

Agenda displaying in default Eastern Time (US & Canada) time zone.

## COVID-19 Workshops

🕒 11:00 a.m. - 12:00 p.m.  
📅 Tuesday, September 21

### Advanced Facebook Marketing

Take this course if you have a Facebook business page – and especially if you've noticed a drop in the engagement of fans and organic reach of your content of late. If you feel like you are talking to an empty vacuum in cyberspace, you're not alone. With the constant changes in Facebook algorithms, attracting, keeping, and engaging fans on a business page is a constant struggle – one that can exhaust your time, your money – and your patience. This workshop will cover some of the methods and strategies big businesses are using on Facebook. We will cover time-saving tips and tricks, as well as how to generate reasons for engagement, and even how to reward customers who engage with and share your content. Learn how to provide content that is valuable and builds customer relationships, and how to be heard above the noise. This class will highlight changes in social media platforms like: •Which analytics you need to watch and interpret? Facebook target marketing Instagram and Facebook stories Facebook shop and Facebook Events app Facebook Strategy moving forward with the Algorithm changes Content management and time-saving tricks

**Focus Areas:** Marketing/Sales/Social Media , Covid/Cares Act

**Level:** Core

Presenter

**Misty Lambrecht**

Small Business Management Coordinator  
Oregon Coast Community College

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🕒 11:00 a.m. - 12:00 p.m.  
📅 Tuesday, September 21



### Brick & Mortar Reimagined

Brick & Mortar is not dead and most small businesses still need some type of physical location. But what they need now may look very different than it did pre-pandemic. This session covers basic and advanced topics for leasing a commercial space and also addresses changes we have seen during the pandemic. There are very important questions a consultant should be asking which will set you up for success when helping clients navigate the process of securing the ideal location for their business during and post-pandemic. Attendees will have access to a commercial lease as we discuss the various provisions contained within a lease. Attendees will receive a list of questions to help determine post-pandemic needs. Attendees will receive an excel rent calculator tool.

**Focus Areas:** Finance/Accounting/Financial Analysis, Covid/Cares Act  
**Level:** Intermediate/Advanced

Presenter  
**Becky Brownlee**  
Area Director  
UGA SBDC

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 11:00 a.m. - 12:00 p.m.  
 Tuesday, September 21



Descubrimiento de Clientes: Conocimientos Lean para una Nueva Entrada al Mercado después de COVID-19

Aprenda, como asesor, cómo puede ayudar a sus clientes a comprender el proceso de descubrimiento de clientes para lanzar negocios y productos con más éxito. Entrar al mercado es un desafío para las empresas nuevas y existentes, ya sea para crear una nueva empresa, introducir un nuevo producto en un mercado existente, un producto existente en un nuevo mercado o una combinación. Puede resultar costoso, sobre todo si el proceso no está bien gestionado y las ideas o productos se no prueban antes del invertir en producción y mercadeo. COVID-19 ha traído cambios en la forma en que los especialistas en mercadeo exploran estos conceptos, así como la percepción de "valor". Exploraremos cómo la recopilación de información y paradigmas de valor han cambiado, y cómo sus clientes pueden aprovechar estos cambios para realizar una investigación práctica que valide sus ideas, productos o servicios antes de invertir demasiados recursos.

**Focus Areas:** Marketing/Sales/Social Media , Covid/Cares Act  
**Level:** Intermediate/Advanced

Presenter  
**Valeria Bisceglia**  
Education & Training Programs Advisor  
CT SBDC

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 11:00 a.m. - 12:00 p.m.  
 Tuesday, September 21

Help Small Business Owners Effectively Transfer Risk



Learn how small business owners can transfer risk in order to keep their costs in line. Having the appropriate contracts, educating employees, and having small business insurance are all effective ways of transferring risk. Learn how SBOs can use these tools to manage unexpected risks, so they can take the right risks to help their businesses grow.

**Focus Areas:** Business Planning , Covid/Cares Act  
**Level:** Core

Presenter  
**Jonathan Hooven**  
SVP and Head of Direct and Partnerships Underwriting  
Hiscox USA

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 11:00 a.m. - 12:00 p.m.  
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How to Productize: 8 Steps for Turning Your Service into a Product  
Generic services – whether you sell to consumers or businesses -- are getting cut. When customers need to conserve cash, the first thing they cut are generic services. But they still buy products that solve a specific problem. Productizing your service makes it more tangible for consumers. It also allows you to hire people to deliver your offering because it's the same every time. That's why some of the most successful services companies go out of their way to package their service like a product. Today, in the depths of the COVID-19 pandemic, productizing is more critical than ever. Learn the eight steps to turn any service into a product.

Focus Areas: Marketing/Sales/Social Media , Covid/Cares Act  
Level: Core

Presenter  
Jonathan Bohn  
Principal / Business Coach  
Soko Ventures

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Thriving Digitally: SEO Strategies to Get Found on Google  
More than one billion Google searches are conducted every month. Each and every time someone conducts a search on Google it presents an opportunity for businesses and marketers to influence consumer decisions. If a business can show up in the Google search results when someone is looking for the products or services they provide they will be well positioned to generate a lead or make a sale. SEO makes it possible for any business to take advantage of this opportunity. It's no wonder SEO has been listed as one of the top 10 most requested skills on LinkedIn since 2014. In this presentation, attendees will get a high-level look into what it takes to rank at the top of search engine results pages and increase website traffic.

Focus Areas: Marketing/Sales/Social Media , Covid/Cares Act  
Level: Core

Presenter  
Nicole McCullum  
Founder  
Captive Designs, Inc.

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🕒 11:00 a.m. - 12:00 p.m.  
📅 Tuesday, September 21

What Happens When We Fail?  
We have been taught traditional S.M.A.R.T. goals for a long time. This speech challenges traditional goal setting by reassigning the focus on leveraging failure as a path toward growth and success. Attendees will gain a new perspective on failure and discover how to use failure as an opportunity rather than a negative event. Be ready to be challenged!

Focus Areas: Covid/Cares Act, Self Improvement  
Level: Core



Presenter  
John Grubbs  
CEO  
Grubbs Consulting Inc.

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🕒 12:30 p.m. - 1:30 p.m.  
📅 Tuesday, September 21

7 Tips to Manage and Motivate Remote Employees  
Remote work is the future we all must get ready for and there are ways to create a productive, engaged, and thriving workforce. 2021 is the year more businesses will find themselves managing from afar, but they must first understand the



current environment and how to manage within it. This interactive 90-minute course will leave you with 7 tips to manage your remote employees effectively.

