A Tradition of Small Business Support

Federal Grants Conference
September 22, 2015
8:00 a.m. to 4:00 p.m.

SBDC Roundtables & Training Opportunities
September–December 2015

Business Start Up Info Session
Social Media for Your Small Business
Marketing Plan for your Small Business
Founders Forum
Import / Export Basics

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

Find the Key to GROWTH

Jointly presented by Brevard County Chambers of Commerce

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

The Florida Small Business Development Center (FSBDC) at Eastern Florida State College is pleased to offer the following programs in the Fall of 2015.

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.
Small Business Development Center Roundtables and Training Opportunities

September 9, 2015
Business Start Up Info Session
9:00 - 10:30 a.m.
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10 Room 111A
This session will cover the basics of “how to start your business” as well as resources in the community. The program is NO Cost. Reservations are required. Call the SBDC at 433-5570 or 433-5514.

September 15, 2015
Market Research – How to collect and analyze the information needed to grow your business
8:30 - 10:30 a.m.
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10 Room 111A
Market research is the function that links the customer, the customer and the product to the small business owner. This information is used to identify and define marketing opportunities and problems; to generate, refine, and evaluate marketing programs, 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. The program is NO Cost. Reservations are required. Call the SBDC at 433-5570 or 433-5514.

September 22, 2015
Federal Grants Conference in conjunction with Congressman Posey’s office
8:00 a.m. – 4:00 p.m.
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, King Center Rotunda, Bldg. 9
Learn information about how to work with small businesses and know what to look for and how the processes are done. The program is NO Cost. RSVP to 321-632-1776.

September 23, 2015
Business Start Up Info Session
9:00 – 10:30 a.m.
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10 Room 111A
This session will cover the basics of “how to start your business” as well as resources in the community. The program is NO Cost. Reservations are required. Call the SBDC at 433-5570 or 433-5514.

September 24, 2015
Small Business Quality Improvement Process
8:30 – 10:30 a.m.
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10 Room 111A
A brief overview of how small quality improvement processes to improve your business. The course focuses on helping the customer, how to deepen your understanding of how work gets done, remove non-value added steps, make your business more efficient, and involve and equip people in the decision making process. The class will emphasize the Lean Six Sigma DMAIC process. The program is NO Cost. Reservations are required. Call the SBDC at 433-5570 or 433-5514.

September 29, 2015
Intellectual Property
9:00 a.m. – 12:00 p.m.
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10 Room 111A
Speaker specializing in patents, trademarks, copyrights, trade secrets, licensing and related litigation. His firm includes experienced patent attorneys and a patent agent which specialize in all patentable technology areas. Brian Stenberger has personally prosecuted over 1,500 patents and has prosecuted over 1,400 federal trademarks through the U.S. Patent & Trademark Office. Brian was a former Senior Patent Examiner with the U.S. Patent Office for many years before starting his practice in Brevard County. He has taught intellectual property at the University of Central Florida Small Business Development Center for over 18 years and also the UCF Incubation Program, and has authored many articles for newspapers and technical journals. The program is NO Cost. Reservations are required. After Hours Consulting available by appointment, call 433-5570 or 433-5514.

October 6, 2015
Business Planning – Business Preparation for both new and existing businesses
10:00 a.m. – Noon
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 1, Room 162
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.

October 14, 2015
Financial Mgmt. – 10 Tips for Your Small Business
8:30 – 10:30 a.m.
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10 Room 111A
The financial management system for a small business includes both how you finance it as well as how you manage the money in the business. This course will emphasize an understanding of the information contained in the income statement, balance sheet and cash flow statements in order to make better decisions and improve your financial results. It will also include tips on how to work with your banker 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.

October 15, 2015
Business Start Up Info Session
9:00 – 10:30 a.m.
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10 Room 111A
This session will cover the basics of “how to start your business” as well as resources in the community. The program is NO Cost. Reservations are required. Call the SBDC at 433-5570 or 433-5514.

October 20, 2015
Legal Clinic & Managing Risks
2:00 – 4:00 p.m.
Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 1, Room 161
Legal Clinic and Managing Risks will update start up and seasoned businesses on the importance of proper legal structure, entity selection and necessary insurance coverage. The program cost is $25. Course number is 74419. Reservations are required. Register online at: easternflorida.edu/go/sbdc or call the SBDC at 433-5570 or 433-5514.