

A Tradition of Small Business Support



Boots to Business begins May 27, 2015

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For your government contracting needs

*SBDC Roundtables &
Training Opportunities
May – August 2015*

*Building and Growing a
Successful Business Series*

*Quickbooks for Small
Business Owners*

*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



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

Find the Key to GROWTH

Jointly presented by Brevard County
Chambers of Commerce



May–August 2015

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

SMALL BUSINESS DEVELOPMENT CENTER ROUNDTABLES AND TRAINING OPPORTUNITIES

MAY 2015

May 5, 2015

Business Planning – Business Preparation for Both New and Existing Businesses

10a.m. – Noon

Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10 Room 111A

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.**

May 12, 2015

Legal Clinic & Managing Risks

2 – 4p.m.

Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10, Room 111A

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 72009. **Reservations are required. Register online at: easternflorida.edu/go/sbdc or call the FSBDC at 433-5570 or 433-5514.**

May 19, 2015

Recordkeeping & Tax Strategies for Your Small Business

2 – 4p.m.

Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10, Room 111A

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 72012. **Reservations are required. Register online at: easternflorida.edu/go/sbdc or call the FSBDC at 433-5570 or 433-5514.**

QUICKBOOKS FOR SMALL BUSINESS OWNERS

Four Week Class on Wednesday's

May 20, May 27, June 3 & June 10, 2015

9a.m. – 12:30p.m.

Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 1 Room 164

This course uses QuickBooks Pro 2013 to assist businesses in achieving better results with their recordkeeping. Learn to: print checks, pay bills, track sales and expenses. Gain tools for payroll and tracking employee time. Prepare invoices and track client payments. Download credit card and bank transactions. Incorporate Microsoft Excel. Track inventory and set reorder points. Print all required government reports. Payroll and tax laws are addressed. Cost is \$190. Course number is 72016. **Reservations are required. Register online at: easternflorida.edu/go/sbdc or call the FSBDC at 433-5570 or 433-5514.**

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

BOOTS TO BUSINESS

May 27 & 28, 2015

8a.m. to 4p.m.

Location: Patrick AFB Airman & Family Readiness Center

You must have current access to Patrick AFB and be separating or retiring to attend this two-day program. **For Reservations call the FSC at 494-5676.**

JUNE 2015

June 9, 2015

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, Melbourne, Bldg. 10 Room 111A

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.**

June 16, 2015

Legal Clinic & Managing Risks

2 – 4p.m.

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

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 72010. **Reservations are required. Register online at: easternflorida.edu/go/sbdc or call the FSBDC at 433-5570 or 433-5514.**

June 30, 2015

Recordkeeping & Tax Strategies for Your Small Business

2 – 4p.m.

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

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 72013. **Reservations are required. Register online at: easternflorida.edu/go/sbdc or call the SBDC at 433-5570 or 433-5514.**

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

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

JULY 2015

July 14, 2015

Business Planning – Business Preparation for Both New and Existing Businesses

10a.m. – Noon

Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10 Room 111A

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.**

July 21, 2015

Legal Clinic & Managing Risks

2 – 4p.m.

Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10 Room 111A

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 72011. **Reservations are required. Register online at: easternflorida.edu/go/sbdc or call the FSBDC at 433-5570 or 433-5514.**

July 23, 2015

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

3 – 5p.m.

Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10 Room 111A

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.**

July 28, 2015

Recordkeeping & Tax Strategies for Your Small Business

2 – 4p.m.

Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10 Room 111A

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 72014. **Reservations are required. Register online at: easternflorida.edu/go/sbdc or call the SBDC at 433-5570 or 433-5514.**

AUGUST 2015

August 6, 2015

Business Planning – Business Preparation for Both New and Existing Businesses

9 – 11a.m.

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

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 FSBDC at 433-5570 or 433-5514.**

August 11, 2015

Social Media for Your Small Business

2 – 4p.m.

Location: EFSC Melbourne Campus, 3865 N Wickham Road, Melbourne, Bldg. 10 Room 111A

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.**

August 18, 2015

Recordkeeping & Tax Strategies for Your Small Business

2 – 4p.m.

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

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 72015. **Reservations are required. Register online at: easternflorida.edu/go/sbdc or call the SBDC at 433-5570 or 433-5514.**

SPECIAL INTERESTS IN THE COMMUNITY

Founders Forum

May 19, 2015

Hot Seat – Business Pitch Competition

6:00 – 9:00 pm

Location: Hilton Melbourne Rialto Place, 200 Rialto Place, Melbourne

Cost is \$35 with pre-reservation and \$45 at the door.

Call 321-253-3300 or register online at foundersforum.com