**A Tradition of Small Business Support**

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

**SBDC Roundtables & Training Opportunities**  
**May - August 2019**

- Business Planning
- Finance Management
- Tax and Accounting Issues
- Sales Tactics
- Legal Issues
- Human Resource Pitfalls
- Social Media Marketing
- Lenders Roundtable
- Disaster Planning

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

**FREE - Online - On-Demand Webinars**

The SBA Learning Center is an online portal that hosts a variety of free, self-paced online training courses and quick videos to help small business owners explore and learn about the many aspects of business ownership.

www.sba.gov/tools/sba-learning-center/search/training


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Eastern Florida State College is committed to equal access/equal opportunity in its programs, activities, and employment. For additional information, visit Eastern Florida State College: easternflorida.edu/go/equity
The FSDBD at EFSC offers one-on-one hands-on program sessions for established companies only. Participation is limited to a maximum of 4 clients on a first come first serve basis. Call for information.

To register call PTAC at 407-420-4430 or online:

- **Select Idea, Test Market,** and Access Capital, Write a Plan and Experience Financials, Build a Business – June 22, 2019 – 9 – 11 a.m.
  - Hosted by Florida PTAC at UCF in partnership with Florida SBDC at UCF.
  - Location:  National Entrepreneur Center, Orlando, 1-95 and SR 526, Cocoa.
  - Theme: Simple Ways to Grow Your Business.

**MARKET RESEARCH**
- A well-designed market research approach can help you determine whether you need to enter a new market, launch a new product or service, promote brand awareness, optimize your marketing campaign, or improve your customer service. Change messaging perception of your product or service. Adjust key points, etc. Work in tandem with the SBDC to obtain market research and use the research information to create a marketing plan using a SBDC supplied template. Program takes place over 4 weekly 1.5 hour sessions.

**RISK MANAGEMENT – GET PREPARED**
- You have a put a great deal of time and resources into growing your business. One incident could wipe away years of hard work and impact your family's employees and your community. To better prepare your business for disasters that can and will happen, you need to evaluate potential risks to your business, decide on controls to mitigate the risks and prepare a business continuity or emergency response plan. Work with the FSDBD using the Disaster Ready business app to create a risk management plan in two 1.5 hour sessions.

**UNLESS OTHERWISE INDICATED, ALL CLASSES WILL BE LOCATED AT THE EFSC MELBOURNE CAMPUS, 3865 N WICKHAM ROAD, BLDG. 10 Room 206**

**SCORE Workshops with Titusville Chamber**

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**MAY 2019**

- **May 2, 2019 – Government Contracting Reverse Trade Show 2019**
  - Location: National Entrepreneur Center, Orlando
  - Approximately 70 vendors will be in attendance.
  - Hosted by Florida PTAC at UCF in partnership with Florida SBDC at UCF.
  - 8:30 a.m. – 3:30 p.m.
  - Cost: $50 per person

**JUNE 2019**

- **June 5, 2019 – Business Start Up Info Session – 9:00 – 11:00 a.m.**
  - This session will cover the basics of “How to start your business” as well as resources to help you get started. The program is NO Cost. Reservations are required.
  - Call the FSDBD at 433-5570 or 433-5514 or register online: floridasbdc.org/get-training/

- **June 12, 2019 – Legal Issues for Small Business – How to Work with an Attorney and Questions to Ask – 9:00 – 11:00 a.m.**
  - Particularly for entrepreneurs. Legal issues and Entity Selection are important decisions one has to make. A long time attorney will cover the following: liability, ease of formation and operation, taxation, suitability for business, expansion and exit strategies. This class will update startup and seasoned businesses on the importance of proper legal structure, entity selection and necessary steps to protect you and your assets. The program is NO Cost. Reservations are required.
  - Call the FSDBD at 433-5570 or 433-5514 or register online: floridasbdc.org/get-training/

- **June 13, 2019 – Government Contracting: Overview – 10:30 a.m. – 12:30 p.m.**
  - Location: EFSC Cocoa Campus, 1519 Clearlake Rd, Bldg. 12 Room 205
  - Presented by Florida PTAC at UCF in partnership with the SBDC.
  - The workshop is based on a 10-step framework that helps new contractors understand the SBDC and helps more experienced contractors identify opportunities to boost billable practices in their niche markets.
  - Program is NO Cost. Reservations are required.
  - Call the FSDBD at 433-5570 or 433-5514 or register online: floridasbdc.org/get-training/

- **June 18, 2019 – Tax and Accounting for Small Businesses – 9 - 11 a.m.**
  - Hosted by Florida PTAC at UCF in partnership with Florida SBDC at UCF.
  - Location:  National Entrepreneur Center, Commission Room, 445 Challenger Road, Cape Canaveral FL 32920
  - Disaster planning is critical for businesses to survive. Learn what you can do prior to any situation to protect your business, assets and get up and running as soon as possible after a natural disaster. The program is NO Cost. Reservations are required.
  - Call the FSDBD at 433-5570 or 433-5514 or register online: floridasbdc.org/get-training/

- **July 25, 2019 – Successful Social Media Marketing Solutions – 3 -5 p.m.**
  - Social media has changed the marketing footprint for small businesses and nonprofits. In this seminar learn which social media platform is the right fit for your business/nonprofit, how to drive new and repeat business to your organization via social media, knowing what to say where and how to grow your following to boost your brand exposure, sales and donations. The program is NO Cost. Reservations are required.
  - Call the FSDBD at 433-5570 or 433-5514 or register online: floridasbdc.org/get-training/

- **AUGUST 2019**

- **August 7, 2019 – Business Start Up Info Session – 9 – 11 a.m.**
  - This session will cover the basics of “How to start your business” as well as resources to help you get started. The program is NO Cost. Reservations are required.
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- **AUGUST 2019**

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- **August 13, 2019 – Lenders Roundtable Small Businesses – 9 - 11 a.m.**
  - Vince LoPresti from the Small Business Administration (SBA) will moderate a panel discussion from SBA Lenders throughout Brevard County. This is an excellent program for financial advisors. The program is NO Cost. Reservations are required.
  - Call the FSDBD at 433-5570 or 433-5514 or register online: floridasbdc.org/get-training/

- **August 27, 2019 – HR 101 for Small Businesses – Avoiding Human Resource Pitfalls – 9 - 11 a.m.**
  - Human Resources is about people, whether in regards to recruitment, management, Reservations are required.
  - Call the FSDBD at 433-5570 or 433-5514 or register online: floridasbdc.org/get-training/

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

All classes require pre-registration. Call the FSDBD at Eastern Florida State College at 433-5570 or 433-5514 or register online: floridasbdc.org/get-training/

**SCORE Workshops with Titusville Chamber**

**SCORE Workshops with Titusville Chamber**
**3rd Wednesdays from 10:45 a.m. to Noon**
**Titusville Chambers at the Chamber, 1600 S. Washington Ave, Titusville**
**Call 321-267-3036 for info or to register**

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**September 25 & 26, 2019 – Boots to Business – Patrick ABF**

- You must have access to the ABF in order to register.
  - Register online at 321-484-5676

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