

CONQUERING RISK

SEPTEMBER 21-24

VIRTUAL CONFERENCE 2021 COURSE CATALOG



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#2021SBDC

Focus Area	Presentation	Presenter(s) Organization
Business Planning	Selecting Business Entities <ul style="list-style-type: none"> How to Get Your Client to One Business Idea and Select Legal Structure in One Counseling Session Discussion of business entities sole proprietor, partnerships, non-profit/for-profit corporations, C Corp, S Corp, social enterprises, standard LLCs, series LLCs, hybrids, social enterprises such as benefit corporations and L3Cs. For each option, we cover liability issues, control/management responsibilities, taxes, and pros/cons Using a C Corp and a 401K, IRA, or 403(b) to fund a startup or expansion without a taxable event, meaning no penalties or taxes 	Tisha Dodge <i>Dodge Legal Group SPC</i>
Business Planning	What Makes a Company Investable by Equity Investors Equity investors is an alternative to traditional sources of funding. This lecture will help consultants understand what is needed to make this happen.	Ricardo Weisz <i>SBDC at Florida International University</i>
Business Planning	The Automatic Customer: Recurring Revenue Models for Creating Company Value Recurring revenue is one of the eight drivers of company value. Take a deep dive into understanding why recurring revenue is not the same as re-occurring revenue. Learn how to help your clients identify opportunities for annuity revenue in their business, smooth out demand, and improve cash flow and profitability. Gain knowledge of how to assess operating metrics used in a subscription-based company to calculate the relationship between the Lifetime Value of a subscriber and Customer Acquisition Costs.	Jonathan Bohn <i>Soko Ventures</i>
Business Planning	Managing Risk with Market Research The key to managing risk is having the right information in your hands. With greater insights and information come better business decisions. Learn all about the SBDC National Information Clearinghouse (SBDCNet), the official nationwide research service and support program for SBDCs. As your partner for success, the SBDCNet works one-on-one with you to provide in-depth, customized market research and other business development resources to support you and your client's information and resource needs. Attendees will learn about the variety of SBDCNet's research services and capabilities, how to gain access to valuable business research and tools, best practices, SBDCNet trainings and more! Help your clients conquer risk with business intelligence and market research from SBDCNet - Your Partner for Client Success!	Matthew Jackson <i>SBDCNet</i>
Business Planning	Providing Small Business Advice Throughout the Buyer's Journey Learn how Industry Intelligence helps companies use specific, timely industry data sources to build relationships and increase sales.	Courtney Farfour <i>Vertical IQ</i> Derek Stephens <i>Vertical IQ</i>
Business Planning, Covid/Cares Act	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.	Gregory Holdridge <i>Hiscox Licensed Insurance Advisor</i>

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Business Planning, Covid/Cares Act	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.	Chuck Brady <i>U.S. Census Bureau</i> Andy Hait <i>U.S. Census Bureau</i> Caleb Hopler <i>U.S. Census Bureau</i> Tyson Weister <i>U.S. Census Bureau</i>
Business Planning, Covid/Cares Act	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.	Jonathan Bohn <i>Soko Ventures</i>
Business Planning, Covid/Cares Act	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.	David Madié <i>GrowthWheel International</i>
Business Planning, Covid/Cares Act	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.	Lou Lavetan <i>Shippensburg SBDC</i>
Business Planning, Covid/Cares Act	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.	Justin Hardersen <i>LivePlan</i> Elizabeth Hay <i>Penn State SBDC</i>
Business Planning, Covid/Cares Act	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.	Alison Lingane <i>Project Equity</i> Stacey Smith <i>Project Equity</i>
Business Planning, Covid/Cares Act	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.	David Oetken <i>Kentucky SBDC</i>

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Business Planning, Covid/Cares Act	Ayudando a los dueños de Pequeñas Empresas a transferir riesgo efectivamente Descubra cómo los propietarios de pequeñas empresas pueden transferir el riesgo para mantener sus costos en línea. Tener los contratos adecuados, educar a los empleados y tener un seguro para pequeñas empresas son formas efectivas de transferir el riesgo. Descubra cómo las SBO pueden utilizar estas herramientas para gestionar riesgos inesperados, de modo que puedan asumir los riesgos correctos para ayudar a que sus negocios crezcan. Incluyendo live Q&A.	Gregory Holdridge Hiscox
Business Planning, Covid/Cares Act	Women's Advancement Panel: Securing Access for Black and Women-owned Small Businesses Obtaining "Access" to networks, capital and services is a challenge cited by many small business owners. That challenge can be even greater for Black and women entrepreneurs and today, this 'access' is even more top of mind as businesses are learning new ways to revitalize their business following the pandemic. In this session, Visa's North America Head of Visa Business Solutions, Veronica Fernandez, will talk with Ayris T. Scales, CEO & Managing Director of Walkers Legacy and Walker's Legacy Foundation, and two small business owners on their insights and best practices for accessing these important resources for success.	MODERATOR Veronica Fernandez PANELISTS Ayris T. Scales Vivica Brooks Ngina K. Shulman
Covid/Cares Act	California SBDC Covid survey and lessons learned The California Sbdc networks launched one of the largest panel surveys of what entrepreneurs are going through during the Covid pandemic 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.	Ray Bowman Ventura, Santa Barbara SBDC Lokesh Dani Xopolis
Covid/Cares Act, Self Improvement	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!	John Grubbs Grubbs Consulting, Inc.
Covid/Cares Act, Self Improvement	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 outlines six key principles about what we can learn from nature about managing risk and building our capacity for resilience	Maureen Orey Workplace Learning & Performance Group, Inc.
Covid/Cares Act, Self Improvement	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 a 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.	Marc Willson Virginia SBDC

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Covid/Cares Act, Self Improvement	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.	Jerry Holl <i>Jerry Holl, LLC</i>
Covid/Cares Act, Self Improvement	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.	Jack Kasel <i>Anthony Cole Training Group</i>
Covid/Cares Act, Self Improvement	Rise Above the Chaos When bombarded with constant uncertainty and overwhelmed 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 strengthener of 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.	Carolyn Gross <i>Creative Life Solutions</i>
Covid/Cares Act, Self Improvement	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.	Beverly Beuermann-King <i>R 'n' B Consulting Corp – Work Smart Live Smart</i>

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Covid/Cares Act, Self Improvement	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.	Joseph Diehl Diehl & Co., LLC
Finance/Accounting/ Financial Analysis	Update on SBA Financial Examinations 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. This year's presentation will include a section on special funding for COVID and managing different funding sources.	Felicia Smith SBA Nicholas Walker SBA
Finance/Accounting/ Financial Analysis	Get & retain new clients: Lean Planning & Business Plan Accelerator courses YOU can teach! 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.	Josh Fegles Palo Alto Software, maker of LivePlan Peter Thorsson Lane Community College
Finance/Accounting/ Financial Analysis	Alternativas de financiamiento para pequeñas empresas Alternativas de financiamiento para pequeñas empresas analiza las opciones tradicionales y no tradicionales para financiar una empresa que comienza o crece. El presentador Antonio Barrios del UGA Small Business Development Center en Kennesaw State University explica diferentes opciones de financiamiento, como préstamos bancarios, prestamistas no tradicionales, micropréstamos, arrendamiento de equipos, financiamiento para vendedores, inversionistas privados, préstamos garantizados por la SBA y los mitos y realidades de la subvención. financiación y cómo elegir la opción de financiación adecuada.	Antonio Barrios UGA SBDC
Finance/Accounting/ Financial Analysis	Overview of the Four Key Profit Mastery Tools This workshop will provide an overview of the Four Key Profit Mastery Tools - (1) Ratio Analysis- the Scorecard and the Roadmap. (2) Breakeven- the Cup Theory: Using Your Magic Number in Every operating Decision you Make, (3) Cash Flow: Understanding and Using Patterns of Cash flow and the Balance Sheet, and (4) Financial Gap: the Secrets of Understanding and Funding Long-Term Growth and the Role of the Balance sheet	Steve LeFever Profit Mastery
Finance/Accounting/ Financial Analysis	Close That Loan! Secrets from an Expert Consultant 2020 was a hard year for many small businesses but for others, they started or expanded and did get small business loans. In 2020, Becky Brownlee assisted clients with 57 loans in excess of 37 million dollars. Since joining the SBDC in late 2014, she has assisted clients with 318 loans in excess of 143 million dollars and this program will walk you through the process she follows EVERY time from start to close. During the program, two case studies will be reviewed with handouts given for later reference.	Becky Brownlee UGA SBDC

