



# SMALL BUSINESS TRAINING



## BUSINESS ESSENTIALS

Start Smart  
 No Fee | DB 2.316 or DB 1.402  
 Oct 3 6 PM – 8 PM Nov 9 11 AM – 1 PM  
 Oct 12 5 PM – 7 PM Nov 16 6 PM – 8 PM  
 (Seguin Public Library)  
 Oct 13 11 AM – 1 PM Dec 1 11 AM – 1 PM  
 Oct 24 11 AM – 1 PM Dec 7 11 AM – 1 PM  
 Nov 1 6 PM – 8 PM Dec 12 6 PM – 8 PM  
 (New Braunfels SBDC Office)

Business Model Canvas  
 No Fee | DB 2.316  
 Oct 18 10 AM – 1 PM  
 Nov 7 10 AM – 1 PM

Tackling Challenges: Clarity for Your Small Business  
 No Fee | DB 2.316  
 Oct 3 11 AM – 1 PM

IRS Compliance and Strategy  
 No Fee | DB 2.316  
 Oct 12 11 AM – 1 PM

Lead Generation Simplified  
 No Fee | DB 2.316  
 Oct 10 11:30 AM – 1 PM

Financing Sources and How to Qualify  
 No Fee | DB 2.316  
 Oct 17 11 AM – 1 PM

Myths about Small Business Financing  
 No Fee | DB 2.316  
 Nov 1 10 AM – 12 PM

Mindset of a Sales Champion  
 No Fee | DB 2.316  
 Nov 14 11:30 AM – 1 PM

Tax and Accounting Best Practices  
 No Fee | New Braunfels Chamber of Commerce  
 Nov 15 11 AM – 1 PM

The Business Plan  
 Advance \$40/Door \$60 | DB 1.402  
 Oct 10 6 PM – 9 PM  
 Oct 19 5 PM – 8 PM (New Braunfels CoC - No Fee)  
 Oct 25 10 AM – 1 PM  
 Nov 8 10 AM – 1 PM  
 Dec 5 10 AM – 1 PM (Seguin City Hall Council Chambers- No Fee)  
 Dec 14 6 PM – 9 PM

## EMPLOYER SERVICES

HR Series Pt. 1: The Employment Lifecycle  
 Fee \$30 | DB 3.202  
 Oct 17 9 AM – 12 PM

HR Series Pt. 2: Job Descriptions & Performance Management  
 Fee \$30 | DB 3.202  
 Oct 24 9 AM – 12 PM

HR Series Pt. 3: Employee Handbook Clinic  
 Fee \$30 | DB 3.202  
 Oct 31 9 AM – 4 PM

## MARKETING

Facebook Pixel: Deploy and Conquer  
 No Fee | DB 2.316  
 Oct 17 6 PM – 8 PM

Making Instagram Work for Your Small Business  
 No Fee | Microsoft Store  
 Oct 27 11 AM – 1 PM

LinkedIn 101: Set Up  
 No Fee | DB 1.402  
 Nov 2 6 PM – 8 PM

LinkedIn 102: Using it Effectively  
 No Fee | DB 1.402  
 Nov 9 6 PM – 8 PM

Marketing Calendar Blueprint with Content Creation Tips  
 No Fee | DB 1.402  
 Dec 12 6 PM – 8 PM

Online Marketing: Ask the Expert  
 No Fee | DB 2.316  
 Dec 13 6 PM – 8 PM

## CONTRACTING

How to Prepare Government Contract Proposals  
 Fee \$30 | DB 3.202  
 Oct 10 9 AM – 12 PM

Introduction to General Service Administration (GSA)  
 Fee \$30 | DB 3.202  
 Oct 14 1:30 PM – 4:30 PM

Federal Acquisition Regulation (FAR) 101  
 Fee \$30 | DB 3.202  
 Oct 18 1:30 PM – 4:30 PM

Building a Dynamic Marketing Capability Brief  
 Fee \$30 | DB 3.202  
 Oct 19 1:30 PM – 4:30 PM

Building a Proposal and Submitting an Offer  
 Fee \$30 | DB 3.202  
 Oct 26 1:30 PM – 4:30 PM

GSA: Selling to the Federal Government  
 Fee \$30 | DB 3.202  
 Nov 9 9 AM – 12 PM

8a Business Development Program  
 No Fee | DB 3.202  
 Nov 8 10 AM – 12 PM

WOSB/EDWOSB  
 No Fee | DB 3.202  
 Nov 11 10 AM – 12 PM

Understand Government Contracting 101  
 Fee \$30 | DB 3.202  
 Nov 29 10 AM – 12 PM