**Focus Areas:** Management/Leadership/Center Management, Covid/Cares Act  
**Level:** Core

Presenter  
**Alyssa Foskey**  
Business Consultant  
University of Georgia Small Business Development Center

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 12:30 p.m. - 1:30 p.m.  
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Boosting Your SBDC Clients Holiday Sales

Want to help give your SBDC clients holiday sales a boost? Marketing and selling their products online is more important than ever. Results from our recent Retail Shopping Survey showed that 83% of respondents plan to support small businesses this holiday season, and 70% are planning on shopping online. During this session, we will expand on last month's Thinking About eCommerce as we take a more in-depth look at: - Setting goals - Retail Window Displays - Learning about eCommerce platforms - Understanding payment processing costs - Shipping options



**Focus Areas:** Marketing/Sales/Social Media , Covid/Cares Act  
**Level:** Core

Copresenter  
**Francene Dudzic**  
Director of Marketing & Communication  
Pennsylvania SBDC

Presenter  
**Keith Yurgosky**  
Business Consultant  
The University of Scranton SBDC

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Customer Discovery: Lean Insights for New Entry After COVID-19

Learn, as an advisor, how you can help your clients understand the Customer Discovery Process to more successfully launch businesses and products. New entry is a challenge for existing and new businesses, whether it is bringing a new business into existence, introducing a new product into an existing market, an existing product into a new market, or a combination. It can be costly, particularly if the process is not well-managed and the ideas or products tested prior to the full expense of production and marketing. COVID-19 has brought changes to how professional marketers explore these concepts as well as the perception of "value." We will explore how gathering insights and value paradigms have shifted, and how your clients can take advantage of these changes to do boots-on-the-ground research that validates their ideas, products, or services before investing too many resources

**Focus Areas:** Marketing/Sales/Social Media , Covid/Cares Act  
**Level:** Intermediate/Advanced

Presenter  
**Valeria Bisceglia**  
Education & Training Programs Advisor  
CT SBDC

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🕒 12:30 p.m. - 1:30 p.m.  
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### 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 Conference, since 2012, and consistently receives great reviews. This session will benefit both seasoned and new consultants, alike, and each attendee will leave with a link to the financial projections tool set and complete instructions on its use. This training was offered at the 2012, 2013 2014, 2015, 2016, 2017, 2018, 2019, and 2020 ASBDC Conferences and has consistently received great reviews. From our presentation at the 2020 Virtual ASBDC Conference, we have had several compliments from folks who watched our video and have connected with several folks to provide additional support for their work with the toolset. 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.

**Focus Areas:** Finance/Accounting/Financial Analysis, Covid/Cares Act  
**Level:** Core

Presenter  
**Betsy Olivanti**  
Senior Business Consultant  
Northland SBDC

Copresenter  
**Curt Walczak**  
Senior Business Consultant  
Northland SBDC

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🕒 12:30 p.m. - 1:30 p.m.  
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### Leading in Times of Change

The world has changed. Your work has changed. In fact, change is the one thing we can count on - things will continue to change. To be successful, you must be able to not only absorb change but master change. As a leader, how do you handle all that is happening and all that will happen, to challenge you? How can you prepare your employees, and your customers? How do you help people handle the stress and uncertainty that come with change? Can we predict change? How do you take care of you? And let's consider these questions. Can we predict change? How do we conquer risk? You will have those answers at the conclusion of this session.

**Focus Areas:** Management/Leadership/Center Management, Covid/Cares Act  
**Level:** Intermediate/Advanced

Presenter  
**Lorna Kibbey**  
Leadership Expert  
Kibbey Leadership Solutions

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### Preventing SBDC Downturn - Maintaining Client Volume in the Pandemic Aftermath

Last year saw a spike in small business client need nationwide and worldwide the likes of which we have not seen before. Many centers ramped up operations to accommodate emergency coaching needs and information distribution without time to work through the systems that would allow us to maintain the processes and client relationships long-term. Although we are beginning to see a dip in client calls at many centers, this does not mean the need is gone, nor do we want clients to forget that the SBDC is a resource to support them with other business questions they may have. In this session, we will outline simple systems to implement to stay in contact with clients, keep track of milestones, and prevent steep drop-offs in client volume that could negatively impact your center's staffing, funding, or performance reports.

**Focus Areas:** Marketing/Sales/Social Media , Covid/Cares Act  
**Level:** Core

Presenter  
**Melissa Forziat**  
Owner  
Melissa Forziat Events and Marketing

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SBA guidance on preparing your small business for the next disaster  
The U.S. Small Business Administration (SBA) Office of Disaster Assistance provides low-interest funding for businesses, homeowners, renters and nonprofit organizations affected by disaster. In line with the conference theme of conquering risk, this 1.5 hour session will show how available funding can help fund uninsured or underinsured damage while also providing a significant amount of funding for mitigation measures that business owners can implement to help protect their property against future disasters.

**Focus Areas:** Business Planning , Covid/Cares Act  
**Level:** Core

Presenter  
**Alejandro Contreras**  
Director, Preparedness, Communication and Coordination  
U.S. Small Business Administration

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🕒 2:00 p.m. - 3:00 p.m.  
📅 Tuesday, September 21

Bankable to Bankruptcy: How much Debt is too Much?  
How much debt is too much? This informative webinar tackles the tough questions about hurting cash flow and borrowing money during troubled times. Small business owners are trying to understand the lines between financial support and crippling debt. This presentation provides guidance and structure to answer that question. Key topics discussed include: • Calculating how much a business can safely borrow • Investors mindset around liabilities • Determining repayment ability for borrowers • Options outside of borrowing money Come listen and learn how borrowing money can help or hurt businesses

**Focus Areas:** Finance/Accounting/Financial Analysis, Covid/Cares Act  
**Level:** Core

Presenter  
**Rebecca Schultz**  
Executive Loan Consultant  
Synerlock Funding

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California SBDC Covid survey and lessons learned.  
The California Sbdc networks launched one of the largest panel surveys an entrepreneur is going through Covid in America. This survey which represents over 21,000 responses asked questions of SBDC's clients; regarding how they have adapted their businesses to survive Covid, how innovation played a part in the recovery, their experiences, and what their experiences are regarding access to capital, Finally how Sbdc's played a role in their survival and recovery through the peak of the Covid crisis. This presentation will go over the survey results, as well as how the California SBDC network learned in adapted based on these results and produced measurable outcomes that were a result of this groundbreaking business survey.

**Focus Area:** Covid/Cares Act  
**Level:** Core

Presenter  
**Ray Bowman**  
Directo,  
Ventura, Santa Barbara SBDC

Presenter  
**Lokesh Dani**  
CEO  
Xopolis

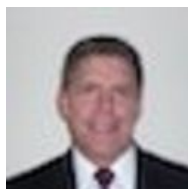
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Growing Your Business Virtually  
There has never been a time when it has been more challenging to do the sales activities necessary to grow a business. It has become even more essential that businesses continue to stay visible, with compelling and relevant outreach to prospects and clients. In most small businesses, developing new relationships has become even more critical and the effective utilization of technology is becoming a must-do activity. Virtual selling is here to stay, but longer term, it will live side by side with in-person selling.