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Finance/Accounting/ Financial Analysis	SBA Grants Management Updates Presentation on any updates or issues concerning the SBA Office of Small Business Development Center Grants Management.	Aaron Arwine SBA
Finance/Accounting/ Financial Analysis	Help Clients Manage their SMB Better With Quickbooks Integrated Tools Do your clients ever find themselves needing to stop and consider their financials, where they've been and where they are going, so they can feel confident about their plan for where they're headed? Do they feel confident about their cashflow in the months ahead? Your clients and their businesses will benefit from using forecasts to easily manage their cash, profit, and KPIs. Combining QuickBooks Online or QuickBooks Desktop with integrated apps allows your clients to take their past data from their accounting software and pare it down for strategic planning going forward. Reviewing actual results and putting together a forecast becomes intuitive and straightforward. This combination of looking back and then planning for the future, leads to better business management and results, as well as deepened client/advisor relationships and value.	Gina Avila <i>Intuit</i> Gavin Orleow <i>Intuit</i>
Finance/Accounting/ Financial Analysis	Quickbooks and Integrated Apps Improve Client Engagement, Stability and Longevity The most important foundation for the success of a business is a sound financial model that leads to profitability and positive cash flow. Combining lean principles of planning and forecasting with proven systems of accounting is what empowers you to advise clients to lay this foundation and build upon it to manage their businesses successfully over time. The challenge often is that many clients and advisors alike are intimidated by the financials and these management principles and prefer to focus on things that are more interesting and less intimidating. This session will detail how QuickBooks combined with LivePlan will bridge the gap for clients and advisors and bring financials into the advising meetings early and often. We will also cover how the use of a strategic dashboard and milestones will build habits of recurring assessment and incremental improvements as clients build a long term value based relationship with their advisor. By establishing this proactive, high-value, recurring advising engagement with your clients, you'll be able to stay connected not just in moments of crisis, but through times of growth as well, allowing you to capture the full impact of your work with up-and-running businesses.	Gina Avila <i>Intuit</i> Gavin Orleow <i>Intuit</i> Peter Thorsson <i>Palo Alto Software, maker of LivePlan</i>
Finance/Accounting/ Financial Analysis	Intro to QuickBooks Online: How can it help small businesses 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	Stacy Kildal <i>Kildal Services</i>
Finance/Accounting/ Financial Analysis	Profit Mastery: Your Magic Number - What Is It, How to Calculate It, and How to Use It With break-even analysis you will gain an extremely practical, yet unusually sophisticated method to analyze the present — and make better decisions about the future. This session will offer a uniquely powerful tool, Break-Even Analysis, to provide you an action plan to identify and capture incremental profits. This is finance like you've never seen it before. Steve LeFever is amazingly adept at presenting sophisticated financial concepts and tools in practical, understandable language. In addition, Steve utilizes a case-study approach to reinforce teaching points and emphasize application. Our no-nonsense, laugh-out-loud approach will make the time fly! The Profit Mastery "Magic Number" session is a 360° approach to profit management that will enable you to see performance measurement in a whole new light — and enable you to implement a process to squeeze additional profits out of your business forever — in tough times or good. Every P&L has a MAGIC NUMBER hidden inside, and the vast majority of business owners don't know what it is or how to calculate it - or how to use it in every operating decision they make. Using a case study application, Steve will demonstrate the importance of that MAGIC NUMBER. By using the tools of cost and Break-Even Analysis, you will have a road map to help your clients make critical decisions regarding their profitability — as well as gauging the impact of changes in cost, volume, or pricing.	Steve LeFever <i>Profit Mastery</i>
Finance/Accounting/ Financial Analysis	Intro to QuickBooks Online: Part 2 Join this session for part 2 of the Introduction to QuickBooks Online, and 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.	MB Raimondi <i>Intuit</i>

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Finance/Accounting/ Financial Analysis, Covid/Cares Act	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. 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.	Betsy Olivanti <i>Northland SBDC</i> Curt Walczak <i>Northland SBDC</i>
Finance/Accounting/ Financial Analysis, Covid/Cares Act	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.	Becky Brownlee <i>UGA SBDC</i>
Finance/Accounting/ Financial Analysis, Covid/Cares Act	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.	Betsy Olivanti <i>Northland SBDC</i> Curt Walczak <i>Northland SBDC</i>
Finance/Accounting/ Financial Analysis, Covid/Cares Act	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.	Antonio Barrios <i>UGA SBDC</i>

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Finance/Accounting/ Financial Analysis, Covid/Cares Act	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: <ul style="list-style-type: none"> • 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	Rebecca Schultz Synerlock Funding
Finance/Accounting/ Financial Analysis, Covid/Cares Act	Business Valuation–What an America's SBDC Advisor Needs to Know <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. 	William Katz ASBDC Kansas
Finance/Accounting/ Financial Analysis, Covid/Cares Act	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 counselors need to help clients map out a profitable future, it's breakeven analysis. <ul style="list-style-type: none"> • 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.	Rod Bristol Profit Soup
Finance/Accounting/ Financial Analysis, Covid/Cares Act	Business Valuation: The Art and The Science This presentation will be an in-depth examination of the work that goes 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.	Shawn Hyde International Society of Business Appraisers William Katz ASBDC Kansas
Finance/Accounting/ Financial Analysis, Covid/Cares Act	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.	Josh Fegles Palo Alto Software, maker of LivePlan Ralph Kluseman Iowa SBDC Katie Van Dyke Ohio SBDC
Finance/Accounting/ Financial Analysis, Covid/Cares Act	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.	Mike O'Connell Larimer, Colorado SBDC

Focus Area	Presentation	Presenter(s) Organization
Finance/Accounting/ Financial Analysis, Covid/Cares Act	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.	Gerri Detweiler <i>Nav</i> Ty Kiisel <i>Nav</i>
Finance/Accounting/ Financial Analysis, Covid/Cares Act	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: <ul style="list-style-type: none"> • 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. 	Rod Bristol <i>Profit Soup</i>
Finance/Accounting/ Financial Analysis, Covid/Cares Act	Learn 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.	Sabrina Parsons <i>Palo Alto Software, maker of LivePlan</i>
Human Resources, Covid/Cares Act	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.	Tisha Dodge <i>Dodge Legal Group SPC</i>

