

## A Tradition of Small Business Support



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

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For your government contracting needs

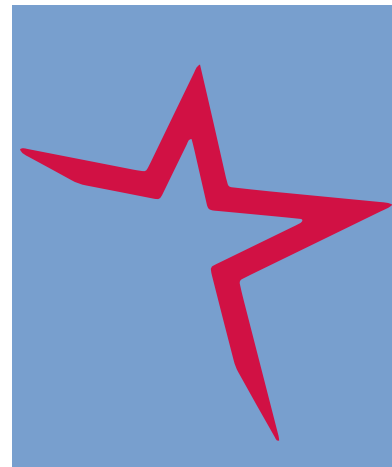
*SBDC Roundtables &  
Training Opportunities  
January – April 2016*

*Building and Growing a  
Successful Business Series*

*Government  
Contracting Series*

*Founders Forum*

*Hot Seat – Business  
Pitch Competition*



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.



Helping Businesses Grow & Succeed



Jointly presented by Brevard County  
Chambers of Commerce

**January – April 2016**

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

### January 20, 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.

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

### January 28, 2016 – 9:00 -11:00 am – Non-Bank Lending with US SBA

9:00 – 10:30 am

Location: EFSC Melbourne Campus, 3865 N Wickham Road, Bldg 10 Room 206

This session will showcase some non-bank and non-traditional lending options within the small business arena. Speakers from Accion and Celtic Bank as well as others. Being brought to you by the US Small Business Administration.

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## FEBRUARY 2016

### Mark Your Calendar for the following Government Contracting classes in February

Location: 1519 Clearlake Road, Bldg 3 Room 103 Cocoa

### February 2, 2016 - Current Legal Issues in Federal Contracting

### February 9, 2016 - Capture Management

### February 16, 2016 - Proposal Development

### February 23, 2016- DCAA Auditing

### February 10 & 11

### Boots to Business

Patrick AFB Family Readiness Center

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

### 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

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### 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 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 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 FSBDC 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.

The program is NO Cost. Reservations are required. Call the FSBDC 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.

*Office Closed for Spring Break – March 23 – 27, 2016*

## 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, Melbourne, 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

All classes require pre-registration. Call the FSBDC at Eastern Florida State College at 433-5570 or 433-5514 or email: [pfrimmers@easternflorida.edu](mailto:pfrimmers@easternflorida.edu). The FSBDC at Eastern Florida State College is a member of the Florida FSBDC 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 FSBDC's. SBA's funding is 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.

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](http://www.easternflorida.edu/go/sbdc) or call the FSBDC at 433-5570 or 433-5514

### 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

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### 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 the SBDC 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 FSBDC at 433-5570 or 433-5514 or register online: <http://floridasbdc.org/get-training/>

## May 2016 – QuickBooks For Small Business Owners

## 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 321-253-3300 or

register online at [foundersforum.com](http://foundersforum.com).

For the latest information and resources, visit us at:  
[easternflorida.edu/go/sbdc](http://easternflorida.edu/go/sbdc)

Coming in May - QuickBooks and  
Intellectual Property