

A Tradition of Small Business Support



Boots to Business Program September 28 & 29

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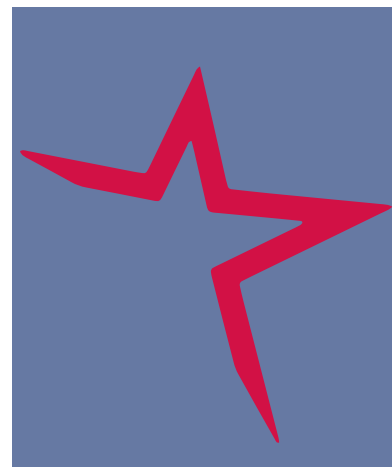
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For your government contracting needs

SBDC Roundtables &
Training Opportunities
September–December 2016

Financial Management
Classes

Business Start Up Info
Sessions

Marketing Classes



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

Find the Key to GROWTH

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



Jointly presented by Brevard County
Chambers of Commerce

September–December 2016

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

SMALL BUSINESS DEVELOPMENT CENTER ROUNDTABLES AND TRAINING OPPORTUNITIES

SEPTEMBER 2016

September 7, 2016

Business Planning

9:00 – 11:00a.m.

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/>**

September 13, 2016

Financial Management for Your Small Business

8:30 – 10:30a.m.

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/>**

September 21, 2016

Patents & Trademarks

9:00a.m. – Noon

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

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 Steinberger has personally prosecuted over 1,500 patents and has prosecuted over 1,400 federal trademarks through the U.S. Patent & Trademark Office. Brian was formerly a Senior Primary Patent Examiner with the U.S. Patent Office for many years before starting his practice in Brevard County. He has taught intellectual property classes for 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 on intellectual property over the years.

Intellectual Property is a key legal component of any small business. Come learn how you can protect your ideas, symbols, names, images, designs, etc. **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/>**

September 28 & 29, 2016

Boots to Business

8:00a.m. – 4:00p.m.

Patrick Air Force Base Airman & Family Readiness Center

The program is No Cost. You must have current access to Patrick AFB to attend. Call AFRC at 321-494-5676 to register

OCTOBER 2016

October 5, 2016

Business Start Up Info Session

9:00 – 11:00a.m.

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/>**

October 13, 2016

Social Media for Your Small Business

3:00 – 5:00p.m.

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/>**

October 19, 2016

Marketing Plan for your Small Business – For Existing or Startup Businesses

3:00 – 5:00p.m.

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/>**

October 20, 2016

Business Development (BD) Essentials for Winning Federal Contracts

10:00 a.m. – 3:00p.m.

Location: EFSC Cocoa Campus, 1519 Clearlake Road, Bldg. 3 Room 103

Back by popular demand, Deb Yeagle, of Plan To Win, Inc., will present the following learning objectives: Understand the essential activities of the opportunity identification process. Learn how to expand your industry and customer network to identify prime and subcontracting opportunities and teaming partners. Learn the essential opportunity research and analysis skills to enable informed opportunity pursuit decision-making.

Topics will include: The BD lifecycle, Types of opportunities and contract awards, Small Business Goals, Opportunity Identification Activities and much more BD strategies – too numerous to list! **Call the SBDC at 433-5570 or 433-5514 or register online at www.easternflorida.edu/go/sbdc**

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

October 26, 2016

Market Research – How to collect and analyze the information needed to grow your business

8:30 – 10:30a.m.

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. **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/>**

NOVEMBER 2016

November 2, 2016

Business Start Up Info Session

9:00 – 11:00a.m.

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/>**

November 10, 2016

Digital Marketing

10:00a.m. – Noon

Location: EFSC Melbourne Campus, 3865 N Wickham Road, 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/>**

November 16, 2016

Video Marketing

9:00 – 11:00a.m.

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

Learn ways that your business can effectively use video to gain new clients. Discover the elements and cost-effective uses of a good commercial, and get pointers on do-it-yourself video for social media. Look at some real-world examples and come away with some great ideas for your business. **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/>**

November 30, 2016

Small Business Hiring and Staffing

9:00 – 11:00a.m.

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

The most important asset to any company is it's people. Staffing can make the difference between success and failure. How do we ensure that we get the right people on board and retain a winning team? This session will discuss how to recruit, interview, hire, manage and let go of (if necessary) employees the right way. **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/>**

DECEMBER 2016

December 6, 2016

Financial Management for Your Small Business

8:30 – 10:30a.m.

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/>**

December 13, 2016

Sales Tactics for Small Business

3:00 – 5:00p.m.

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

Particularly for entrepreneurs, getting a handle on basic sales strategies can be more critical to the success of a venture than the development of its products and services. The truth is so many businesses have gone under because they don't know how to sell. You can have the greatest product or service on the market, but without sales strategies, you'll never get it off the ground. **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/>**

FSBDC at Eastern Florida State College is closed from December 16, 2016 through January 1, 2017

All classes require pre-registration. Call the FSBDC at Eastern Florida State College at 433-5570 or 433-5514 or email: pfrimmers@easternflorida.edu. The FFSBDC 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.

**After Hours Consulting available by appointment,
call 433-5570 or 433-5514**