Focus Area	Presentation	Presenter(s) Organization
Human Resources, Covid/Cares Act	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 a 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.	Glenn Kruse <i>University of Georgia SBDC – Gwinnett Center</i>
Innovation and Technology	Seeking Capital – Preparation and Strategy for Dilutive and Nondilutive Options This panel will discuss what clients should consider as they prepare to seek funding for their business. It will focus on pre-funding preparation, the realities of pitch preparation for investment, designing your capital strategy, as well as dilutive and non-dilutive capital options. The panel will specifically discuss investor readiness for science and technology startups. Special attention will be given to the use of SBIR funding as a non-dilutive capital strategy with step-by-step best practices to prepare a strong SBIR application. To generate a high degree of interactivity, there will be a 30-minute Q&A facilitated discussion following the panel presentation. The panel will provide takeaway templates and online resources for attendees to use with clients.	Louis DiNetta <i>Delaware SBDC</i> John Hanak <i>Purdue Ventures</i> Wendy Kennedy <i>WKI</i>
Innovation and Technology	Intellectual Property 101: What every business owner should know Unfamiliar with patents, trademarks, copyrights, and trade secrets? Learn about intellectual property (IP) basics and potential ways to protect your innovations as you transition from idea to product. The session will cover: <ul style="list-style-type: none"> • What is the USPTO? • An overview of intellectual property types: patents, trademarks, copyrights, and trade secrets • Why innovators and entrepreneurs should consider protecting their IP • How to get started in protecting your intellectual property. • What are USPTO resources for inventors, innovators, and entrepreneurs, many of which are free, and how to put them to work for you as you begin or continue down your path of innovation. 	Elizabeth Dougherty <i>U.S. Patent and Trademark Office</i>
Innovation and Technology	Fiserv Business Solutions - Serving Businesses in a Rapidly Changing Marketplace This presentation will provide an overview of Fiserv experience and expertise in data encryption and security. Furthermore, the presentation will provide resources that allow the merchant to manage their data security. <ul style="list-style-type: none"> • Fiserv Overview • Cyber Security Principles • Clover Security Product and Services. 	Shane Caldwell <i>Fiserv</i> Byron Hooper <i>Fiserv</i> Rick Van Luvender <i>Fiserv</i>
Innovation and Technology	Simplifying SBIR/STTR for R&D Consulting The Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs are highly competitive and can be difficult to navigate. For a business with an innovative technology these programs can fund research and drive economic development. Successful SBIR/STTR candidates work with advisors to understand their position as a business to bid in the program, align their technology with the business model, obtain proper business registrations, and write a successful proposal. Join us as we break down the SBIR/STTR program into 10 pillars to simplify the process for better R&D business consulting.	Elizabeth Hay <i>Penn State SBDC</i> William Hooten <i>Penn State SBDC</i> Kelly Wylam <i>The Innovation Partnership (IPart)</i>

Focus Area	Presentation	Presenter(s) Organization
Innovation and Technology	The Risks and Rewards of Artificial Intelligence In keeping with the topic of this year's conference, we will discuss the risks and rewards of Artificial Intelligence. Experienced SBDC professionals may find themselves working with companies which either want to adopt AI-based solutions into their business, or which want to develop their own AI-based solutions. Although AI is proliferating at a dramatic pace, and many open source tools exist to create AI solutions, there is a dramatic shortage of experienced AI professionals and those with the skills to create appropriate AI. Many risks attend the deployment of Artificial intelligence solutions, and these include regulatory risks as well as bias that becomes embedded in the system, but is almost impossible to detect without significant effort. These risks can end up destroying businesses when they are revealed. However, AI is everywhere and it is embedding itself in every aspect of business, and the more professionals and coaches who have a basic understanding of how AI works, and when it is not working, the better outcomes will be.	Nicole Toomey Davis Enclavix, LLC – VentureWrench
Innovation and Technology	Helping your Clients Improve their SBIR Proposal - SBIR Reviewer Insights This workshop "Helping your Clients Improve their SBIR Proposal - SBIR Reviewer Insights" is taken from the online VentureWrench Startup Coaching course 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.	Nicole Toomey Davis Enclavix, LLC – VentureWrench
Innovation and Technology	Helping protect and grow businesses digitally Financial technology access is the foundation of business enablement. Finding the right partners and resources to help small businesses is critical in every stage of their growth. Today, this can be as simple as ensuring that small businesses are ready to take payments through contactless measures and/or taking steps to transition to a digital presence online. Whatever the stage, knowing how to support small businesses with the resources and tools available is key to their success. In this unique workshop, you'll hear first-hand how experts guide business owners to explore the digital landscape and the vital steps to move and secure their businesses online. In this course, you'll hear about the tools that experts use to help small businesses move their business online.	Ed Cooper VISA Karen Kelly VISA Shan Shan Li VISA Evan Lund VISA
International Trade	Business and Counselor Perspectives on Export Finance- A Case Study Join members of the Georgia Export Outreach Team as they discuss export financing with the CEO of Adventure Aviation in a real life case study. Here's your opportunity to consider export financing from the perspective of a business, an SBDC counselor, and SBA export finance manager all at the same time.	Darrel Hulsey Atlanta SBDC David Leonard SBA Zaheer Faruqi Adventure International Aviation
International Trade	Trade data sources and innovative techniques for export support Data is key to building a successful international business plan, but there are so many types of data out there. This session will cover the types of global trade data available and the pros and cons of each. We will cover the sources out there from global to US Census to Bills of Lading and Customs Declarations. We will review what data works best for exporters based on budgets available along with innovative techniques learned along the way.	Mark Condon ImportGenius
International Trade	Export Assistance for Underserved Communities Plenary session to discuss strategies and best practices for meeting the needs of underserved communities to develop international strategies to grow their businesses. <i>Note: This session will be available live only on 9/21 at 12:30 PM EDT and will not be recorded.</i>	Tricia Van Orden International Trade Administration

