneurs together under one roof. They crafted clever seminar offerings, launched an innovative mastermind group program, helped organize a grassroots entrepreneur meet-up group, and spearheaded a brand new business plan competition that had the entire city buzzing... “Springfield Hustles.” This is a story about how an SBDC center became cool again. Discover the lessons learned along the way, both the good and the bad, and dare yourself to dream big about what you can do in your town.</p> <p> 10/15/2020 4:00PM–4:40PM Rob Alexander https://zoom.us/j/91452366096</p>	Rob Alexander <i>Ohio Small Business Development Center in Springfield</i>
Special Interests/ Specialty	<p>U.S. Main Street Employee Ownership Act Implementation by Small Business Development Centers</p> <p>With the United States Federal Main Street Employee Ownership Act passage in August 2018, SBDC offices and advisors in NY State and across the country started taking action to implement the unfunded mandate of providing educational and technical assistance for employee-ownership. One example is the Adirondack North Country Association's (Saranac Lake, New York) Center for Business in Transition (The Center is a unique collaboration of regional organizations and leaders whose shared goal is to support existing business owners and aspiring entrepreneurs in developing successful business transition strategies), which is a program department within a regional non-profit economic development agency, in which the SBDC is a Community Liaison Lead Partner for succession planning outreach and assistance. This example recently resulted in the awarding of \$250,000 from NY Empire State Development for the transition of a family-owned lumber company to a worker cooperative. To provide continuing technical assistance on employee ownership for SBDC Advisors, synchronous services and coordination with other academic and non-profit practitioners, and replicable opportunities based on best practices, this presentation will provide a survey of the models, partnerships, and initiatives undertaken across the country in the past 18 months; including what worked and what didn't, and a graphical representation of the models using business enterprise architecture diagramming methods.</p> <p> 10/29/2020 1:00PM–1:40PM Frank Cetera https://zoom.us/j/91429236429</p>	Frank Cetera NYSBDC Onondaga

Focus Area	Presentation	Presenter(s) Organization
Special Interests/ Specialty	<p>Who Let The Dogs In? Bringing Dogs To Work</p> <p>Visit the headquarters of Google, Salesforce, Etsy, or Amazon on any given day and you could run into hundreds of dogs. 'Bring your dog to work' policies are popping up in small and large businesses such as restaurants, breweries, hotels, offices, retail stores, and malls. More pets are traveling, eating, and shopping with their owners, but is the business community ready, especially smaller companies? Join me as I uncover the pros and cons, plus the legal and liability issues raised by having dogs in the workplace. Is it safe? Is it a good idea? Do dogs and pets in the workplace actually increase productivity? I'll share the research and case studies that highlight this growing trend. As the owner Good Dog in a Box and Dogsurance, I've spent the past four years developing online training programs and materials dealing with dog bite prevention and safety. I'll talk about everything from what the average small business commercial general liability policy will cover to ADA compliance regulations, what the difference in a therapy dog vs a service dog vs an emotional support animal is to what your small business clients need to know before they allow dogs in the workplace. I'll discuss best practices in implementing and managing a 'bring your dog to work program' and how to train employees that come into contact with dogs as part of their regular workday. Learn the facts that you can share with your clients about making smart and safe choices in allowing dogs to come to work.</p> <p> 10/22/2020 3:00PM-3:40PM Kim Merritt https://zoom.us/j/98609368918</p>	Kim Merritt <i>The URL Dr</i>
Special Interests/ Specialty	<p>Hot Businesses, Markets & Trends: 2021</p> <p>Changing demographics. Changing attitudes. Consumers are changing. Small businesses need to target these new consumer behaviors. This session will focus on the hottest new small businesses and industries, how to target different generations of consumers, the newest consumers and business trends and how small business can best adapt. SBDC counselors will learn about the new trends so they can inform their clients about the new ideas and trends.</p> <p> 10/21/2020 4:00PM-4:40PM Rieva Lesonsky https://zoom.us/j/94653315983</p>	Rieva Lesonsky <i>GrowBiz Media/ SmallBizDaily.com</i>
Special Interests/ Specialty	<p>Innovación empresarial en la agenda 2030</p> <p>Esta presentación aborda la sostenibilidad y la innovación empresarial desde la perspectiva de los Objetivos de Desarrollo Sostenible(ODS) y cómo los centros de desarrollo empresarial pueden ser ejemplo en la ejecución de la agenda 2030. Además, presentar la integración de los ODS durante la pandemia del COVID 19. This presentation addresses sustainability and business innovation from the perspective of the Sustainable Development Goals (SDGs) and how business development centers can be an example in the implementation of the 2030 agenda. Furthermore, present the integration of the SDGs during the pandemic of COVID 19.</p>	Roselys Elvira <i>Pontificia Universidad Católica Madre y Maestra</i>