All Small Mentor Protégé  
 No Fee | DB 3.202  
 Dec 13 10 AM – 12 PM

## SPECIALTY RESOURCES

Texas Workers' Compensation 101 for Medical Office Staff  
 Advance \$40/Door \$60 | DB 2.316  
 Oct 5 9 AM – 4 PM

Tools to Grow Your Professional Network  
 No Fee | DB 2.316  
 Oct 6 11 AM – 1 PM

What Investors Look For In An Investable Company  
 No Fee | DB 1.402  
 Oct 10 11 AM – 1 PM

What It Takes: Buying a Franchise  
 No Fee | DB 2.316  
 Oct 11 11 AM – 1 PM

TWC: Decoded  
 No Fee | DB 2.316  
 Oct 20 11 AM – 1 PM

Commercial Real Estate for the Small Business Owner  
 No Fee | DB 2.316  
 Oct 24 4 PM – 6 PM

How to Convert Military Skillsets into a Successful Business  
 No Fee | DB 3.202  
 Oct 25 9 AM – 12 PM

Amazon for Small Business  
 No Fee | DB 2.316  
 Oct 26 10 AM – 12 PM

SBA Resources for Veterans  
 No Fee | DB 2.316  
 Nov 2 10 AM – 12 PM

What Does Your Customer Look Like  
 No Fee | Seguin Chamber  
 Nov 7 11:30 AM – 1 PM  
 Dec 8 11 AM – 1 PM

OSHA Certification: 10 Hour Course – **Two Day Course**  
 Fee \$150.00 | DB 1.402  
 Nov 2 8:30 AM - 4:30 PM  
 Nov 3 8:30 AM - 1:00 PM

Pitching for Beginners  
 No Fee | DB 2.316  
 Nov 8 11 AM – 1 PM

Event Planning for Small Business – Panel Discussion  
 No Fee | DB 2.316  
 Nov 15 11 AM – 1 PM

Government Contracting 101 for Veterans  
 No Fee | DB 3.202  
 Nov 16 9 AM – 12 PM

Restaurant Ready – Panel Discussion  
 No Fee | DB 2.316  
 Nov 16 10 AM – 1 PM

Hiring Smart: What You Need to Know  
 No Fee | DB 2.316  
 Nov 17 11 AM – 1 PM

Crowdfunding for Small Business  
 No Fee | DB 2.316  
 Dec 1 10 AM – 12 PM

CONTINUED

Get Your Business Online  
 No Fee | DB 2.316  
 Dec 13 11 AM – 1 PM

Help Holiday Shoppers Find Your Business – *Google Workshop*  
 No Fee | DB 2.316  
 Dec 4 3 PM – 5 PM (New Braunfels SBDC Office)  
 Dec 14 11 AM – 1 PM

Human Resources Solutions  
 No Fee | DB 2.316  
 Dec 15 11 AM – 1 PM

Understanding Your Market: Look Before You Leap  
 No Fee | DB 1.402  
 Dec 15 11 AM – 1 PM

## TECHNOLOGY

Intro to SBIR/STTR Funding and the Application Process  
 No Fee | DB 1.402  
 Oct 26 11 AM – 1 PM  
 Dec 8 11 AM – 1 PM

Leveraging Technology And Other Intangible Assets  
 No Fee | DB 1.402  
 Nov 9 11 AM – 1 PM

Beginning with QuickBooks  
 Advance \$100/Door \$120 | DB 1.402  
 Nov 1 4 PM – 8 PM

Working with QuickBooks  
 Advance \$100/Door \$120 | DB 1.402  
 Nov 8 4 PM – 8 PM

Customizing QuickBooks  
 Advance \$100/Door \$120 | DB 1.402  
 Nov 15 4 PM – 8 PM

**MONEY SAVER!**  
 \$250 for all three  
 Save \$50

## COMMUNITY EVENTS

San Antonio Entrepreneur Week  
 No Fee | [www.saew.org](http://www.saew.org)  
 Nov 13-17 Various Times

SMWVBO December Conference  
 No Fee | [www.bexar.org/130/Conference](http://www.bexar.org/130/Conference)  
 Dec 6 7 AM – 3 PM

**TO REGISTER: Please visit [utsa.ecenterdirect.com](http://utsa.ecenterdirect.com) or email us at [sbdcworkshop@utsa.edu](mailto:sbdcworkshop@utsa.edu)**

**PREREGISTRATION & PREPAYMENT ARE STRONGLY RECOMMENDED AS SEATING IS LIMITED.**

*\* Training sessions, times & location are subject to change.  
 For an up-to-date schedule check the advance training listing at [www.iedtexas.org/training](http://www.iedtexas.org/training)*