Focus Area	Presentation	Presenter(s) Organization
International Trade	America's Trade Policy: A New Direction or a New Normal? This panel will address the lasting impacts of the Trump Administration's trade policies and examine the actions (and inactions) of the Biden Administration as it relates to trade. What policies and postures are here to stay? Where is there an emerging consensus? You will need to register in advance and this webinar will not be recorded, it will only occur live at the time indicated. https://zoom.us/webinar/register/WN_MO1P4P85QRCQmf8N121VSQ	Aaron Scott Miller <i>Virginia SBDC</i> Doug Palmer <i>Politico</i> Jake Colvin <i>National Foreign Trade Council</i> Shawn Jarosz <i>Trade Moves, LLC</i> Eugene Laney <i>American Association of Exporters and Importers</i>
International Trade	America's SBDC International Interest Section Meeting This is a live event hosted by the National Co-Chair Jim Foley (Illinois SBDC), Aaron Scott Miller (VA SBDC) and America's SBDC Board Liaison Marquise Jackson (San Diego SBDC) Open discussion with America's SBDC International Interest Section Meeting. You will need to Register in advance for this meeting at the link below: https://Bradley.zoom.us/join/register/tJMufuqjloHdZ9xQuOICMNdR3ndjJ85gpb After registering, you will receive a confirmation email containing information about joining the meeting.	Jim Foley <i>Illinois SBDC International Trade Center</i> Aaron Scott Miller <i>Virginia SBDC</i>
International Trade	Use SBDC customized software to develop client international export plans Exporting internationally is one of the most exciting moments and can also be one of the most intimidating moments in an entrepreneur's business. As a result, entrepreneurs look to the SBDC for help focusing on all of the details of expanding their businesses internationally. One of the primary tenants of the SBDC international trade programs is to help clients develop an international export plan. In this session you will learn how cross-state collaboration between SBDC networks and collaboration with long time ASBDC partner, Palo Alto Software, led to a customized version of LivePlan specific to the requirements of the US Department of Commerce as shown in their example export plan. Additionally, learn how this customization and collaboration led to developing not only an example outline in LivePlan, but also an example plan with instructions and topic based examples included in the software. The end result of this collaborative effort streamlines the process of export plan writing and empowers clients to take the lead in developing their plans. Lastly, learn how to implement this custom version of LivePlan and use it with clients in your network.	Josh Fegles <i>Palo Alto Software, maker of LivePlan</i> Leslie Fischer <i>Missouri SBDC</i> Greg Tucker <i>Missouri SBDC</i>
International Trade	Protecting IP Beyond the Borders: An Overview of International IP Protection This program, hosted by the U.S. Patent and Trademark Office (USPTO), will provide an overview of international IP law, namely, how trademarks, copyrights and patents can be protected abroad. A high-level overview of the legal concept of territoriality will be provided, along with practical information on how other countries treat intellectual property (e.g., comparing the U.S. first-to-use system for trademarks with the first-to-file system that is used in most other countries) and resources that entrepreneurs can utilize to protect their intellectual property rights abroad, including filings through the Madrid Protocol and PCT. This program is intended to complement and follow the USPTO's "Intellectual Property 101: What every business owner should know" session.	Holly Lance <i>U.S. Patent and Trademark Office</i>
International Trade	STEP Into the Virtual Trade Environment Hear about how the State Trade Expansion Program pivoted in times of COVID to increase support of virtually facilitated global market opportunities. SBA's Office of International Trade will moderate a panel that includes the SBA's National Step Director and one or two state trade offices that administer the STEP grant in their state and have adjusted accordingly. The International Trade Administration's E-commerce Innovation Lab will also participate to provide perspective on how the U.S. Commercial Service is further bolstering the STEP commitment to grow small business exports through more effective use of virtual mechanisms for trade.	Steve Sullivan <i>U.S. Small Business Administration</i>

Focus Area	Presentation	Presenter(s) Organization
International Trade	Market Research using Census data Attendees will learn how to find emerging markets through the Census Bureau's Global Market Finder and USA Trade Online. Census staff will walk attendees through each tool to help you and your clients find emerging markets as companies are looking to expand abroad. Training will include real-world examples that will help you better understand and utilize these tools on behalf of your clients.	Omari Wooden <i>U.S. Census Bureau</i>
International Trade	USMCA and Implications for U.S. Exporters CBP will provide updates and details on the USMCA and respond to questions.	Craig Clark <i>U.S. Customs and Border Protection</i>
International Trade	7.8 billion customers. You're gonna need an International Business Plan! A robust International Business Plan addresses the opportunity presented by 7.8 billion potential customers while minimizing risk to the company. This presentation, taught by Certified Global Business Professionals and international trade advisors with the Kansas SBDC, begins with why we plan, then addresses critical steps in the planning process and mistakes to avoid. We then dive into the components of an international business plan, some familiar to ASBDC advisors, and some unique to international trade, such as: product/service selection and modification, market selection, research tools to assess foreign markets, finding overseas customers, partners & resources, cultural concerns, legal & regulatory issues, risk mitigation and logistics. We discuss pricing, intellectual property issues and the financial analysis that must accompany an international expansion. Finally, we share resources that will enable advisors to provide actionable data and intel to their clients. International trade is a robust ecosystem, and advisors have an array of tools and resources at their command to get their exporting clients ready to face the world. The International Business Plan is the first step.	John Addressi <i>Kansas SBDC, Johnson County Community College</i> Laurie Pieper <i>Kansas SBDC, Washburn University</i>
International Trade	Global Virtual Internship – Skills for the New Workforce Building frameworks including innovative public/private partnerships will be essential to providing the skills for California's future workforce, and implementing strategies to diversify regional economies, and to retain and create high-quality future jobs. The Global Virtual Internship Program is the most requested service in assisting small businesses when implementing ecommerce solutions. The Global VIP program allows students to work first-hand under the direction of SEO and Ecommerce experts on real-time projects that assist companies in gaining global market access. Students earn digital badges and industry-recognized certifications in preparation for VIP participation, then are actively engaged in implementing ecommerce strategies. This program supports mobility by leading to in-demand jobs.	Ruth Amanuel <i>California International Trade Center</i> Michael Caress <i>California International Trade Center</i> Brandon Church <i>California International Trade Center</i> Leah Goold-Haws <i>California Community Colleges</i>
International Trade	Systematic Approach to International eCommerce SBDC Assistance for eCommerce As part of the CARES Act supplemental funding, both the Illinois SBDC ITC at Bradley University and the Virginia SBDC at George Mason piloted a platform which provides for a systematic methodology to assess client needs in domestic and international eCommerce. The goal was to assess the current state of eCommerce readiness, and provide feedback and recommendations on how to fully deploy a more robust eCommerce strategy. In the case of Bradley University, students were trained on the platform and worked directly with clients. In the instance of George Mason, a cohort of ten companies participated in a weekly program working with the platform. In both cases the Getting to Global eCommerce platform was used. This workshop will discuss the results of both pilots and how other SBDCs might leverage similar tools. Also joining will be the CEO of Getting to Global.	Jim Foley <i>Illinois SBDC International Trade Center</i> Patrick Perreault <i>Getting to Global</i> Aaron Scott Miller <i>Virginia SBDC</i>

Focus Area	Presentation	Presenter(s) Organization
International Trade	CBP for IP – How U.S. Customs & Border Protection Can Enhance IP Protection in a Global Economy This joint program hosted by U.S. Customs & Border Protection (CBP) and the U.S. Patent and Trademark Office (USPTO) will introduce SBDC professionals to the work that CBP performs to stop counterfeit and pirated goods from entering the country, and how entrepreneurs can use the resources of CBP as part of their IP enforcement arsenal. The program will begin with a brief overview of trademark and copyright eligibility and how trademarks and copyrights can be registered with the USPTO and U.S. Copyright Office, respectively. Next, participants will learn about CBP's IPR e-Recordation system (for which federal registration is a requisite) and programs for recordation holders, such as partnerships with CBP's Centers of Excellence and Expertise. Finally, the panel will provide an overview of the administrative enforcement process, including what a business can do if it receives a seizure notice.	Holly Lance <i>U.S. Patent and Trademark Office</i> Alaina van Horn <i>U.S. Customs & Border Protection</i> Laurie Dempsey <i>U.S. Customs & Border Protection</i>
International Trade	International Supply Chain Challenges: Insights and Tips from Industry Covid-19 has caused a tremendous shock to global supply chains. Not only are supply chains challenged, but international freight costs have increased significantly. This is impacting SBDC clients that are both exporting and importing. Join this panel discussion of global logistic companies as they provide their insights and forecasts for the global logistics industry.	Jim Foley <i>Illinois SBDC International Trade Center</i> Shawn Levens <i>UPS</i> Bill Rooney <i>Kuehne & Nagel</i>
International Trade, Covid/Cares Act	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.	Leroy Lowe <i>NASBITE International</i>
Management/Leadership/Center Management	Ditch the Jitters! Public Speaking Survival Strategies for Uneasy Communicators Serving the mission, vision and values of your SBDC requires excellent communication skills. And there is no question that having strong public speaking skills is a key ingredient to success in any profession, but for some, standing before an audience of any size is a nerve-wracking experience even for the most confident communicators. Nevertheless, an invitation to speak before any audience provides an excellent opportunity to promote your Center's initiatives and your career. To maintain the confidence of your audience, you must learn to captivate and motivate through the power of delivering an impactful message while leaving your nervousness at the door. In this presentation, Award-Winning Branding and Business Communication Strategist, Shakira M. Brown, will reveal the secrets behind creating a lasting impression as a public speaker under any circumstance. Attend this session to acquire techniques for how to best present ideas clearly and convincingly to win over your audience. Participants will depart with a fresh confidence and the skill set to compel audiences to listen and be inspired to take action.	Shakira M. Brown <i>SMB Strategic Media, LLC</i>
Management/Leadership/Center Management	Refreshed! How To Elevate Marketing For Your SBDC Program The world is changing fast and competition for the public's attention has never been higher. To grow your SBDC client base and ultimately create more jobs in your area the approach to attracting small business owners must change with the times. Just like the small business community, centers must adapt during these uncertain times. In this session Sylvester will share modern marketing strategies & branding approaches to use that will attract and help achieve your SBDC program goals like attracting more clients. The goal is to learn easy to implement strategies that will work within the national SBDC branding framework and guidelines.	Sylvester Chisom <i>Global CTE Publishing</i>
Management/Leadership/Center Management	SBA Programmatic Review Updates To conduct a presentation which includes any updates to SBA's Office of Small Business Development Centers Programmatic Reviews.	Lisa Younger <i>U.S. Small Business Administration</i>

