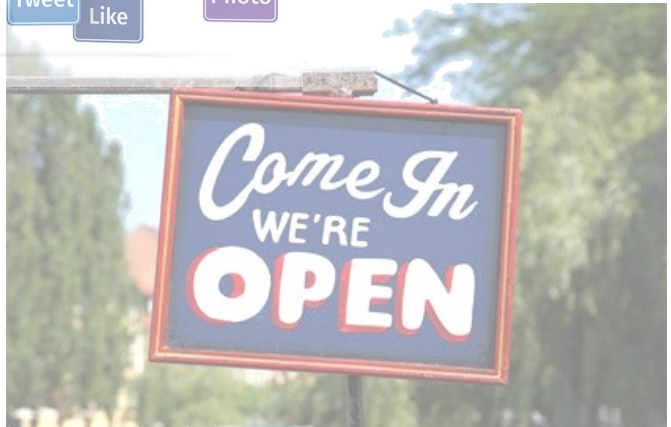


UNIVERSITY OF MISSOURI
**SMALL BUSINESS & TECHNOLOGY
DEVELOPMENT CENTER**

Entrepreneurial
Educational Opportunities

FALL 2017



Missouri
Small Business
& Technology
Development
Centers

University of Missouri SBTDC

500 East Walnut, Suite 103
Columbia, MO 65201

(573) 884-8087

UNIVERSITY OF MISSOURI
Extension

FALL 2017 TRAINING SCHEDULE

Date	Title	Time	Page
Sep 7	How to Set up Your Professional Email Address	6:00 - 7:30 PM	6
Sep 7	Networking Secrets	6:00 - 8:00 PM	6
Sep 11	Conquer Your Fear of Public Speaking	6:00 - 7:30 PM	7
Sep 12	Starting a Business: The First Steps	1:30 - 3:30 PM	7
Sep 12	Social Media and Marketing 101 (Class 1 of 2)	7:00 - 9:00 PM	8
Sep 13	Introduction to QuickBooks for Small Business (Desktop Version)	9:30 AM - 4:30 PM	8
Sep 13	Labor Law Today	6:00 - 7:30 PM	9
Sep 19	Time Management for Leaders	6:30 - 8:00 PM	9
Sep 19	Launch U (Sep 19 - Oct 26, every Tues & Thurs)	5:30 - 8:30 PM	10
Sep 19	Handling the Stress of Small Business Ownership	6:00 - 8:00 PM	10
Sep 20	QuickBooks Online for Small Business	9:30 AM - 4:30 PM	11
Sep 20	How to Do Your Own SEO and Online Marketing	6:00 - 8:00 PM	11
Sep 26	Business Plans: The Key to a Successful Business	1:30 - 4:30 PM	12
Sep 27	Building Your Personal Network: Strategy & Structure	11:30 AM - 1:00 PM	12

All classes subject to cancellation in the event of low enrollment or inclement weather.

FALL 2017 TRAINING SCHEDULE

Date	Title	Time	Page
Oct 3	Facebook for Business (Class 1 of 3)	7:00 - 9:00 PM	13
Oct 5	Networking Like a Pro	5:30 - 7:00 PM	13
Oct 10	Facebook for Business (Class 2 of 3)	7:00 - 9:00 PM	13
Oct 11	Intermediate QuickBooks for Small Business (Desktop version)	9:30 AM - 4:30 PM	14
Oct 11	Understanding Financial Statements (Class 1 of 3)	6:00 - 9:00 PM	15
Oct 17	Facebook for Business (Class 3 of 3)	7:00 - 9:00 PM	13
Oct 19	Location Based Marketing Tools	6:00 - 7:30 PM	16
Oct 19	Marketing for Small Business	6:00 - 8:00 PM	16
Oct 25	Analyzing and Managing Cash Flows (Class 2 of 3)	6:00 - 9:00 PM	15
Oct 27	Getting Organized for Better Business	8:30 AM -10:30 AM	17
Nov 1	Projecting Cash Flow (Class 3 of 3)	6:00 - 9:00 PM	15
Nov 2	Build Your LinkedIn Profile with Photo Shoot	6:00 - 9:00 PM	17
Nov 2	Grantwriting for Social Enterprises and Non-Profits	8:30 - 10:00 AM	18
Nov 8	What Can Excel Do for Your Business	6:00 - 7:30 PM	18
Nov 14	Ask an Accountant	6:00 - 8:00 PM	19

All classes subject to cancellation in the event of low enrollment or inclement weather.