**Focus Areas:** Marketing/Sales/Social Media , Covid/Cares Act  
**Level:** Core



Presenter  
**Jack Kasel**  
Sales Development Expert  
Anthony Cole Training Group

🕒 2:00 p.m. - 3:00 p.m.  
📅 Tuesday, September 21

Historical Financial Analysis  
This presentation will help the consultant analyze and give opinions to the client on their business financial health or a business they intend to purchase. This involves the use of a spreadsheet with formulas already done. You input the information from the client records and then analyze the financial condition of the business and make recommendations based on the information. Obtain the knowledge and skills to use a comprehensive financial analysis template Input

data into the template using a real-life client case study and client information. Learn what type of client data they need to obtain to generate good and trustworthy financial projections. Use the completed analysis to consult with small businesses about their short- and long-term goals and develop sound, realistic financial strategies for stabilization, cash flow management, and/or growth. Create efficiencies in their consulting work to assist clients with internal company planning and applying for start-up/growth/expansion financing. Conquering Risk is done by making good financial decisions based on solid data which is needed more than ever navigating through the pandemic and beyond. You will be given a link to the free spreadsheet you can download as part of the presentation as well as the password to unlock it and make changes as you wish.

**Focus Areas:** Finance/Accounting/Financial Analysis, Covid/Cares Act  
**Level:** Intermediate/Advanced

Copresenter  
**Betsy Olivanti**  
Senior Business Consultant  
Northland SBDC

Presenter  
**Curt Walczak**  
Senior Business Consultant  
Northland SBDC

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The Biggest Risk of All and How to Conquer It  
This presentation will build on the successful and well-attended presentation that I made in 2020 "Nurturing the Next Generation of Entrepreneurs" where I shared what is necessary to be effective in coaching future entrepreneurs with the changing landscape. In the part 2 or 2.0 version of the conversation, I will delve into the core of Risk - how to embrace it, how to teach it, and how to conquer it.

**Focus Areas:** Special Interests/Specialty, Covid/Cares Act  
**Level:** Core



Presenter  
**EMILY MCHUGH**  
International Trade Consultant  
Florida SBDC - Indian River State College

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📅 Tuesday, September 21

Trade Passport - A New Export Assistance Collaboration for SBDCs  
The Trade Passport website is a resource aimed at providing on-demand trade training webinars training, local resources, and rapid expert assistance to USA-based small-medium-sized businesses that are focused on international trade as a pathway to business growth. This a collaborative initiative led by NASBITE International and involving more than 30 State-level SBDC networks nationwide. This session will focus on the website content, the tools/resources that are made



available to SMEs, and the value offered to state-level SBDC networks that have become partners in this initiative. During COVID-19 this tool is allowing many SBDCs to meet trade-related professional development needs of staff and trade training support for SMEs online, while overcoming the challenges that are now associated with face-to-face delivery.

**Focus Areas:** International Trade , Covid/Cares Act  
**Level:** International Trade Program

Presenter  
**Leroy Lowe**  
Immediate Past-President  
NASBITE International

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🕒 2:00 p.m. - 3:00 p.m.  
📅 Wednesday, September 22

Business Valuation--What an America's SBDC Advisor Needs to Know  
--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.

**Focus Areas:** Finance/Accounting/Financial Analysis, Covid/Cares Act  
**Level:** Intermediate/Advanced



Presenter  
**William Katz**  
Regional Director  
ASBDC Kansas

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🕒 4:00 p.m. - 5:00 p.m.  
📅 Wednesday, September 22

Employee Handbooks During and Post Covid-19  
Workforce development was a priority before 2020 and Covid-19 sped up digital and remote working exponentially. 2020 also brought new federal employment laws as well as over 42 Department of Labor updates, The importance of an Employee Handbook has become increasingly important: As workers are now remote and unconnected with a daily physical office, they need a new definition of company culture. Employers also need to set clear expectations about work technologies such as automation, digitization, and teleworking in order to avoid liability. A carefully crafted Employee Handbook can redefine company culture during our Now Normal as well as set out a framework for employee working conditions. We also include a special focus on teleworking/remote working policies and best practices. With all the changes in employment laws, an updated Employee Handbook can save a company from liability, foster employee confidence, and streamline company operations during and post Covid-19.

**Focus Areas:** Human Resources , Covid/Cares Act  
**Level:** Core

Presenter

Tisha Dodge  
President and Attorney  
Doge Legal Group SPC

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 5:00 PM EST on 22 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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📅 Wednesday, September 22

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 data from the 2020 Decennial Census as well as updates on key Census business programs that can be invaluable to entrepreneurs. The workshop will provide an update on the latest data and features of Census Business Builder and data.census.gov, tools that present these important demographic and business data to SBDC counselors. Finally, presenters will provide an update on the resources available in the COVID-19 Data Hub and how SBDC counselors can use them with their clients. 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 their clients.

**Focus Areas:** Business Planning , Covid/Cares Act  
**Level:** Core

Presenter  
**Chuck Brady**  
Respondent Outreach and Promotion  
US Census Bureau

Presenter  
**Andy Hait**  
Economic Data User Outreach  
US Census Bureau

Presenter  
**Caleb Hopler**  
American Community Survey  
US Census Bureau

Presenter  
**Tyson Weister**  
Dissemination Outreach  
US Census Bureau

🕒 4:00 p.m. - 5:00 p.m.  
📅 Wednesday, September 22

On Risk and Resiliency - Six Lessons Ducks Teach Us About Conquering Risk  
On Risk and Resiliency - Six Lessons Ducks Teach Us About Conquering Risk  
Every year migratory birds risk their lives to "fly south" to warmer weather, but did you also know that ducks aren't hatched waterproof - even a duck can drown. Ducks and other waterfowl must develop their waterproofing, just as people need to develop their resilience in order to stay afloat. Resilience is the capacity to not only survive life's challenges, but to learn and grow from them, to become stronger as a result of such challenges. While stress, trauma, adversity, and dramatic change are rarely welcome, your personal and professional resilience enables you to find a way to move beyond the challenge and toward a stronger self. The capacity for resilience is a key factor in determining how people will respond to change, and is something that each of us can grow and strengthen in our lives and our businesses. The StayAfloat! model outline six key principles about what we can learn from nature about managing risk and building our capacity for resilience

**Focus Areas:** Covid/Cares Act, Self Improvement

Level: Core

Presenter



**Maureen Orey**

Founder/CEO

Workplace Learning & Performance Group, Inc.

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 5:00 PM EST on 22 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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 4:00 p.m. - 5:00 p.m.  
 Wednesday, September 22

Profit is Not Optional: Lift Your Profit, Lower Your Risk

Session Description Hedge the risk of financial failure with a clear plan for profit. If there is one financial skill-counsellors need to help clients map out a profitable future, it's breakeven analysis. • What profits are required to sustain and grow the business? • What sales are needed to achieve those profits? • What is at risk if sales fall short of goal? • How has COVID-changed cost structures? • How can price cuts increase business risk? • What can be done to improve profits? Armed with the tools from this workshop you can help clients set sales goals and operational plans outlining their pathway to profit.