Focus Area	Presentation	Presenter(s) Organization
Management/ Leadership/Center Management	Mindful Collaborative Communication to Move More Center Goals and People to Action Collaboration cannot take place without the support of effective communications. It is essential to foster a genuine determination to reach a common objective for your Center by sharing knowledge, insights and learning to build a consensus to inspire action through words and make a positive impact. This is where mindful collaborative communication can support your SBDC's annual goals and help position Center initiatives for successful execution. In this presentation, Award-Winning Business Communication Strategist and Professional Speaker, Shakira M. Brown, will demonstrate how differences in goals, agendas and perspectives are manifested in every day communication. Attend this session to increase your awareness of the necessity to create an environment of openness with mutual respect and trust using mindful communication techniques rooted in practical Zen philosophical concepts to build and maintain meaningful collaborative relationships. Depart this session with ways to minimize conflict and communicate with greater clarity, precision and influence.	Shakira M. Brown SMB Strategic Media, LLC
Management/ Leadership/Center Management	Strategic Planning for Your State/Regional Network Given that the theme of this year's ASBDC Conference is "Conquering Risk", it is extremely relevant to provide a presentation on strategic planning. Done well, strategic planning provides state and associate directors with an essential tool to conquer many of the risks of running a network. This presentation will be led by Eric Ryan and Alison Hart. They have been providing practical strategic planning and accreditation guidance to state and associate directors since 2007 and are currently serving ten state networks between them. They have deep insights into what works and what doesn't when it comes to SBDC strategic planning. They will share the biggest strategic planning challenges that SBDC network leaders typically have and then provide a set of practical and concrete practices to overcome those challenges. Participants will leave the presentation with new insights and tools to make both the strategic planning and accreditation processes more effective within their network.	Eric Ryan Mission Met, LLC Alison Hart A. Hart Associates
Management/ Leadership/Center Management, Covid/ Cares Act	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.	Alyssa Foskey University of Georgia SBDC
Management/ Leadership/Center Management, Covid/ Cares Act	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? 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.	Lorna Kibbey Kibbey Leadership Solutions
Management/ Leadership/Center Management, Covid/ Cares Act	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.	Beverly Beuermann-King R 'n' B Consulting Corp – Work Smart Live Smart

Focus Area	Presentation	Presenter(s) Organization
Management/ Leadership/Center Management, Covid/ Cares Act	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 businesses.	John Doramus <i>Florida SBDC at the University of Central Florida</i>
Management/ Leadership/Center Management, Covid/ Cares Act	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, <i>If Not You, Who? Cracking the Code of Employee Disengagement</i> , 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.	Jill Christensen <i>Jill Christensen International, LLC</i>
Management/ Leadership/Center Management, Covid/ Cares Act	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	Daniel McCoy <i>UGA SBDC@KSU</i>
Management/ Leadership/Center Management, Covid/ Cares Act	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: <ul style="list-style-type: none"> • 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. 	Rieva Lesonsky <i>GrowBiz Media</i>
Marketing/Sales	Fortifying the Future for Small Businesses Small businesses have worked hard to pivot their businesses to a more digitally enabled environment as the pandemic unfolded. As this road to recovery moves to a road to revitalization, it's important that they fortify and protect their foundation for the future. In this session, Visa will share their insights on how businesses are navigating this changing environment amid all the risks and challenges they continue to face in a digital-first environment. They will also highlight valuable resources available to support small businesses on the digital road to revitalization	Matt Baker <i>VISA</i> Hugh Norton <i>VISA</i>
Marketing/Sales/Social Media	Go Global with Google's Market Finder Join us to learn more about resources that are available to you through our Grow with Google Partner Program and for a train-the-trainer presentation of one of our most popular workshop topics, "Go Global with Google's Market Finder." With the right tools and international marketing strategy, businesses are expanding globally to meet new demands. In this workshop we will introduce Google's Market Finder, a free tool that can help you identify new international business opportunities and plan for success. Before the session, we encourage you to sign up for the Grow with Google Partner Program at grow.google/partners .	Dave Meyer <i>Google</i>
Marketing/Sales/Social Media	Reach Customers Online with Google Join us to learn more about resources that are available to you through our Grow with Google Partner Program and for a train-the-trainer presentation of one of our most popular workshop topics, "Reach Customers Online with Google." "Reach Customers Online with Google" explains how Google Search works and how you can improve a website's visibility with Search Engine Optimization (SEO). The session also introduces products like Google My Business, Google Trends, Search Console, Google Analytics, Google Ads, and more. Before the session, we encourage you to sign up for the Grow with Google Partner Program at grow.google/partners .	Basim Newby <i>Google</i>