Small Business & Technology Development Center Services

The Missouri Small Business & Technology Development Centers (MO SBTDC) assist entrepreneurs with pre-venture, start-up or existing business issues including financial management, marketing, and process improvement.

Our objectives are to:

- Provide technical assistance to businesses
- Help entrepreneurs create companies, jobs, investments and profits
- Assist businesses in securing government contracts
- Provide technology and economic value to businesses in Missouri by facilitating knowledge transfer between the University and businesses.

We help our clients achieve their business goals through

Classroom learning opportunities: Taught by experts, our low-cost, practical classes will equip you with the knowledge and skills that you can apply to your business.

Connections to resources for entrepreneurs: MO SBTDC can connect businesses with resources to help sell to the government, export overseas, and save on energy costs. For companies ready to scale up their growth and customer base, we offer Economic Gardening, which assists in refining core strategy, develop sustainable competitive advantage, identify new markets, and more.

One on one business consultations: No cost, confidential business consulting and management coaching to help you design strategies to make better business decisions and reach your goals. We can assist with developing financial projections, creating marketing strategies, and identify sources of capital.

How to Register for Classes

The classes offered in this catalog are held at three different locations. We require online registration and payment for the classes.

To register for classes held at SBTDC or CACC :

<https://missouribusiness.net/training-programs>

Columbia Small Business & Technology Development Center (SBTDC)	500 East Walnut St musbtdc@missouri.edu (573) 884 8087
Columbia Area Career Center (CACC) (QuickBooks classes)	4203 S. Providence Rd., Room 135 (573) 214 3800

To register for classes at WBC:

<https://everyeventgives.com/venue/missouri-womens-business-center/>

Missouri Women's Business Center (WBC)	800 N Providence info@mowbc.org (573) 777 5236
--	--

NOTE:

Minimum enrollment of five students required to hold a class. If that minimum is not met, then class will be canceled.

Refund Policy:

If a class is canceled, the registration fee will be refunded less the processing fee. There are no refunds for no shows to classes.

How to Set Up Your Professional Email Address

Generic email addresses (yahoo.com, gmail.com, aol.com) can negatively affect customers' perception of your business. Already have a website, but never updated your email address to match the domain name?

Learn how to set up your email address with a professional domain to build credibility among your customers and market your business.

dates:	September 7
time:	6:00pm - 7:30pm
location:	SBTDC 500 East Walnut, Suite 103, Columbia
fee:	\$35
instructor:	Soo Koon Lee

Networking Secrets

Learn about networking from one of the best! Kate will teach you how to perfect the 3 pitches every one must have, how to size up the crowd, find your ideal buyer, move around the room, how to find the events you should be attending, how connect with collaborative partners and how to leverage networking to build a successful business!

dates:	September 7
time:	6:00pm - 8:00pm
location:	Women's Business Center 800 N Providence
fee:	\$20
instructor:	Kate Brockmeyer

Conquer Your Fear of Public Speaking

Do you fear getting in front of a crowd or even a single person to speak about yourself, your product, or your business? Are you at a loss when it comes to "selling yourself"? Come for a fun filled class of exercises and games that will give you the tools to conquer your fears and own your presentation.

dates: September 11, October 10, November 30

time: 6:00pm - 7:30pm

location: SBTDC | 500 East Walnut, Suite 103

fee: \$25

instructor: Kira Harris

STARTING A BUSINESS: THE FIRST STEPS

This training will provide you with an overview of the critical first steps associated with starting a business. It is designed specifically for those who are thinking about a new business venture. Participants will learn about the importance of planning, discuss basic legal and regulatory requirements such as legal structures, licensing, and tax form requirements. You will also be introduced to marketing and financial basics which will enable you to determine your market and competitive strategy. An aspiring entrepreneur needs to walk through this process and do the work up front to avoid costly mistakes before investing hard-earned money.

