A Tradition of Small Business Support

State Designated as Florida’s Principal Provider of Business Assistance [§ 288.001 Fla. Stat.]

SBDC Roundtables & Training Opportunities
January – April 2016
Building and Growing a Successful Business Series
Government Contracting Series
Founders Forum
Hot Seat – Business Pitch Competition

Martin Duffy, CBA
(321) 433-5573
duffym@easternflorida.edu
Sandy Pfirrmer, Operations Coordinator
(321) 433-5570
pfirrmers@easternflorida.edu
Tracy Hummel, Records Specialist
(321) 433-5514
hummelt@easternflorida.edu
Patricia Simpson MBA, CIB, PTAC Specialist
(321) 433-7386
patricia.simpson@ucf.edu
For your government contracting needs

Eastern Florida State College
Florida SBDC
3865 North Wickham Road
Parrish Student Center (Bldg. 10) Room 117
Melbourne, Florida 32935

Eastern Florida State College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award baccalaureate and associate degrees, as well as specialized certificate programs. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Eastern Florida State College.

The Florida Small Business Development Center (FSBDC) at Eastern Florida State College is pleased to offer the following programs in the Spring of 2016

Jointly presented by Brevard County Chambers of Commerce

January – April 2016
SMALL BUSINESS DEVELOPMENT CENTER ROUNDTABLES AND TRAINING OPPORTUNITIES

JANUARY 2016

January 13, 2016 – Business Planning and Preparation for both new and existing businesses
9:00 – 11:00 am
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg 10 Room 206
A business plan is an essential roadmap for business success. This living document generally projects 3-5 years ahead and outlines the route a company intends to take to grow revenues. At the same time the plan identifies and incorporates risks that the enterprise might face, so the small business owner is prepared. Business planning tools, examples and outlines are provided.

The program is NO Cost. Reservations are required. Call the SBDC at 433-5570 or 433-5514 or register online: http://floridasbdc.org/get-training/

February 10, 2016 - Business Planning – Business Preparation for both new and existing businesses
10:00 am - Noon
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg 10, Room 206
A business plan is an essential roadmap for business success. This living document generally projects 3-5 years ahead and outlines the route a company intends to take to grow revenues. At the same time the plan identifies and incorporates risks that the enterprise might face, so the small business owner is prepared. Business planning tools, examples and outlines are provided.

The program is NO Cost. Reservations are required. Call the SBDC at 433-5570 or 433-5514 or register online: http://floridasbdc.org/get-training/

February 17, 2016 – Marketing Plan for your Small Business – For Existing or Startup Businesses
3:00 – 5:00 pm
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg 10, Room 206
Marketing takes time, money and lots of preparation. A strong small business marketing plan will ensure you’re not only sticking to your schedule, but that you’re spending your marketing funds wisely and appropriately. A marketing plan includes everything from understanding your target market and your competitive position in that market, to how you intend to reach that market (your tactics) and differentiate yourself from your competition in order to make a sale.

The program is NO Cost. Reservations are required. Call the SBDC at 433-5570 or 433-5514 or register online: http://floridasbdc.org/get-training/

February 24, 2016 – Financial Management for Your Small Business
8:30 – 10:30 am
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg 10, Room 206
The financial management system for a small business includes both how you are financing it as well as how you are managing the money in the business. This course will emphasize understanding of the information contained in the income statement, balance sheet and cash flow statement in order to make better decisions and improve your financial results. It will also include tips on how to work with your accountant and/or financial advisor to improve both your financial understanding and your decision making process.

The program is NO Cost. Reservations are required. Call the SBDC at 433-5570 or 433-5514 or register online: http://floridasbdc.org/get-training/

MARCH 2016

March 3, 2016 – Business Start Up Info Session
9:00 – 10:30 am
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg 10 Room 206
This session will cover the basics of “How to start your business” as well as resources in the community.

Call Patrick AFB for reservations at 494-5676

April 5, 2016- Recordkeeping & Tax Strategies for Your Small Business
2:30 – 4:30 pm
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg 10, Room 206
Whether you are just getting started or in business for a while, there are tax issues that affect you and your small business. Tax professionals guide you through the ever changing laws and reporting requirements a small business owner faces.

The program cost is $25. Course number is 71078. Reservations are required. Register online at: www.easternflorida.edu/go/sbdc or call the FSFDC at 433-5570 or 433-5514.