Focus Area	Presentation	Presenter(s) Organization
Marketing/Sales/Social Media	Mastering the Art of Sponsorship Marketing Many centers require additional funding through local sponsors. Some set goals for advisors and staff to bring in sponsorship revenue each year. This is a skill that can be foreign – and often uncomfortable – to consultants who do not have a development background. In this session, we will cover the ABC's of sponsorship marketing from the materials needed, the acquisition process, what to say to prospects and confirmed sponsors every step of the way, and top tips to help you land more sponsors and build stronger relationships. There is a specific process for sponsorship marketing, and once you better understand the process, it will begin to feel like an opportunity instead of a chore!	Melissa Forziat <i>Melissa Forziat Events and Marketing</i>
Marketing/Sales/Social Media	Social Media Success for Small Business Social Media Success for Small Business -presented by the Thryv Foundation Thryv supports the SBDC mission of delivering nationwide educational assistance to small- and medium-sized businesses. Because like you, we know small businesses shape local communities and fuel state and national economies. Meet the Thryv Foundation to learn how we are partnering with local SBDC offices to provide educational webinars, like today's topic "Social Media Success for Small Business". Our Lead Ambassador, Samantha Soffici, will guide you through how to win with social media in 2021. We will take a look at the current social media landscape, including a deep dive into Facebook and Instagram, and you will leave with a strong social media strategy for your business.	Cielene Alekseus <i>Thryv</i> Samantha Soffici <i>Thryv</i>
Marketing/Sales/Social Media, Covid/Cares Act	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.	Melissa Forziatt <i>Melissa Forziat Events and Marketing</i>
Marketing/Sales/Social Media, Covid/Cares Act	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.	Nicole McCullum <i>Captivate Designs, Inc.</i>
Marketing/Sales/Social Media, Covid/Cares Act	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.	Jack Kasel <i>Anthony Cole Training Group</i>
Marketing/Sales/Social Media, Covid/Cares Act	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: <ul style="list-style-type: none"> • Setting goals • Retail Window Displays • Learning about eCommerce platforms • Understanding payment processing costs • Shipping options 	Francene Dudziec <i>Pennsylvania SBDC</i> Keith Yurgosky <i>The University of Scranton SBDC</i>

Focus Area	Presentation	Presenter(s) Organization
Marketing/Sales/Social Media, Covid/Cares Act	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	Misty Lambrecht Oregon Coast Community College
Marketing/Sales/Social Media, Covid/Cares Act	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.	Jonathan Bohn Soko Ventures
Marketing/Sales/Social Media, Covid/Cares Act	Customer Discovery: Learn 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.	Valeria Biscelgia CT SBDC
Marketing/Sales/Social Media, Covid/Cares Act	Descubrimiento de Clientes: Conocimientos 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.	Valeria Biscelgia CT SBDC
Marketing/Sales/Social Media, Covid/Cares Act	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.	Kasia Johnson Merge Forward

Focus Area	Presentation	Presenter(s) Organization
Marketing/Sales/Social Media, Covid/Cares Act	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.	Deagon Williams <i>Culinary Business Strategy</i>
Marketing/Sales/Social Media, Covid/Cares Act	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.	Rieva Lesonsky <i>GrowBiz Media</i>
Marketing/Sales/Social Media, Special Interests/ Specialty	Learn the Basics of Google Ads Join us to learn more about resources that are available to you through our Grow with Google Partner Program and for a train-the-trainer presentation of one of our most popular workshop topics, "Learn the Basics of Google Ads." "Learn the Basics of Google Ads" explains how to reach more customers and grow your business with Google Ads. In this session we'll talk about: How to create an account and set up an ad campaign How to write great ads, refine keywords, and include ad extensions How to measure success. Before the session, we encourage you to sign up for the Grow with Google Partner Program at grow.google/partners .	Maria Elena Duron <i>Grow with Google</i>
Marketing/Sales/Social Media, Special Interests/ Specialty	Make Better Business Decisions with Analytics Join us to learn more about resources that are available to you through our Grow with Google Partner Program and for a train-the-trainer presentation of one of our most popular workshop topics, "Make Better Business Decisions with Analytics." Learn best practices and analyze trends about how customers engage with your business online, then turn these insights into well-informed, actionable decisions. In this session we'll cover: An introduction to Google Analytics, creating and understanding reports, making goals, using Analytics with other Google tools. Before the session, we encourage you to sign up for the Grow with Google Partner Program at grow.google/partners .	Pamela Starr <i>Google</i>
Marketing/Sales/Social Media, Covid/Cares Act	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.	Kasia Johnson <i>Merge Forward</i>
Self Improvement	Delivering Presentations - 25 Amazing Tips that will Make You a Pro 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 and quickly improving your next presentation! Consider coming to this session if you'd like to learn inside secrets - especially if any of these apply to you: <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 equivalent) as you present. • You would rather not use a microphone. • You are uncomfortable in front of the room. • You are always looking for ways to be better! 	Lorna Kibbey <i>Kibbey Leadership Solutions</i>

Focus Area	Presentation	Presenter(s) Organization
Special Interests/ Specialty	America's SBDC North Star Cybersecurity Basics For Consultants This presentation is designed for consultants looking to expand their SBDC offerings in cybersecurity. We will utilize the SBDC Cybersecurity Framework as a baseline and direction for cyber/data protection awareness across all internal and external networks. This baseline and direction, branded as "North Star CMM", allows flexibility within each of the 62 SBDC Networks while offering consistent programming to clients across the U.S. and its territories. Using the North Star CMM we will provide the consultant with the tools and resources to benefit their clients in all areas of basic cyber hygiene.	Jacob Blacksten <i>Delaware SBDC</i> Earl Gregorich <i>South Carolina SBDC</i>
Special Interests/ Specialty	Cybersecurity and Small Business: Prepare to Win at Federal Contracting. Heard about the brazen cybersecurity hack on SolarWinds, a software provider to multiple federal agencies? The breach highlighted vulnerabilities in the digital federal supply chain through a prime contractor. An interim government response was to severely curtail product use pending remediation, signaling revenue disruptions for the firm. Big picture: the US government is increasingly 'raising the regulatory bar' on cybersecurity. For small businesses pivoting into the federal supply chain, it is crucial to understand how this impacts the business outlook. Learn ways to help business owners consider leveraging 'cybersecurity readiness' as a competitive edge to win at federal contracting.	Mark Lupo <i>University of Georgia SBDC</i> Bart Mjoku-Obi <i>UGA SBDC</i> <i>Minority Business Division</i>
Special Interests/ Specialty	Experiential Learning: Are You an Asset to Your Host Organization? 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.	Lance Coffman <i>Missouri SBDC</i> <i>at Missouri State University</i> Chrystal Irons <i>Missouri SBDC</i> <i>at Missouri State University</i> Sandra Smart <i>Missouri SBDC</i> <i>at Missouri State University</i>
Special Interests/ Specialty	Chambers of Commerce – Your (not so) Secret Weapons Chambers of Commerce in your state are your SBDC's key to continued success. Partnering with Chambers can bring new opportunities to educate, advise and to have some of the most powerful people in the business community in your corner! In this session we'll unpack successes and challenges that lead to the NH SBDC's new Chamber of Commerce Collaborative. We'll explore the many faces of Chambers and delve into navigating Chamber relationships within your own organization to add value, support small businesses and build lasting mutually beneficial relationships. We'll close with a collaborative networking exercise to build connection among participants.	Jason Cannon <i>New Hampshire SBDC</i> Nathan Karol <i>Cardinal Consulting</i>
Special Interests/ Specialty	Building the Inclusive Entrepreneurial Ecosystems of the Future: How SBDCs are Taking a Lead Supporting small businesses in today's complex world requires a systems approach. Learn how SBDCs in Champaign and Lake County, Illinois, and the State of Nevada are implementing connectivity strategies and online environments to strengthen small business networks, build stronger partnerships, and modernize and enhance the operations of their centers. The panel, moderated by Startup Space and highlighting the work of three SBDCs, will explore data-driven processes to map, connect, and measure inclusive ecosystems that foster entrepreneurship and enable small business development using the emergent framework: "connect, nurture, measure and grow."	David Ponraj <i>Startup Space</i> Mitch Bienvenue <i>Illinois Small Business Development & International Trade Center</i> Winnie Dowling <i>Nevada SBDC</i> Don Elmore <i>Illinois SBDC at Champaign County EDC</i>