You will leave this class with tools for personal assessment, startup cost estimation, financial statements and sales projections. You will gain the basic knowledge to start a small business and be better able to make informed decisions.

dates: September 12, October 17, November 14

time: 1:30 PM - 3:30pm

location: SBTDC | 500 East Walnut, Suite 103

fee: \$29

instructor: Virginia Wilson

Social Media & Marketing 101

Do you have a business that you would like to market on social media? Do you know there are better ways to get to your customers than you are using? This is a class for you. This two session class will focus on the fundamentals of marketing in today's digital age. We will start with an understanding of who your customer is and how to connect with them through the social media world. We will look at different social media and content platforms to find where your customers are spending their time and money. We will then continue with how to find your voice on social media through the use of messages, images, and promotions.

dates: September 12 (Class 1), September 26 (Class 2)

time: 7:00pm - 9:00pm

location: SBTDC | 500 East Walnut, Suite 103

fee: \$69

instructor: Laura Flacks-Narrol



INTRODUCTION to QUICKBOOKS for SMALL BUSINESS (Desktop Version)

Boost the accuracy of your small business accounting with this hands-on learning opportunity for small business owners, office managers, and anyone with financial responsibilities. . In this session, you will learn how to: set up your company with the Easy Step Interview; create accounts, items, customers, vendors, and classes, enter transactions (bills, checks, invoices, sales receipts, and deposits), and generate financial reports.

dates: September 13, October 4, November 1

time: 9:30 AM – 4:30pm (one hour lunch on your own)

location: Columbia Area Career Center ,
4203 S. Providence Rd., Room 135

fee: \$129

instructor: Kelly Dyer



Labor Law Today

Learn how current labor laws affect your obligations for recruiting, hiring, onboarding, employment and separation

dates: September 13, October 24, November 15
time: 6:00 PM - 7:30 PM
location: SBTDC | 500 East Walnut, Suite 103
fee: \$29
instructor: Kat Cunningham



Time Management for Leaders

Explore practical actions to be satisfied in your personal and professional life and learn how to make time work in your favor.

dates: September 19
time: 6:00 PM - 8:00 PM
location: SBTDC | 500 East Walnut, Suite 103
fee: \$50
instructor: Carolyn Paris



Handling the Stress of Small Business Ownership

Business owners wear many hats, have a lot to juggle and can often experience stress and anxiety along the way. Sarah will share ways we can acknowledge and confront stressful situations by recognizing the importance of self-care.

date: September 19
time: 6:00 PM – 8:00 PM
location: WBC 800 N Providence
fee: \$20
instructor: Sarah Crawford

**MISSOURI WOMEN'S
BUSINESS CENTER**
a program of Central Missouri Community Action

Launch U

Launch U is a six-week course held on Tuesday and Thursday evenings for aspiring and early-stage business owners. Over six weeks you will learn and execute the following concepts: set your business goals; craft and pitch your business concept; research your industry and competition; market your services and products; identify and reach your target customers; set pricing, project profitability, break-even point and cash flow; choose the right business structure; assemble a support team; evaluate the feasibility of your business model so you can adjust course if needed. This training series helps you complete a written business plan to help you determine if your business idea will be profitable.

date: September 19—October 26
time: 5:30 PM – 8:30 PM (Tuesdays and Thursdays)
location: WBC | 800 N Providence
fee: \$250
instructor: Jaime Freidrichs

**MISSOURI WOMEN'S
BUSINESS CENTER**
a program of Central Missouri Community Action

QUICKBOOKS ONLINE for SMALL BUSINESS

This is a hands-on learning opportunity for small business owners, office managers, and anyone with financial responsibilities. This class is specifically for Online QuickBooks users. The Desk-



top and Online versions of QuickBooks are completely different software programs so we are offering two classes to give you the best education for the product you use. In this session, you will learn how to: create accounts, products and services, customers, and vendors, enter transactions (bills, checks, invoices, sales receipts, and deposits), and generate financial reports. The ultimate goal is to help you boost the accuracy of your financial data.

dates:	September 20, October 25
time:	9:30 AM - 4:30 PM (one hour lunch on your own)
location:	Columbia Area Career Center 4203 Providence Rd, Room 135
fee:	\$129
instructor:	Kelly Dyer

How to Do Your Own SEO and Online Marketing

This class answers your questions about SEO, including the different kinds: PPC SEO, Local SEO, Organic SEO. Furthermore, it covers the relationship between SEO and web indexation, keyword selection and content creation.

dates:	September 20, October 25
time:	6:00 PM - 8:00 PM
location:	SBTDC 500 East Walnut, Suite 103
fee:	\$100
instructor:	Waleed Amer