APRIL 2016

April 12, 2016 — Business Planning and Preparation for both new and existing businesses
9:00 – 11:00 am
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg 10 Room 206
A business plan is an essential roadmap for business success. This living document generally projects 3-5 years ahead and outlines the route a company intends to take to grow revenues. At the same time the plan identifies and incorporates risks that the enterprise might face, so the small business owner is prepared. Business planning tools, examples and outlines are provided.

The program is NO Cost. Reservations are required. Call the FSFDC at 433-5570 or 433-5514 or register online: http://floridasbdc.org/get-training/

March 16, 2016 – Digital Marketing
10:00 am - Noon
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne Bldg. 10, room 206
Digital marketing is the content driven, targeted, measurable, and interactive marketing of products or services using digital technologies to reach consumers. The key objective is to promote brands through various forms of digital media. Digital marketing includes internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building, along with email and the use of social media. The program is NO Cost. Reservations are required. Call the SBDC at 433-5570 or 433-5514 or register online: http://floridasbdc.org/get-training/

March 30, 2016 - Market Research - How to collect and analyze the information needed to grow your business
8:30 am – 10:30 am
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg 10, Room 206
Market research is the function that links the consumer, customer, and public to the small business owner. This information is used to identify and define marketing opportunities and problems; to generate, refine, and evaluate marketing actions; to monitor marketing performance; and to improve understanding of the marketing process. The steps associated with conducting both primary and secondary market research are reviewed along with how to make use of the information in both your marketing and business plans.


MAY 2016

May 19, 2016 – Intellectual Property
9:00 – 11:00 am
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg 10 Room 206
This session will cover both the basics of intellectual property law as well as resources in the community.

Call Patrick AFB for reservations at 494-5676

All classes require pre-registration. Call the FSFDC at Eastern Florida State College at 433-5570 or 433-5514 or email: plimmer@easternflorida.edu. The FSFDC at Eastern Florida State College is a member of the Florida SBDC Network, a statewide service network funded in part through cooperative agreements with the U.S. Small Business Administration, Defense Logistics Agency, State of Florida and other private and public partners; hosted by the University of West Florida; and nationally accredited by the Association of SBDC’s. SBAC-funded programs are not an endorsement of any products, opinions or services. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.

SPECIAL INTERESTS IN THE COMMUNITY

Space Coast Women in Defense – Locations subject to change
January 27 - Silent Auction & Anniversary Celebration
Feb 24 at BRPH
March 23 at Knights Armament
April 27 at Laser Chrome

Founders Forum – Feb 16, 2016 & April 26, 2016
Location: Hilton Rialto, Melbourne
Call 321-235-3300 or register online at foundersforum.com.

APRIL 2016

April 5, 2016- Recordkeeping & Tax Strategies for Your Small Business
2:30 – 4:30 pm
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg 10, Room 206
Whether you are just getting started or in business for a while, there are tax issues that affect you and your small business. Tax professionals guide you through the ever changing laws and reporting requirements a small business owner faces.

The program cost is $25. Course number is 71078. Reservations are required. Register online at: www.easternflorida.edu/go/sbdc or call the FSFDC at 433-5570 or 433-5514.

April 19, 2016 – Social Media for Your Small Business
3:00 – 5:00 pm
Location: EFSC Melbourne Campus, Bldg 10 Room 206
From a business perspective, there are few communications tools that hold the power of effective social media messaging. Learn the basics of which social media platforms are the right fit for your business and how to leverage your company’s key messages within each platform to boost your own business brand exposure and sales.

The program is NO Cost. Reservations are required. Call all the SBDCs at 433-5570 or 433-5514 or register online: http://floridasbdc.org/get-training/

April 28, 2016 – International Trade Doing Business Abroad
9:00 – 11:00 am
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg 10 Room 206
Basics of doing business overseas. Understand the foreign market, know your audience, and research your idea or product.

The program is NO Cost. Reservations are required. Call the FSFDC at 433-5570 or 433-5514 or register online: http://floridasbdc.org/get-training/

May 2016 – QuickBooks For Small Business Owners

For the latest information and resources, visit us at: easternflorida.edu/go/sbdc

For transitioning service men and women – Call Patrick AFB for reservations at 494-5676