Focus Area	Presentation	Presenter(s) Organization
Special Interests/ Specialty	Peer Model Interest Group & Roundtable This annual round table is designed for State and Associate State Directors to discuss the peer data model. This year, focus will be placed on the model as it currently exists and future directions we might consider. Topics include data collection, data reporting, attracting additional peers, additional comparison needs, compliance with accreditation and expansion of the model to encompass additional sources (e.g. census data and aggregate small business statistics), and others of interest to the group.	Greg Jordan <i>Kansas SBDC</i> Susie Pryor <i>Kansas SBDC</i>
Special Interests/ Specialty	Understanding and Complying with Information Security Requirements Under NIST SP 800-171, R2 and CMMC During the past year, the Department of Defense (DoD) enacted two major information security milestones. The first was the release of the DoD Interim Final Rule in September 2020, requiring companies storing, generating, transmitting or processing controlled, unclassified information to complete a 'basic' information security assessment using compliance to NIST SP 800-171, R2 as the requirement, score that assessment and post the score within the Supplier Performance Risk System (SPRS) using the Procurement Integrated Enterprise Environment (PIEE). The second milestone in January 2021 was the initial inclusion of Cybersecurity Maturity Model Certification (CMMC), V1.02 within select DoD contracts. Lack of compliance prompts the inability to secure the contract or risk losing the contract if these requirements are not met. 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, the NIST SP 800-171, R2 guidelines and will assist the SBDC counselor in understanding a process to best assist businesses in understanding and complying with these requirements. Small businesses need to start now to strengthen their information security and the CMMC model and NIST SP 800-171, Rev 2 provide a framework to achieving that goal.	Mark Lupo <i>The University of Georgia SBDC</i>
Special Interests/ Specialty	Introduction to FranFit This presentation is an overview of FranFit, a program in which the SBDC has teamed up with FranNet to offer no cost one time certification for advisors. We will cover what FranNet does, the history of the program, mission and value and how we can better work together moving forward.	Jania Bailey <i>FranNet</i> Megan Hundley <i>FranNet</i> Michael Minitelli <i>FranNet</i>
Special Interests/ Specialty	America's SBDC Rural Ag Interest Group Meeting The ASBDC Rural Ag Interest Group would like to hold a meeting to discuss rural issues and opportunities amongst SBDC offices. This group was formed several year ago to share best practices and open lines of communication amongst rural SBDC's. The presentation will be a facilitated discussion on rural topics from agricultural to rural small towns. A short presentation will be made on a rural focused project that may be of interest to other SBDC offices. The project will be something other SBDC's can emulate and resources will be made available to assist in adopting the program as needed.	Jim Johnson <i>SC SBDC</i> Josh Walton <i>Georgia SBDC</i>
Special Interests/ Specialty	Family businesses – Why counseling frequently fails Since consulting is a change process, business counseling frequently fails for less than obvious reasons which differ from the obvious like business strategy, viability, lack of knowledge or poor information. Business, particularly family businesses, tend to fail due to toxic human relations among cohorts, a variable which is often overlooked and poorly understood. According to the U.S. Bureau of the Census, about 90 percent of American businesses are family-owned or controlled, this percentage is not different in the rest of the world. The possibility that a counselor will work with a family business is 9 of 10. Family-owned small businesses tend to start and developed because of the personal/family values, long term vision and cohesiveness of a family group. But, what seems to provide an advantage, can also be a serious weakness. Although human interaction is an important factor in all business organizations, the very personal nature of a family enclave poses an entirely new set of analytics. An effective business counselor must have the ability to recognize the dynamics associated with managing a family business or risk counseling failure.	Juan Carlos Eguía Dibildox <i>ITESO</i> Arnaldo Schwerert <i>Mid-Hudson SBDC</i>

Focus Area	Presentation	Presenter(s) Organization
Special Interests/ Specialty	Crowdfunding: A New Rung on the Funding Ladder Add a new 'access to capital' option to your client tool kit! For clients with a healthy network of personal and client relationships, crowdfunding is a viable option to launch or grow a business, test the market for new ideas, and create a path to bankability. Crowdfunding can also strengthen your clients' business marketing, branding and PR assets to help their business remain resilient long after their campaign ends. This presentation will provide insights into the different kinds of crowdfunding, what distinguishes crowdfunding from traditional funding, and the keys to crowdfunding success, as well as outline an assessment framework to help advisors determine which clients are a good fit for this funding strategy. Case studies will also be presented to explore how crowdfunding can help fill the capital gap for entrepreneurs who do not qualify for traditional funding.	Kathleen Minogue <i>CrowdFund Better</i>
Special Interests/ Specialty	Empowering Through Education Join us to learn more about how Goldman Sachs 10,000 Small Businesses can benefit your clients. Goldman Sachs 10,000 Small Businesses is an investment to help small businesses grow and create jobs by providing them with greater access to education, capital, and business support services. Through the program, small business owners gain practical skills across topics such as financial statements negotiation, marketing, and employee management, and gain the tools to develop a customized business plan for growth—for free.	Monica Chenier <i>Goldman Sachs 10K Small Businesses</i>
Special Interests/ Specialty	Cultural Competence and Its Significance in Working with Diverse Business Owners Cultural Competence...what is it really? What does it have to do with serving diverse business owners? Absolutely EVERYTHING! Attend this live and engaging session, featuring skilled SBDC consultants, and find out what cultural competence is, why it matters, how it ties in with inclusivity, and the essential skills necessary to increase your cultural competence in working with diverse business populations.	Dr. Paula Anderson Jenefeness Tucker Manuel Batlle
Special Interests/ Specialty, Covid/Cares Act	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.	Emily McHugh <i>Florida SBDC – Indian River State College</i>
Special Interests/ Specialty, Covid/Cares Act	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.	Kim Merritt <i>The URL Dr</i>
Special Interests/ Specialty, Covid/Cares Act	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.	Deagon Williams <i>Culinary Business Strategy</i>

Focus Area	Presentation	Presenter(s) Organization
Special Interests/ Specialty, Covid/Cares Act	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.	Deagon Williams <i>Culinary Business Strategy</i>
Special Interests/ Specialty, Covid/Cares Act	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.	Carlo González <i>Centro de Desarrollo de las Micro y Pequeñas Empresas de la Universidad Católica de El Salvador</i> Margarita Rivas <i>Comisión Nacional de la Micro y Pequeña Empresa CONAMYPE</i>
Special Interests/ Specialty, Covid/Cares Act	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, summarizes the business case for sustainability, and provides actionable steps that small businesses can take to begin their sustainability journey. Presenters include: Margo Reign, Senior Business Advisor of Delaware SBDC, and sustainability experts, Joel Fishman and Alan Horowitz, the founders of Green Street USA, a start-up whose curated plans help small and medium-size enterprises (\$1 million to \$100 million) get on the road to sustainability. Their focus falls on 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.	Margo Reign <i>Delaware SBDC</i> Joel Fishman <i>Green Street USA</i> Alan Horowitz <i>Green Street USA</i>
Special Interests/ Specialty, Covid/Cares Act, Self Improvement	Diversifying Your Client Portfolio: Purposefully Reaching Underserved Populations Presentation and Panel Discussion presented by a diverse group of SBDC Advisors who are dedicated to reaching the historically underserved population in the state of WA.	Liz Jamieson <i>Washington SBDC</i> Giselle Saguid <i>Washington SBDC</i> Phon Sivongxay <i>Washington SBDC</i> Jenefeness Tucker, MBA <i>Washington SBDC</i>
Technology to Improve SBDC Operations	Driving Client Engagement: A Framework for Effective Training Delivery This workshop will reveal how educational programming can be an effective tool for enhancing client engagement, generating leads, and establishing relationships with state, local, and federal partners. Presenters Elizabeth Hay, Business Consultant, and Elizabeth Fegert, Marketing and Event Coordinator, from the Penn State SBDC will walk attendees through a four-step program development framework, sharing the exact templates and tools they use to streamline the development, execution, and evaluation of their educational programming.	Elizabeth Fegert <i>Penn State SBDC</i> Elizabeth Hay <i>Penn State SBDC</i>