**Focus Areas:** Finance/Accounting/Financial Analysis, Covid/Cares Act

**Level:** Core



Presenter

**Rod Bristol**

Director

Profit Soup

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 4:00 p.m. - 5:00 p.m.  
 Wednesday, September 22

Restaurant Marketing In a High Risk Environment: Post Covid Success

Restaurant Marketing in a high-risk environment will address proven restaurant marketing frameworks as well as the emphasis on high risk environment marketing so that business generalists are well equipped to return to their centers and work more effectively with hospitality industry clients for greater EI. This seminar will focus on the marketing that is specific and understandable to restaurant clients. Slides, notes and access to workbooks will be provided.

**Focus Areas:** Marketing/Sales/Social Media , Covid/Cares Act

**Level:** Intermediate/Advanced

Presenter



**Deagon Williams**

Founder, Creator

culinary business strategy

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 2:00 p.m. - 3:00 p.m.  
 Thursday, September 23

Downhills Don't Come Free: Maximizing Your Impact

I tell three compelling stories that I directly experienced - and realized the keys to success are fully embedded in these 3 authentic stories. 1) "Get In Their World" - my story of not understanding my customer before I solved their problem. Don't 'pitch', converse! (I failed) 2) "Find The Blueberries" - a story of serving the hell out of your customer, and the amazing result. Every interaction has 'blueberries', find them! Don't sell, serve. 3) "Downhills Don't Come Free" - my story of seeking explosive growth and taking a mindful 'stretch' risk and how it unexpectedly awakened and unleashed my hidden/dormant talents.

**Focus Areas:** Covid/Cares Act, Self Improvement

**Level:** Core

Presenter

**Jerry Holl**

Owner - three time award winning author - professional speaker / storyteller  
Jerry Holl, LLC

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📅 Thursday, September 23

E-learning Trends for Small Business

What are the hot trends in e-learning for small businesses now and in the year ahead? Small business has different requirements and budgetary restraints for online training and course creation, in comparison to a Fortune 500 or company with thousands of employees. In this session, you'll learn about affordable technology and e-learning options for small businesses. Kim Merritt, owner and founder of The URL dr, an agency that specializes in helping small businesses teach and train online, will be sharing trends in blended learning, virtual instructor-led training, microlearning, guided learning, scenario-based learning, gamification, simulations, and animation. Mobile-friendly learning has become imperative for companies to get 100% buy-in from staff. Attendees will discuss mobile-friendly trends and how small businesses can utilize them. Kim will also discuss how small businesses are using e-learning for sales training, software training, process training, compliance training, new employee orientation, safety training, product training, and policies training. In a post-COVID world, online training has become the way in which we train our clients and our employees. This session will give practical advice on how your clients can use e-learning trends to become more efficient and cost-effective.

**Focus Areas:** Special Interests/Specialty, Covid/Cares Act

**Level:** Core

Presenter

**Kim Merritt**

Owner / Founder  
The URL dr

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 3:00 PM EST on 23 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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🕒 2:00 p.m. - 3:00 p.m.  
📅 Thursday, September 23

Financial Disasters: COVID Induced or JUST Poor Management?

As consultants we need to identify a number of smaller steps which will help our clients achieve success in their business"

**Focus Areas:** Management/Leadership/Center Management, Covid/Cares Act

**Level:** Core

Presenter

**John Doramus**

Florida SBDC at the University of Central Florida

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 3:00 PM EST on 23 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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🕒 2:00 p.m. - 3:00 p.m.  
📅 Thursday, September 23

Free Toolstack: Crisis Management for clients during COVID-19 and beyond  
When clients are desperate or when conversations are difficult it is an advantage to have a structured process and move forward with small steps. In this presentation participants will get a toolbox with 20 free visual one-page tools which SBDC advisors can use with clients companies who are in a crisis because of COVID-19 or other circumstances.

**Focus Areas:** Business Planning , Covid/Cares Act

**Level:** Core

Presenter


**David Madié**

CEO and Founder

GrowthWheel International

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 2:00 p.m. - 3:00 p.m.

 Thursday, September 23

How to Secure Client Funding and Exceed Capital Infusion Metrics

You are working with the right client who is putting in the required work and has a great idea for a new business and the next step is to secure a loan to launch. Or, your client is already up and running and looking to grow, and all they need to expand is funding. Too often this is seen as a hurdle that is too high to jump over. It seems too complicated or time consuming for your client or they are willing to approach a lender/investor with a poorly built plan and hard to read financials, only to get turned down. In this session, learn from your peers in the Ohio SBDC network and the Iowa SBDC network who consistently exceed their capital infusion goals and help their clients successfully get funded using the cloud software, LivePlan, to save time, increase client financial literacy, and present the best plans to lenders/investors and get funded.

**Focus Areas:** Finance/Accounting/Financial Analysis, Covid/Cares Act

**Level:** Core

Presenter

**Josh Fegles**

Government and Academic Channel Partnerships

Palo Alto Software, maker of LivePlan

Copresenter

**Ralph Kluseman**

Advisor

Iowa SBDC

Copresenter

**Katie Van Dyke**

Director

Ohio SBDC

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 2:00 p.m. - 3:00 p.m.

 Thursday, September 23

The Next Normal will Require Some Secret Sauce- Futurize For Post-COVID Commerce

The distinction between eCommerce and retail is increasingly blurring. Whether it's online or in the store consumers' expectations for an extraordinary customer experience are at an all time high. Consumers want to interact with retailers in the same way and on the same channels they interact with friends and family. A personalized experience that's highly interactive and convenient per the customers' preference. Why can you always find at least one store in every town that is doing just fine? The Secret sauce. Learn what 2020 has done to the consumer and how to be a more informed advisor to the businesses serving them.