Special Interests/ Specialty	<p>Needs Assessment Surveys: Client solutions through outreach & data visualization</p> <p>Discovering and assessing your client needs is a must. Surveys are a powerful way to achieve that objective and determine your client needs and wants. Data visualization has become a popular and potent tool for analysts and decisions makers alike. By combining client needs assessment surveys with data visualization, you can develop and implement effective client solutions across your network. In this session, you will learn purpose, strategy and best practices behind conducting client needs assessment surveys. You will also learn techniques and what to look for during analysis of the assessment surveys and how that analysis can help inform and shape program decisions and development. Finally, you will learn how data visualization can help not only analyze immediate results of the surveys, but also how to use the same data visualization techniques for a wide range of projects, including, but not limited to: ongoing, detailed impact analysis; program evaluation; new program/product development; training event programming; geographic gaps; specialized services evaluation; stakeholder relations; and resource distribution.</p> <p> 10/6/2020 2:00PM-2:40PM Mike Adams https://zoom.us/j/92699358399</p>	Mike Adams <i>Missouri SBDC</i>

Focus Area	Presentation	Presenter(s) Organization
Special Interests/ Specialty	<p>Nurturing the Next Generation of Entrepreneurs – What You Need to Know</p> <p>As more and more people from diverse backgrounds, from millennials to baby boomers, seek guidance from the SBDC, with the fastest growing group being women, and women of color in particular, SBDC consultants will require additional insights to increase effectiveness. This presentation will highlight what the next generation of entrepreneurs is seeking – in particular women - and how the SBDC can respond to meet the need. Topics covered will include: the evolving face of entrepreneurship; trends and opportunities; barriers to success; and how the SBDC can help make the difference between success and potential failure.</p> <p> 10/14/2020 2:00PM–2:40PM Emily McHugh https://zoom.us/j/96212178994</p>	Emily McHugh Florida SBDC - Indian River State College
Special Interests/ Specialty	<p>Creating a Small Business Accelerator Program: From Inception to Implementation</p> <p>This is a lecture on the successful creation and implementation of the New Jersey Small Business Development Center at Brookdale Community College Small Business Accelerator Program designed and developed to establish workforce and entrepreneurship development that would enhance the local region's economic stability and prosperity. The program, through its collaborative social impact initiative, provides underserved populations and communities with direct access and opportunities to crucial entrepreneurship and business skills in an accelerated format in hopes of empowering them to be self-starters and contribute to the economic growth of their region. See how the NJSBDC at Brookdale Community College, the City of Long Branch, and Create Labs came together to open its Accelerator doors to the community. Aspiring entrepreneurs looking to re-skill or launch their small business pitched their ideas to a panel of judges at the Accelerator's opening event. Ten pitch winners were selected and received a scholarship to complete an Entrepreneurship Certification Program through the NJSBDC at Brookdale College. Winners also received mentorship firsthand from successful local business leaders, in addition to vying for services and funding opportunities.</p> <p> 10/23/2020 4:00PM–4:40PM Abran Maldonado https://zoom.us/j/95776890991</p>	<p>Jackeline Mejias- Fuentes NJSBDC at Brookdale Community College</p> <p>Abran Maldonado Create Labs Ventures</p>
Special Interests/ Specialty	<p>Craft Breweries: Going Interstate, Going Beyond</p> <p>Craft breweries are found in nearly every community across the U.S. today, serving as a gathering place for friends and families. Owners and founders face unique choices and challenges to growth, and there are legitimate reasons that not everyone would aspire to distribute their products outside of their premise or the immediate vicinity. For those who decide to go the distribution route for growth, this seminar will lay out key considerations, tactics, and strategies for interstate distribution and ultimately to assess the potential for global distribution and take the first steps into global markets.</p> <p> 10/28/2020 2:00PM–2:40PM Chris Van Orden https://zoom.us/j/96094892348</p>	<p>Chris Van Orden Virginia SBDC</p> <p>Aaron Miller Virginia SBDC</p>