BUSINESS PLANS: THE KEY to a SUCCESSFUL BUSINESS

This workshop will provide you with step-by-step instructions for completing each section of your business plan, including the marketing plan, operations plan and financial plan. You will receive a business plan outline, a sample business plan and access to our online Financial Projections Spreadsheet to produce a 3-year income statement, balance sheet and cash flow statement for your business plan. You will also receive guidance on style and appearance to help you create a more appealing business plan.

dates:	September 26, October 24
time:	1:30 PM -4:30 PM
location:	SBTDC 500 East Walnut, Suite 103
fee:	\$49
instructor:	Virginia Wilson



Building Your Personal Network: Strategy & Structure

With the right approach, your personal network can be the key to your professional and personal success. This class will give you practical information to build your network faster and better, while building your brand as a community leader. You will leave this session with the foundation for your personal plan, with plenty of nuts and bolts know-how to make it work, probably better than you ever imagined. This will be valuable for novice and expert networkers.

date:	September 27, November 8
time:	11:30 PM – 1:00 PM
location:	SBTDC 500 East Walnut, Suite 103
fee:	\$15
instructor:	Sean Spence



Facebook for Business

This class is perfect for entrepreneurs and small business owners who want to have control of their Facebook presence, bringing the voice of their business to target markets. This will be an interactive class and you will be encouraged to bring your lap top to work on your Facebook page during the class. By the end of the three sessions you will have a clearer view on how to make Facebook work for you.

This class is built specifically for business people to learn how to use the business side of Facebook to best represent their entity. Many people are using Facebook business pages, but feel unsure of using the backend products such as Business Manager and Ad Manager. This three-session class will journey through developing a professional Facebook page to represent your business, how to use the Business Manager to maximize your business exposure and reach, as well as how to use Ad Manager and other ad boosting techniques to get your message seen.

dates: October 3 (1 / 3), October 10 (2 / 3), October 17 (3 / 3)

time: 7:00 PM - 9:00 PM

location: SBTDC | 500 East Walnut, Suite 103

fee: \$99

instructor: Laura Flacks-Narrol



Networking Like a Pro

Does networking make you nervous? Do you leave an event wondering if it was a valuable use of your time? Learn how to plan your strategy in advance and walk into a room with a defined goal and follow-up strategy. Develop confidence in your system and effectively step up your networking game.

date: October 5

time: 5:30 PM – 7:30 PM

location: SBTDC | 500 East Walnut, Suite 103

fee: \$15

instructor: Jennifer Schenck



INTERMEDIATE QUICKBOOKS for SMALL BUSINESS

This is an advanced QuickBooks (Desktop) workshop, offering a hands-on learning opportunity for small business owners, office managers, and anyone with financial responsibilities. In this session we'll deal with some more challenging topics such as: customizing invoices, customizing basic QuickBooks reports, designing reports and exporting to Microsoft Excel, reconciling bank and credit card accounts, using the "find" feature to find and correct documents quickly, memorizing transactions, payroll, inventory, and more.

- date:** October 11, November 15
- time:** 9:30 AM – 4:30 PM (one hour lunch on your own)
- location:** Columbia Area Career Center
4203 S. Providence Rd., Room 135
- fee:** \$129
- instructor:** Kelly Dyer



Focus on Financial Management:

Understanding Financial Statements

Date: October 11 (Class 1 of 3)

Turn financial statements into useful management tools for your business. Identify key business information that is captured on the income statement and balance sheet. Learn how to measure business productivity through financial ratios. Improve your understanding of how to read and interpret financial documents and how to use the information to drive business decisions.

Analyzing and Managing Cash Flows

Date: October 25 (Class 2 of 3)

During this course, participants will take a close look at where cash comes from, where it's used in day-to-day business, and learn to identify and correct cash flow problems. Identify cash flow strategies you can use in your business. Become familiar with the sources of uses of cash, ratios and the most common “gobblers” of cash in any business.

Projecting Cash Flow

Date: October 25 (Class 3 of 3)

Learn how to use a Cash Budget to prepare for the future performance of a business. During this course, participants will learn to estimate future sources and uses of cash. Participants will leave this session feeling more comfortable about decisions related to preparing for growth, realistic loan and financing requests, how much cash they can safely take out of the business, and making affordable purchases for the business.

time: 6:00 PM - 9:00 PM (all classes)

location: SBTDC | 500 East Walnut, Suite 103

fee: \$60 per class or \$162 for all three classes

instructor: Kelly Dyer

Location Based Marketing Tools

Claim your presence on Yelp, Google, and Facebook to maximize exposure of your brick and mortar business to customers.