**Focus Areas:** Covid/Cares Act, Self Improvement

**Level:** Core

Presenter

**Marc Willson**

Small Business Strategist

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 3:00 PM EST on 23 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

🕒 2:00 p.m. - 3:00 p.m.  
📅 Thursday, September 23

#### The Power of the 80/20 Rule for Your Clients

The "80/20" rule, also known as the Pareto Principle, says focusing on a relatively small number of inputs (the 20%), produces a disproportionately large amount of output (the 80%). Yet, we all see clients who are a mile wide and an inch deep, and frustrated with their results. Imagine harnessing the 80/20 principle to help your clients with sales growth, inventory management, marketing focus, and more. This class gives you street-smart tactics to show clients how to think, analyze, and focus on actions that result in a real payback, in a post-COVID world. \*\*\*The attached PPT is an example of what I will produce if selected\*\*

**Focus Areas:** Finance/Accounting/Financial Analysis, Covid/Cares Act  
**Level:** Core

Presenter  
**Mike OConnell**  
Sr. Center Director  
Larimer Colo SBDC

🕒 2:00 p.m. - 3:00 p.m.  
📅 Thursday, September 23

#### Understanding the Cost of Employee Hiring and Turnover - Post-COVID

The presentation will incorporate updated employment data, NFIB Small Business survey results and the findings of the 2020 Retention Report by Work Institute. This presentation is an continuation of what was presented at last year's ASBDC conference titled " Understanding the Cost of Employee Hiring and Turnover". The presentation continues to use the same concepts such as Employee Life Cycle and Cost to Value of an Employee, but will include how these and other concepts have been impacted by 'turnover' that was caused by the pandemic. The current presentation will be enhanced and augmented with research and data that will be released between now and the ASBDC Conference. It will also address the impact this will have on employee and employer conduct in a post-COVID and COVID-recovery period.

**Focus Areas:** Human Resources , Covid/Cares Act  
**Level:** Intermediate/Advanced

Presenter  
**Glenn Kruse**  
Area Director  
University of Georgia SBDC - Gwinnett Center

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 3:00 PM EST on 23 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

🕒 4:00 p.m. - 5:00 p.m.  
📅 Thursday, September 23

#### 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. There are no magical calculators for business valuation. A valuation analyst is required to make a variety of judgment calls throughout the reporting process. 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.

**Focus Areas:** Finance/Accounting/Financial Analysis, Covid/Cares Act  
**Level:** Intermediate/Advanced

Presenter  
**Shawn Hyde**  
Executive Director  
International Society of Business Appraisers



Presenter  
**William Katz**  
Regional Director  
ASBDC Kansas

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🕒 4:00 p.m. - 5:00 p.m.  
📅 Thursday, September 23

Dealing With Communication Challenges. Bias, and Team Conflict  
Interpersonal communication skills are essential workplace skills. Communication—how, what, and when—can be a significant hurdle to convey during stressful times, and even more critical during chaos, crisis, and uncertainty. How do you ensure that you are delivering your key messages in a way that can be heard and understood by your team as you move forward through these uncertain times? Interpersonal communication skills can be challenging to develop, and they take conscious effort and ongoing practice to improve. During chaos, crisis, and turmoil our communications skills can be tested and if not focused on, can lead to negativity, distrust, misunderstandings, conflict, and increased stress. Research is showing that many leaders admit they were underprepared for the level, the needed consistency, and the new mediums required for communicating during this crisis. The resulting lack of communication caused fear with employees, decreased productivity, and reduced engagement. Going forward, leaders who continue to focus on effective communication are far more likely to have an engaged team. Successful leaders know that strong, effective interpersonal communication skills can create a sense of stability and predictability, lower stress and anxiety, and build trust and creativity. The key is to recognize what effective communication looks like, and how to deliver and connect during times of crisis and uncertainty. By focusing on the necessary interpersonal communication skills that are needed during these times of uncertainty and change you will be able to develop a productive, collaborative, and respectful work environment.

**Focus Areas:** Management/Leadership/Center Management, Covid/Cares Act  
**Level:** Core

Presenter  
**Beverly Beuermann-King**  
Mental Health and Resiliency Expert  
R 'n' B Consulting Corp - Work Smart Live Smart

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 5:00 PM EST on 23 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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🕒 4:00 p.m. - 5:00 p.m.  
📅 Thursday, September 23

Five Steps to a Regret Free Exit from Your Business  
75% of owners have regrets one year after exiting their business. For a successful exit, a business owner needs to be able to say a hearty "Yes!" to two important questions: 1) Is your business ready for you to exit? and 2) Are you ready to exit? In this presentation, we will focus on question #2. It is an easy question to ask, but it can be difficult for an owner to answer. Learn this five-step framework to walk business owners through the decision-making process to

ensure they have a happy, lucrative exit from their business.

**Focus Areas:** Business Planning , Covid/Cares Act

**Level:** Core

Presenter

**Jonathan Bohn**

Principal / Business Coach

Soko Ventures

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🕒 4:00 p.m. - 5:00 p.m.  
📅 Thursday, September 23

**Grounded in Challenging Times: Building Your Social Media Foundation**  
Social media wasted no time in becoming a MASS media, reaching far greater numbers of people than TV and radio today. Marketing, research, hiring and purchasing decisions are all happening on social media. I will teach participants how they can capitalize on the vast reach of social media with proven, industry secrets and step-by-step processes for creating engaging content. The goal and purpose of this digital marketing training is to teach conference attendees how to develop a strong online presence with marketing tips and social media consulting so they can continue to market their local SBDC and support surrounding small businesses through the COVID-19 changing business environment.

**Focus Areas:** Marketing/Sales/Social Media , Covid/Cares Act

**Level:** Core

Presenter

**Kasia Johnson**

Founder and CEO

Merge Forward

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 5:00 PM EST on 23 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

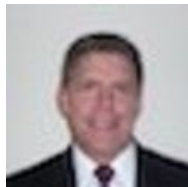
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🕒 4:00 p.m. - 5:00 p.m.  
📅 Thursday, September 23

**Growing Your Business with Self-Management vs. Crisis Management**  
Every day business owners make decisions on how you are going to spend your time. Some of these activities support your overall growth and sales objectives and some do not. This workshop will help you prioritize your results so that you can plan and execute the activities that will lead to those results. This process translates to your team and what they are focused on doing. The big idea is to self-manage versus crisis manage and take control of your schedule today. You must change your thinking, then change your behavior to change your results.

**Focus Areas:** Covid/Cares Act, Self Improvement

**Level:** Core



Presenter

**Jack Kasel**

Sales Development Expert

Anthony Cole Training Group

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🕒 4:00 p.m. - 5:00 p.m.  
📅 Thursday, September 23

**Restaurant Success Surviving a Global Crisis in the Hospitality Industry**  
Restaurant Success: Surviving a Global Crisis in the Hospitality Industry presents the 3 proprietary frameworks for the business side of the hospitality industry so that SBDC clients are empowered to drive success coming out of an economic





crisis with cash flow constraints. 2020 brought all the cracks in the industry to the surface shedding light on all that can now be managed, mitigated and grown from so that restaurant clients are more successful.

**Focus Areas:** Special Interests/Specialty, Covid/Cares Act  
**Level:** Intermediate/Advanced

Presenter  
**Deagon Williams**  
Founder, Creator  
culinary business strategy

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 5:00 PM EST on 23 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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 11:00 a.m. - 12:00 p.m.  
 Friday, September 24



Employee Ownership: A tool for employee retention, business resiliency, and succession  
The COVID crisis hit small businesses on top of the “pre-existing condition” of the silver tsunami of retirement-aged business owners. Faced with considering whether to forward invest at retirement age, many owners turned to employee ownership (EO), a powerful risk management strategy that creates a highly engaged workforce, a potential cash flow competitive advantage through tax benefits, partial or full owner liquidity, and planful succession. The 2018 Main Street Employee Ownership Act gives the SBA the tools and authority to support EO transitions. Learn how to know when EO could be beneficial for your clients, how to introduce and talk about it, the nuts-and-bolts of the two most common forms (ESOPs and worker cooperatives), and how other Centers are integrating EO into their offerings.