Special Interests/ Specialty	<p>Experiential Learning: Are You an Asset to Your Host Organization?</p> <p>SBDC offices can struggle to fit into the student-centric mission of their host institutions. When university programs compete for funds, it is mandatory to align with the core of your host institution. For fifteen years, the Missouri SBDC at Missouri State University has partnered with university courses to offer experiential learning to students. By matching SBDC clients with groups of students, you enhance your academic community while offering additional value to your clients. This session shows you how to take our model and implement it inside your host institution allowing experiential learning that benefits students, your clients, and your center.</p> <p> 11/3/2020 1:00PM–1:40PM Lance Coffman https://zoom.us/j/92690523344</p>	<p>Lance Coffman Missouri Small Business Development Center at Missouri State University</p> <p>Chrystal Irons Missouri Small Business Development Center at Missouri State University</p>
Special Interests/ Specialty	<p>HUBzone Program Update</p> <p>The HUBZone program plays an important role in helping to drive federal procurement dollars to small businesses in undercapitalized communities, which delivers results for business owners and communities. In 2020, we are rolling out some of the most comprehensive changes to the program in 20 years designed to increase utilization of the program, improve customer service, and expand and stabilize the footprint</p> <p> 10/5/2020 4:00PM–4:40PM Bruce Purdy https://zoom.us/j/91811651580</p>	<p>Bruce Purdy SBA/OSBDC</p> <p>Lori Gillen SBA</p>

Focus Area	Presentation	Presenter(s) Organization
Special Interests/ Specialty	Selling Online for Food Producers	Martin Butts Small Potatoes Sales and Marketing
Special Interests/ Specialty	<p>The art of “going digital” for small businesses Hosted By VISA The shopping landscape has forever changed. Consumers shopping behaviors and expectations have changed. That change requires small businesses to change. To stay relevant and keep up with customer demand, small businesses need to be able to serve customers online and in-store. This can be an overwhelming task for many business owners. In this unique workshop, you’ll hear first-hand how experts guide business owners to explore the digital landscape, and take steps to move their businesses online. In this course, you’ll hear about the tools that experts use to help small businesses move their business online. You’ll also hear directly from small business owners as they have navigating the process</p>	Brian McManus VISA <hr/> Russ Klein VISA <hr/> Sarah Pew VISA
Special Interests/ Specialty, Covid/Cares Act	<p>Cybersecurity and Winning with Government Contracting: Understanding CMMC, DFARS 252.204-7012 and NIST SP 800-171 (Rev 1) January 2020 marked the launch of the CyberSecurity Maturity Model Certification (CMMC) 1.0 and a new era of cybersecurity requirements for Department of Defense contractors. Building on the NIST SP 800-171, Rev 1 standard, CMMC mandates private sector companies seeking to obtain a DoD contract, in a prime or sub status, to be certified by a third party certifying entity prior to being awarded a contract. Prior to CMMC, compliance to the NIST SP 800-171, Rev. 1 standards, triggered by DFARS 252.204-7012 within a contract solicitation, was based on self-attestation of compliance. CMMC now transfers that compliance requirement to a third-party certifying entity. Beginning in September 2020, all contract solicitations will be assigned a level of between 1 and 5 and companies desiring to bid on DoD contracts must show their CMMC certification for the level the contract requires. These DOD information security requirements are daunting and will require time and capital to implement. Small businesses are the most vulnerable to this cascade of compliance requirements and many of these businesses are not even aware that these requirements are in place. This block of training will focus on the expectations that DOD now has regarding information security under the CMMC model, and the NIST SP 800-171, Rev 1 guidelines, and will assist the attendee in understanding a process to assess and comply with these requirements. Small businesses need to start now to strengthen their information security and the CMMC model provides a framework to achieving that goal.</p> <p> 10/26/2020 2:00PM–2:40PM Mark Lupo https://zoom.us/j/96087234718</p>	Mark Lupo The University of Georgia SBDC
Special Interests/ Specialty, Covid/Cares Act	<p>Growing Businesses in the Freelance Economy How does an entrepreneur start small and grow big in the 21st century? By freelancing. The “Gig Economy” is giving solopreneurs and small business owners a smart and profitable way to launch businesses and grow. Technology is fostering a new work environment where people work from home and small business can fill employment needs from suppliers around the world. I’ll explain the ever-growing world of freelancing, online freelancing sites, and how to start and grow a business using the likes of Upwork, Fiverr, Task Rabbit, and Freelancer.com. Join me as I discuss the top sites to recommend to your clients to look for work or look for help, how to write a job post, how to answer a job post, how to stick out and get found, best practices for working and hiring on freelance sites, and how to organize your jobs. I’ll reveal the top ten secrets of the freelancing pros to help your clients start small and grow big, strategically and without borrowing money or going into debt. My presentation isn’t just for SBDC clients, it’s for centers and counselors too! Learn how to hire talent and solve some of your own people problems with the freelance sites. New this year, online tools to help the freelancing process and how the Gig Economy has fared during the pandemic. Every attendee will get a free download of all the webinar notes. If you’re seeing more freelancers asking for help in your center, be sure and join us.</p> <p> 10/22/2020 1:00PM–1:40PM Kim Merritt https://zoom.us/j/94129391023</p>	Kim Merritt The URL Dr