- dates:** October 19
- time:** 6:00 PM - 7:30 PM
- location:** SBTDC 500 East Walnut, Suite 103
- fee:** \$29
- instructor:** Soo Koon Lee



Marketing for Small Business

This information-packed, interactive two-hour workshop will teach you how to identify your target customers and choose the best marketing strategies to connect with them to get a return on your marketing investment.

- dates:** October 19
- time:** 6:00 PM - 8:00 PM
- location:** WBC | 800 N Providence
- fee:** \$20
- instructor:** Monica Pitts

Getting Organized for Better Business

Do you have a cluttered office space? Can't seem to find the right documents when you need them? Is disorganization affecting employee morale? We will discuss the importance of workplace organization, share practical tips on how to make it a lifestyle and not a chore, and help you focus on creating a positive work environment.

dates: October 27
time: 8:30 AM - 10:00 AM
location: WBC | 800 N Providence
fee: \$20

**MISSOURI WOMEN'S
BUSINESS CENTER**
a program of Central Missouri Community Action

Build Your LinkedIn Profile, includes Photo Shoot for Your Profile

Do you have a professional LinkedIn profile? Does your profile drive you towards your career goals? Would you like to know how to maximize your LinkedIn Account to put your best foot forward? This class will focus on reaching these goals. Bring your laptop or tablet for this hands-on class where you will work on your professional profile. You will learn the fundamentals of a strong on-line presence including looking at your own bigger cyber image.

You will have a professional profile picture taken so come ready to look your best.

dates: November 2
time: 6:00 PM - 9:00 PM
location: SBTDC | 500 East Walnut, Suite 103
fee: \$99
instructor: Laura Flacks-Narrol



Grantwriting for Social Enterprises and Nonprofits

Could grant funding be part of your business model? This overview will introduce concepts for identifying funders and writing winning proposals. Class topics will include researching grant sources, partnerships and fiscal agents/sponsors, proposal basics and where to find more information.

dates: November 2
time: 8:30 AM - 10:00 AM
location: WBC | 800 N Providence
fee: \$20
instructor: Jaime Freidrichs



What Can Excel Do For Your Business?

Maximize productivity with Excel - learn how to manage inventory, track sales, analyze data, and more.

dates: November 8
time: 6:00 PM - 7:30 PM
location: SBTDC 500 East Walnut, Suite 103
fee: \$35
instructor: Soo Koon Lee



Ask an Accountant

Bring your burning (or mildly curious) accounting questions to an expert. Samantha will share some brief accounting basics that you need to know for your business and have the rest of the time for discussion so you can ask the questions you've been wanting to find out.

dates:	November 14
time:	6:00 PM - 8:00 PM
location:	WBC 800 N Providence
fee:	\$20
instructor:	Samantha Dent



“We offer confidential no-fee one-on-one counseling, as well as, educational programs and assistance with market research, financials and social media for small business to help start or grow your business. We also have counselors to assist with technology commercialization.”

Small Business and Technology Development Center

Small Business Development Centers (SBDCs) provide a vast array of technical assistance to small businesses and aspiring entrepreneurs. By supporting business growth, sustainability and enhancing the creation of new businesses entities, SBDCs foster local and regional economic development through job creation and retention. As a result of the no cost, extensive, one-on-one, long-term professional business advising, low-cost training and other specialized services SBDC clients receive, the program remains one of the nation’s largest small business assistance programs in the federal government . The SBDCs are made up of a unique collaboration of SBA federal funds, state and local governments, and private sector resources.

SBDCs provide services through professional business advisors such as: development of business plans; manufacturing assistance; financial packaging and lending assistance; exporting and importing support; disaster recovery assistance; procurement and contracting aid; market research services; aid to 8(a) firms in all stages; and healthcare information. SBDCs serve all populations, including: minorities; women; veterans, including reservists, active duty, disabled personnel, and those returning from deployment; personnel with disabilities; youth and encore entrepreneurs; as well as individuals in low and moderate income urban and rural areas. Based on client needs, local business trends and individual business requirements, SBDCs modify their services to meet the evolving needs of the hundreds of small business community in which they are situated



U.S. Small Business Administration