**Focus Areas:** Business Planning , Covid/Cares Act  
**Level:** Core

Presenter  
**Alison Lingane**  
Co-founder  
Project Equity  
  
Copresenter  
**Stacey Smith**  
Director of Client Services  
Project Equity

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 12:00 PM EST on 24 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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 11:00 a.m. - 12:00 p.m.  
 Friday, September 24

Gaining Clarity: Taking Action on Social in the New Normal  
Social media wasted no time in becoming a MASS media, reaching far greater numbers of people than TV and radio today. Marketing, research, hiring and purchasing decisions are all happening on social media. I will teach participants how they can capitalize on the vast reach of social media with proven, industry secrets and step-by-step processes for creating engaging content. The goal and purpose of this digital marketing training is to teach conference attendees how to develop a strong online presence with marketing tips and social media consulting so they can continue to market their local SBDC and support surrounding small businesses through the COVID-19 changing business environment.

**Focus Areas:** Marketing/Sales/Social Media , Covid/Cares Act  
**Level:** Intermediate/Advanced

Presenter

Kasia Johnson  
Founder and CEO  
Merge Forward

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 12:00 PM EST on 24 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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🕒 11:00 a.m. - 12:00 p.m.  
📅 Friday, September 24

**Harnessing Your Energy - Building Your Resiliency To Conquer All**  
Building resiliency allows us to bounce back after stressful situations, minimize the negative impact of that stress on our health, and feel more in control of our life. How do you stay healthy, boost energy, restore focus and bounce in the face of continuous challenge and uncertainty? Success and longevity in our high-pressure-world hinges not just on our knowledge, but also on our ability to recover and remain energized during challenging situations and organizational changes. Research shows that burnout and role overload are pervasive and that our mental health is at risk. The way in which we work and the environment that we work in, can cause exhaustion and burnout. Without the right resiliency tools, stress can build to a level that seems too difficult to handle and can leave you feeling depleted. These reactions can leave us exposed to a variety of illnesses and injuries or can take us away from our life goals. Resiliency can be learned. Small shifts can have a major impact. With three simple questions, choose the most effective strategies based on the S-O-S Principle™ that will allow you to bounce back after a stressful situation, minimize your negative stress symptoms and reactions, and engage fully in your life. Focus will be on identifying positive opportunities, utilizing practical approaches and solutions, and integrating these resiliency strategies into your new reality. Discover how to effectively respond to challenges, cope through change, and garner more support, so that you can finally focus on living your best life.

**Focus Areas:** Covid/Cares Act, Self Improvement  
**Level:** Core

Presenter  
**Beverly Beuermann-King**  
Mental Health and Resiliency Expert  
R 'n' B Consulting Corp - Work Smart Live Smart

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 12:00 PM EST on 24 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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🕒 11:00 a.m. - 12:00 p.m.  
📅 Friday, September 24

**Race to Profit: Recover Sales Before the Cash Runs Out**  
Will returning to profitability eliminate the risk of failure? Only if you do it before the cash runs out. How much cash is needed to keep the business going through recovery and develop sensible plans for rebuilding sales? In this session will review dynamic budgeting tools to guide the business beyond profitability – to positive cash position. The tools will help you to:  
• Visualize multiple possibilities.  
• Select KPIs to focus on sales drivers.  
• Evaluate potential cash requirements given different sales estimates.  
• Prioritize spending and make essential staffing decisions.  
• Estimate how much short-term credit is needed and when it can be repaid.

**Focus Areas:** Finance/Accounting/Financial Analysis, Covid/Cares Act  
**Level:** Core

Presenter  
**Rod Bristol**  
Director  
Profit Soup

🕒 11:00 a.m. - 12:00 p.m.  
📅 Friday, September 24

### Working with Restaurant Clients

Working with Restaurant Clients is a train the trainer presentation empowering SBDC generalist and hospitality focused advisers to better assist restaurant and foodservice clients. Restaurant & foodservice clients are very busy and focused which can make for challenging counseling. The presentation empowers the adviser to meet the client in their language and create an on-ramp of sustained engagement so that the client can achieve greater levels of success.

**Focus Areas:** Special Interests/Specialty, Covid/Cares Act

**Level:** Core

Presenter

**Deagon Williams**

Founder, Creator

culinary business strategy

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 12:00 PM EST on 24 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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🕒 12:30 p.m. - 1:30 p.m.  
📅 Friday, September 24

### Building Better Business Plans in LivePlan

A formal business plan can be one of the most overwhelming tasks for a small business owner to undertake. SBDC business plan templates can range in complexity and client engagement can sometimes be a struggle. LivePlan is the perfect tool for designing simplified organized business plans that are lender ready. From market analysis, financial forecasts, and pitch decks, LivePlan helps organize ideas into executable goals. In this workshop we will walk through how to use LivePlan to build a complete business plan with SBDC clients. Join a LivePlan expert and an SBDC business consultant to learn LivePlan tips and consulting takeaways.

**Focus Areas:** Business Planning , Covid/Cares Act

**Level:** Core

Copresenter

**Justin Hardersen**

Government and Academic Channel Partnerships

LivePlan



Presenter

**Elizabeth Hay**

Business Consultant

Penn State SBDC

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🕒 12:30 p.m. - 1:30 p.m.  
📅 Friday, September 24

### Diversifying Your Client Portfolio: Purposefully Reaching Underserved Populations

Presentation and Panel Discussion presented by a diverse group of SBDC Advisers who are dedicated to reaching the underserved population in the state of WA.

**Focus Areas:** Special Interests/Specialty, Covid/Cares Act

**Level:** Intermediate/Advanced

Presenter

**Liz Jamieson**

Advisor

Washington SBDC



Presenter  
**Giselle Saguid**  
Washington SBDC

Presenter  
**Phon Sivongxay**  
Washington SBDC

Presenter  
**Jenefeness Tucker**  
Advisor  
Washington Small Business Development Center

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 1:30 PM EST on 24 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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 12:30 p.m. - 1:30 p.m.  
 Friday, September 24

#### Help Your Clients Find Financing



The COVID-19 crisis exposed crucial weaknesses in many small businesses' ability to get financing. Many businesses struggled to apply for COVID-relief loans, and were unable to access traditional funding. Lending has opened up significantly in 2021, but still presents challenges for businesses that are unprepared. Nav has released a fundability calculator, available for free to SBDCs to use or embed on their websites. It helps clients quickly understand what types of financing may be available to them based on their qualifications. (It instantly assesses the types of financing that may be available rather than specific lenders.) We will walk step-by-step through the fundability calculator to help SBDC advisors make the most of this resource for clients seeking funding, and provide advisors with free tools and resources to help their clients be more fundable. Nav works with many different lenders across the country offering a wide variety of small business financing options, giving us a unique perspective into the requirements for various lending products as well as the changing small business financing landscape. In addition, more than 1.5 million small business owners have a Nav account, which gives them access to their business and personal credit. That data helps us understand the qualifications of many small business borrowers, as well as their challenges in obtaining financing.