Focus Area	Presentation	Presenter(s) Organization
Technology to Improve SBDC Operations	<p>"Using TICS to achieve more efficient counseling with latino SMALL BUSINESS"</p> <p>Speakers will present a workshop that will explain how to use process automation tools to streamline the management of different activities for SBDC clients. In addition, it will explain how to use RRSS, to teach valuable content and streamline consultancies in order to deliver greater value in each interaction with the client. Some of the tools that will be announced are: Airtable, integromat, gsuite, mailchimp, cretor studio, instagram, zoom, youtube, among others. Finally, the audience will be given a toolkit with all the tips to quickly learn how to use these tools and integrate them into their work teams.</p>	<p>Jeniffer Schumacher <i>Construyendo Mis Sueños</i></p> <p>Pablo Urbano <i>Construyendo Mis Sueños</i></p>
Technology to Improve SBDC Operations	<p>Converting Live Presentations to E-learning Courses</p> <p>Whether you're trying to figure out how to hold a regional conference online or train small businesses in a local workshop, live events at every level have been drastically altered by COVID. But is that all bad? It doesn't have to be if your SBDC has a plan to convert your live trainings and events to online, e-learning courses. Virtual trainings can reach a wider audience and help you get your valuable information to more businesses. In this session, Kim Merritt, e-learning expert and owner of The URL dr, an agency that specializes in the creation of online training, will go through how to convert your live presentations and training sessions to e-learning courses. Attendees will learn how to keep the engagement of "live" in online sessions using gamification, animation, and blended learning. Kim will talk about the technology that is available to create and serve e-learning courses to your audience. Attendees will get information to help them develop a budget for the creation of courses and the learning management system (LMS) that serves the courses. Kim will also cover best practices in designing e-learning courses and considerations to keep in mind in the conversion process. Converting live presentations to e-learning courses is a hot topic for every SBDC in the country right now. Bring your questions and leave with a game plan to take your online training up a notch.</p>	<p>Kim Merritt <i>The URL Dr</i></p>
Technology to Improve SBDC Operations	<p>6 Pasos del Flujo de Trabajo para Asesores Comerciales (6 steps in the Workflow of Business Advisors)</p> <p>Every client is different and to serve them the best business advisors take a business through a workflow that supports creating trust, productivity, and growth. Beginning with onboarding a client, advisors must collect information and present the value of working together. While assessing the client, advisors can assess their current status, opportunities and hot possibilities, or the skills they need to hire and acquire. When the client is ready to share tools and resources they may research relevant information, share a custom-made toolbox before creating an action plan with the decisions and actions the client needs to make and take on a flexible timeline. And finally, all advisors must report outcomes, measure execution, and track financials in addition to managing the client relationship, tracking interactions and communications. In this program, presented in Spanish, we will discuss the best practices of these various steps and facilitate a discussion from the participants.</p>	<p>Diana Aguilar <i>GrowthWheel International</i></p> <p>Daniela Contreras <i>GrowthWheel International</i></p>
Technology to Improve SBDC Operations	<p>Big Data for Small Business</p> <p>Our presentation demonstrates the usefulness of data analytics to decision-making within the Small Business Development Center structure. Utilizing data collected in Neoserra by the Kansas Small Business Development Center over two decades and processed in Tableau, it suggests how powerful data becomes when meaningfully extracted, analyzed, and visually presented to a wide range of stakeholders including small business owners, consultants, economic development and governmental agencies, and the general public. Attendees will learn of several tools for data extraction and analysis in addition to Tableau and will be offered a glimpse of the power of advanced visual presentation of data as well as the use of dashboards for immediate answers to questions posed by our varied constituents. The presentation submitted offers a preview of the final presentation. We are still conducting the final data analysis. This project was funded with CARES Act monies in order to provide strategic direction for Kansas small businesses.</p>	<p>Greg Jordan <i>Kansas SBDC</i></p> <p>Susie Pryor <i>Kansas SBDC</i></p>

Focus Area	Presentation	Presenter(s) Organization
Technology to Improve SBDC Operations	Actionable Ways to Review Your Clients' Websites We all have clients using websites to promote their businesses or for eCommerce purposes. However, not all of us are comfortable analyzing and evaluating those sites. This presentation will give you tools you can use to provide your clients with actionable feedback on their websites. It includes a fillable worksheet, which takes you through each step, that you can use with or give to your clients. The topics covered include gathering information, backlinks, keyword rankings, registrations, ensuring components are current, checking for Google Analytics, running a speed test, and looking for a sitemap and robots.txt file. Don't feel overwhelmed. Each of these steps is easy and can be completed by working through the worksheet. This session is not for web designers; it's for novices in this area who want to learn more.	Ken Stoner <i>Illinois SBDC at SIU</i>
Technology to Improve SBDC Operations	Smoothly Buffering your Digitized Center Like your clients, your center had to adapt to the reality of a socially distanced world and embrace technology to provide effective service at a critical time. As we reach the other side of the pandemic you may want to go back to the way things were. Why not embrace technology even more? Not even if it could minimize your administrative burden? What if it could increase your client engagement? Join this session to discuss purposeful utilization of technology to streamline your processes and leave with new tools and strategies to fully digitize your center.	Brett Smith <i>Lehigh University SBDC</i>
Technology to Improve SBDC Operations	(Advanced) SBIR/STTR & Other Non Dilutive Funds With over \$4 billion each year to fund small business research and development (R&D), the Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) programs are America's Seed Fund. SBDCs are critical partners supporting and growing new entrepreneurs, as well as the research discoveries that startups can turn into impactful products and services. This engaging session features expert panelists from around the country discussing their SBDC partnerships and how different kinds of organizations can work together to help potential SBIR/STTR applicants get their small businesses off the ground.	Krista Covey <i>First Flight Venture Center</i> Jahannie Torres-Rodríguez <i>Colmena66</i> Leon Wolf <i>VertueLab</i> Brittany Sickler <i>Office of Investment and Innovation U.S. Small Business Administration</i>
Technology to Improve SBDC Operations	Moving Toward "T" Description: Moving toward "T" a 101 session for states, networks, centers, who want to incorporate innovation/technology into their service delivery Differences between traditional and non traditional businesses Best practices panel and roundtable from expert programs.	Will Fowler <i>Idaho SBDC</i>
Technology to Improve SBDC Operations	Technology Transfer: The Unique Role SBDCs Can Play with Technology Transfer Commercialization <ul style="list-style-type: none"> • Best practices from SBDCs that work closely with Tech Transfer offices • Commercialization of tech transfer – ins and outs • Leveraging tech transfer to strengthen relationships with host institutions • Growth opportunities for mature traditional businesses (crossing the chasm for traditional SBDC clients into innovation) 	Nicole Schwerbrock <i>North Carolina SBTDC</i>