Focus Area	Presentation	Presenter(s) Organization
Special Interests/ Specialty, Covid/Cares Act	<p>On The Road to Recovery: Practical Business Skills, Back to Business site & Small Business Hub</p> <p>Hosted By VISA As we all continue to navigate, adapt and recover as consumers, small businesses have the added complexity of learning how to manage the new way of consumer shopping and how to interact with their customers. In this session, Visa will share with you how they are working with small businesses around the world to help them recovery and get back to business. Visa's educational resources, tools, and solutions can be used to help support small businesses start, run and grow their businesses today and in the future.</p>	<p>Sarah Pew VISA</p> <p>Hugh Norton VISA</p>
Technology	<p>Improving your SBIR Proposal – Insights from the SBIR Review Process</p> <p>This workshop “Improving your SBIR Proposal – Insights from the SBIR Review Process” is taken from the online VentureWrench Startup Coaching course of the same name which is designed to assist founders and executives who are planning to submit a proposal to one of the U.S. SBIR or STTR granting agencies. The goal is to prepare SBDC professionals to better understand how to help entrepreneurs prepare a proposal for the federal SBIR/STTR grant and contract programs with an improved likelihood of award. Information delivered in the workshop includes information on the SBIR (Small Business Innovation Research) and companion STTR program including program background, information on differences between key agencies (examples: DoD, NIH, NSF, DOE etc), review of key eligibility items, insights into the review process and how reviewers impact selection of awardees for SBIR. This workshop is designed to help SBDC professionals understand how best to support and guide those entrepreneurs who could benefit from SBIR funding.</p> <p> 11/5/2020 3:00PM–3:40PM Nicole Toomey Davis https://zoom.us/j/95762029586</p>	<p>Nicole Toomey Davis Enclavix, LLC</p>
Technology	<p>Making Your Own Angels</p> <p>Increasing Capital Infusion By Activating Angel Investors: A New Approach for SBDC's SBDC centers and accelerators are measured on how much capital they help companies raise. Some regions have a lack of Angel Investment activity, which is a key component to developing long term scalable impact clients. Three SBDC's in the United States have created Angel Conferences as a mechanism to increase the number of active angel investors and connect investors to SBDC clients. In 2008 Mysty Rusk founded the Willamette Angel Conference and launched San Diego's first Angel Conference in 2019. Over the years the annual series has consistently generated \$1M in new angel investment and is raised in \$5,000 increments. The low barrier to entry for new investors, ability to recruit and activate new investors, help investors build their networks and drive quality deal flow, creates a winning combination that has been repeated in other parts of the country. In 2017, Judy Mahan launched the first SBDC-led Angel Conference in the U.S. and the first Angel Conference in California, proving it could be done by an SBDC and that it could be successful in a small community. In addition to the initial investment, which usually generates \$100-250,000 for a winner-take-all event, Angel Conferences have proven ability to create side deals that range from \$1.5M to \$18M for participating companies in less than 6 months. In addition to the experiences of these two, Will Fowler joins the presentation as an expert behind the scenes having acted as a fund administrator.</p> <p> 10/20/2020 2:00PM–2:40PM Will Fowler https://zoom.us/j/98173625531</p>	<p>Will Fowler Idaho SBDC</p> <p>Judy Mahan Cal Poly SBDC</p> <p>Mysty Rusk The Brink SBDC at University of San Diego</p>
Technology	<p>“Embracing the “B” in SBIR... Assisting Tech Clients to Build a Compelling Business Case”</p> <p>SBIR and STTR are two of the most significant sources of non-dilutive, R&D funding available to US-based small tech companies. This 90-minute session will cover relevant business components that are required for submission of an SBIR/STTR proposal. Often times, first time applicants are new to business and face a significant learning curve. Attendees will learn how to assist clients, including university researchers, who are developing innovative technologies to build a business mindset around their innovations. During the session, participants will learn key lessons from case studies and how to address common business challenges that applicants encounter and take away strategies to implement to increase the chances of success when applying for SBIR/STTR funding.</p>	<p>John Ujvari North Carolina SBTDC</p> <p>Chris Veal North Carolina SBTDC</p>