**Focus Areas:** Finance/Accounting/Financial Analysis, Covid/Cares Act  
**Level:** Core

Presenter  
**Gerri Detweiler**  
Education Director  
Nav

Copresenter  
**Ty Kiisel**  
Director of Content  
Nav

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 12:30 p.m. - 1:30 p.m.  
 Friday, September 24

#### Lean Financial Forecasting - The right-sized forecast for every client

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.

**Focus Areas:** Finance/Accounting/Financial Analysis, Covid/Cares Act  
**Level:** Core

Presenter  
**Sabrina Parsons**  
CEO  
Palo Alto Software, maker of LivePlan

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 1:30 PM EST on 24 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

🕒 12:30 p.m. - 1:30 p.m.  
📅 Friday, September 24

The Business Case for Sustainability: Future-Proofing for Small Businesses  
90% of Fortune 500 companies are taking steps toward sustainability to future-proof their business. What do they know that many small businesses don't? Sustainability – social and environmental responsibility – is the most crucial imperative of our time. Not just for big corporations and citizens, but for every small business enterprise seeking to survive and thrive. This seminar defines sustainability and the circular economy, introduces the business case for sustainability, and provides actionable steps that small businesses can take to begin their sustainability journey. Presenters include: Denita Henderson, Associate State Director of Delaware SBDC, and sustainability experts, Joel Fishman and Alan Horowitz, the founders of Green Street USA, an affordable subscription-based program that helps small and medium-size enterprises (\$1 million to \$100 million) get on the road to sustainability. Their focus falls on seven critical aspects of business sustainability: Waste, Circularity, & Stewardship; Energy & Climate; Diversity, Equity, & Inclusion; Water Management; Health, Safety, & Wellbeing; Compliance, Integrity, & Ethics, and most fittingly given today's economic challenges, Risk & Resilience. They share data that shows embedding sustainability in a business increases employee engagement, innovation, customer loyalty, and efficiency while enhancing a business's reputation in the community – ensuring it retains its "license to operate" in the face of changing consumer and societal demands. This presentation concludes with a live demonstration of the multifaceted Green Street USA program, which the Delaware SBDC selected as a key tool for moving clients toward future growth and greater resilience.

**Focus Areas:** Special Interests/Specialty, Covid/Cares Act  
**Level:** Core

Presenter  
**Denita Henderson**  
Associate State Director  
Delaware SBDC



Copresenter  
**Joel Fishman**  
Co-Founder and Chief Evangelist  
Green Street USA



Copresenter  
**Alan Horowitz**  
Co-Founder and Chief Experience Officer  
Green Street USA

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🕒 2:00 p.m. - 3:00 p.m.  
📅 Friday, September 24

### Cultivating Resilience

Cultivating Resilience - an Advanced Approach... A Guide on Becoming Antifragile  
Joe examines the research behind resilient people, including public information shared by Professor Nassim Nicholas Taleb and Professor Daniel Kahneman. Professor Taleb wrote Black Swan, Skin the Game, and Fooled by Randomness (best selling books in his Incerto series; Professor Kahneman turned the behavior economics profession upside down when he joined Amos Tversky in revolutionizing our understanding of the roots of human decision-making and behavior. Adjectives like antifragile and resilient describes people who not only gain from chaos and unexpected, random events (such as economic collapses, terrorist attacks, pandemics, etc.) - but who actually flourish during and after such occurrences. In this lecture, Joe discusses a major component of "Antifragile" - the quality that allows some people to be knocked down by life and come back stronger. He examines the Nobel Prize winner Kahneman's research and provides the audience with a toolkit of ways to cultivate resilience drawn from several experts in their well-known self development of resilience - including Brene Brown, Martin Seligman and David Goggins (among others). Included in the toolkit for attendees, Joe will share his Core Value worksheet which combined with his Personal Mission Statement Guide, brings an individual more focus and sets the stage for cultivating resiliency. Resiliency awakens an individual with take-away skills of sharpening their instinctual drive to survive and thrive... even during a pandemic. Joe adds in-depth research with a fun sense of humor and interactive exercises with the audience.

**Focus Areas:** Covid/Cares Act, Self Improvement

**Level:** Core



Presenter

**Joseph Diehl**

Sole Managing Member

Diehl & Co. LLC

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 3:00 PM EST on 24 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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🕒 2:00 p.m. - 3:00 p.m.  
📅 Friday, September 24

### Exit Planning Methodology: Good Discussion to Have With Your Clients

As SBDC consultants, we recommend that clients include a section on "Exit Strategy" in their business plans. Other than selling the business, what does that really mean? Exit planning methodology is a step by step process that reduces business risk, increases company value and actually makes the business easier to manage. Exit planning is also holistic - the business owner, family members and community stakeholders are part of the process. If you want to understand what it takes to create a valuable business and make a true difference with your clients exit planning and value acceleration methodology are critical tools for your consulting toolkit.

**Focus Areas:** Business Planning , Covid/Cares Act

**Level:** Core

Presenter

**David Oetken**

Center Director

Kentucky Small Business Development Center

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🕒 2:00 p.m. - 3:00 p.m.  
📅 Friday, September 24

### Financing Alternatives for Small Business

Financing Alternatives for Small Business discusses traditional and non-traditional options to finance a start-up or growing business. Presenter Antonio Barrios of the UGA Small Business Development Center at Kennesaw State University explains different financing options, such as bank loans, non-traditional lenders, microloans, equipment leasing, seller finance, private investors, SBA guaranteed loans and the myths and realities of grant funding, and how to pick the right financing option.

**Focus Areas:** Finance/Accounting/Financial Analysis, Covid/Cares Act  
**Level:** Core



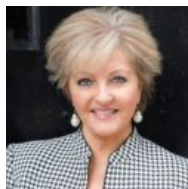
Presenter  
**Antonio Barrios**  
Business Consultant  
UGA Small Business Development Center

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🕒 2:00 p.m. - 3:00 p.m.  
📅 Friday, September 24

If Not You, Who? How to Crack the Code of Employee Disengagement  
Organizations in the top tier of employee engagement outperform their peers by 147% in earnings per share and have a 90% better growth trend than their competition. However, only 36% of U.S. workers are engaged, which means the vast majority sleepwalk through the day giving you zero discretionary effort. How do you inspire employees to get off the sidelines and get into the game? Author of the best-selling book, If Not You, Who? Cracking the Code of Employee Disengagement, Jill has uncovered a proven strategy to turn disengaged workers into a unified high-performing team, resulting in increased revenue, customer satisfaction, productivity, and retention. Priceless.

**Focus Areas:** Management/Leadership/Center Management, Covid/Cares Act  
**Level:** Core



Presenter  
**JILL CHRISTENSEN**  
EMPLOYEE ENGAGEMENT EXPERT & BEST-SELLING AUTHOR  
JILL CHRISTENSEN INTERNATIONAL LLC

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 3:00 PM EST on 24 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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🕒 2:00 p.m. - 3:00 p.m.  
📅 Friday, September 24

### Reinventar mi E-commerce... ¡El Riesgo de no hacer nada!

We explain the importance of E-Commerce in the company, the issues that the entrepreneur must master to manage and hire digital talent, we will share a basic profile of digital talent to hire in the company and the characteristics that this must have. The entrepreneur learn how to read metrics of paid ads on Facebook and Google, be able to analyze the results of paid ads with mobile applications to monitor the investment and make decisions, they learn to save audiences according to the target of the company. They be able to differentiate

the impact of organic and paid advertising. We talk about the importance of restructuring a website that is not giving results. Knowing a real integration of the website with Social Networks to achieve sales, we study the generations and their buying behavior and tools to control, analyze and manage an E-Commerce, the reading of results, avoiding the risk of losing money when investing in Internet advertising and the analysis of the return on investment. We learn about use Facebook Business Suite, define what an online store needs and how to integrate Social Media with the website. We will analyze trends, social networks of greater impact and the importance.

**Focus Areas:** Special Interests/Specialty, Covid/Cares Act  
**Level:** International Trade Program



Presenter

**Carlo González**

Ingeniero en Sistemas Informáticos

Centro de Desarrollo de las Micro y Pequeñas Empresas de la Universidad Católica de El Salvador

Copresenter

**Margarita Rivas**

Licenciada en Administración de empresas y MSc en Dirección Estratégica de Empresas

Comisión Nacional de la Micro y Pequeña Empresa CONAMYPE

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🕒 2:00 p.m. - 3:00 p.m.  
📅 Friday, September 24

What's Hot 2022: The Hottest Businesses, Markets & Trends for the New Year

There are still many unknowns that continue to impact American businesses and consumers. But, let's talk about what we do know. We'll discuss:

- Breakthrough small business ideas and industries that are connecting with consumers.
- America's changing demographics, attitudes, and consumer behaviors, and how small businesses can best adapt and address them, such as:
- The changes small retailers must make to survive
- How restaurants can transform their operations
- Changing consumer behaviors, and how SBOs can connect with those customers
- How to pivot a small business to adjust to today's changing needs and demands.

**Focus Areas:** Management/Leadership/Center Management, Covid/Cares Act  
**Level:** Core

Presenter

**Rieva Lesonsky**

CEO

GrowBiz Media/SmallBizDaily.com

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 3:00 PM EST on 24 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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🕒 4:00 p.m. - 5:00 p.m.  
📅 Friday, September 24

5 Tips to Increase Team Productivity while working remotely

In the wake of the COVID-19 pandemic and after months of many employees being absent from a physical work space, organizations are now having to draft and enact a return to workplace plan that promotes both employee safety and productivity while also reducing risk. Businesses are starting to reopen as COVID-19 restrictions are lifted across the globe, but many companies have found remote work is less expensive than office space. However, productivity is difficult





to manage because of the lack of supervisory abilities. In this webinar you'll receive guidance on: □ The best practices □ Overcoming issues with lack of personal contact

**Focus Areas:** Management/Leadership/Center Management, Covid/Cares Act  
**Level:** Core

Presenter  
**Daniel McCoy**  
Business Consultant  
UGA SBDC @KSU

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 4:00 p.m. - 5:00 p.m.  
 Friday, September 24



**Discovery Marketing: Ideas to Get Your Business Found Today!**  
What is discovery marketing? Simply, it's the best way for consumers to find a small business. There's no magic to being discovered. But business owners need to know which marketing tactics are best at capturing consumers' attention and driving them to their websites and businesses. We'll talk about the top marketing tools and tactics that will help SBOs increase brand awareness, grow their customer base, and boost sales. And we'll discuss website best practices as well. Many SBOs can be overwhelmed by all the marketing channels they should build a presence on and how to create an integrated marketing plan. In this uber-competitive world, business owners need to grab every advantage they can to attract customers' attention. Discovery marketing helps them do just that

**Focus Areas:** Marketing/Sales/Social Media , Covid/Cares Act  
**Level:** Core

Presenter  
**Rieva Lesonsky**  
CEO  
GrowBiz Media/SmallBizDaily.com

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 5:00 PM EST on 24 September 2021. If you miss this Q&A, please note that this will be recorded and appended to the workshop.**

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 4:00 p.m. - 5:00 p.m.  
 Friday, September 24

**Rise Above the Chaos**  
When bombarded with constant uncertainty and overwhelm we can become worn-out and less effective. With all the global adjustments to the work environment are you shining or whining? Be inspired with strategies to make challenging situations a strength to your skills with flexibility and resiliency. Learn the difference between defining moments and directional moments and how they both shape us and improve our lives. Realize that crisis management is a skill you can build and this program shows you how! Get a renewed perspective on how to sharpen your wits turning obstacles into opportunities. Learn to manage those unexpected events, so you can focus on the areas over which you have control. Gain proven life exploration skills to determine how chaos is affecting you. In today's technology, we are continuously connected, how is technology treating you, are you fueled up or fed up? Have a tool kit to address both external chaos and internal chaos for future life events that will build your confidence in any situation. Be inspired with the chaos trilogy that offers strategies to make challenging situations a strengthener to a team that succeeds.



**Focus Areas:** Covid/Cares Act, Self Improvement  
**Level:** Core

Presenter  
**Carolyn Gross**  
Professional Speaker, Author, Executive Coach  
Creative Life Solutions

**This workshop will have a live 30 minute Q & A video session with the presenter. It will begin at 5:00 PM EST on 24 September 2021. If you miss**

**this Q&A, please note that this will be recorded and appended to the workshop.**

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 4:00 p.m. - 5:00 p.m.  
 Friday, September 24

#### Risk Assessment & Reduction in Franchising

This session is designed to help SBDC Consultants guide their clients thru an investigation that will help their clients determine if the franchise they are looking at is right for them in terms of skill sets & goals (personal & economic). It will help your clients uncover the pitfalls and obstacles to becoming a successful franchisee. Additionally, thru this process they will learn the best practices of what made others before them successful.

**Focus Areas:** Business Planning , Covid/Cares Act

**Level:** Core

Presenter

**Lou Lavetan**

Covid-19 Recovery Business Consultant

Shippensburg SBDC

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