Focus Area	Presentation	Presenter(s) Organization
Technology	<p>Como identificar empresas que califiquen para el programa de SBIR</p> <p>The SBIR/STTR federal funding programs represent over \$2.7 billion per year in grants and contracts awarded to small technology companies. This session provides a thorough overview of this funding source as well as key information necessary to enable SBDC counselors to identify and screen companies that are appropriate for this critical source of funding. This presentation will be facilitated in Spanish.</p> <p> 10/28/2020 3:00PM–3:40PM https://zoom.us/j/98557449777</p>	Marisol Rodriguez BBCetc
Technology	<p>Getting Your Clients Started with WordPress</p> <p>In 2020, websites are more important than ever. Not only are they the foundation of a solid marketing strategy, but they provide an increasingly vital link between a business and its customers, at every stage of the buying relationship. This presentation focuses on practical information that advisors can use to help a client develop their web presence, whether a client has no website or an existing website. Sé Reed combines 13 years of WordPress expertise with her experience as an SBDC advisor to provide actionable advice and insight in a dynamic presentation that speaks directly to the SBDC advisor experience. In addition to covering the core essentials that every small business website needs, Reed will introduce attendees to the WordPress ecosystem that powers more than 37% of the Internet, including how it works, what it can do, and how SBDC consultants can best leverage WordPress to help their clients build and manage their own affordable, profitable, and efficient website.</p> <p> 10/14/2020 4:00PM–4:40PM Sé Reed https://zoom.us/j/99748981432</p>	Sé Reed Kerredyn Collaborative
Technology, Special Interests/Specialty	<p>Research and Big Data and Best Practices in SBDC Center Management</p> <p>Ray Bowman is a Center Director who based his Doctorate on studying the SBDC program. As a result of his work, he is now providing data analytics for the state of California SBDC network. Ray will share his research, best practices for center directors and advisors as well as provide an online demonstration of the California networks interactive performance data dashboard.</p>	Ray Bowman Ventura County Small Business Development Center
Technology , Special Interests/Specialty	<p>Creating a Great Listing for Online Shopping on Amazon</p> <p>Creating a Listing will be a deep dive into the components of creating your product detail page including best practices for formatting, images, and keywords to help online shoppers learn everything they need to know to buy with confidence.</p> <p> 10/5/2020 3:00PM–3:40PM Jennifer Kuznicki https://zoom.us/j/94982695596</p>	
Technology , Special Interests/Specialty	<p>Fulfillment Considerations for Online Sales with Amazon</p> <p>Fulfillment considerations will show you how to evaluate if fulfilling your own orders or using a fulfillment network (like Amazon's) is right for you. We'll dig into best practices for both including warehouse needs, product packaging and shipping rate considerations.</p> <p> 10/6/2020 3:00PM–3:40PM Jennifer https://zoom.us/j/98508742841</p>	
Technology , Special Interests/Specialty	<p>Customer Service and Reviews in an Online Shopping Environment with Amazon</p> <p>Customer needs in an online environment are similar to their needs in a physical store – learn how communication differs, how to leverage feedback from reviews to enhance the customer experience, and even how to respond in difficult situations all while maintaining customer trust.</p> <p> 10/12/2020 3:00PM–3:40PM Jennifer Kuznicki https://zoom.us/j/93953483136</p>	
Technology , Special Interests/Specialty	<p>Protecting Your Brand and Telling Your Brand Story Online with Amazon</p> <p>Explore how to take additional steps to help protect your intellectual property in an online store, the importance of working with the US Patent and Trademark Office, innovations Amazon uses to help protect brands, and how you can report violations.</p> <p> 10/13/2020 3:00PM–3:40PM Jennifer Kuznicki https://zoom.us/j/92938861079</p>	
Technology, Special Interests/Specialty	<p>Get Your Local Business on Google Search and Maps</p> <p>Learn about Google My Business, a free tool for local businesses who want to connect with customers on Google Search and Maps. Get hands-on help creating or updating your business profile or a simple website. In this session we'll show you how to: Create or claim your Business Profile on Google Manage your business info across Google Search and Maps Use Google My Business to connect with potential customers Create a free website using the info from your Business Profile</p> <p> 10/15/2020 2:00PM–2:40PM Corissa Saint Laurent https://zoom.us/j/94563402061</p>	Corissa Saint Laurent