



U.S. Small Business Administration

Small Business Training Opportunities in WV

Small Business Development Center Offerings

Business Fundamentals

6/16/13	10:00 a.m. to 01:00 p.m.	Weirton, WV
6/18/13	09:30 a.m. to 12:30 p.m.	Beckley, WV
6/18/13	01:00 p.m. to 04:00 p.m.	Oak Hill, WV
6/18/13	09:00 a.m. to 11:00 a.m.	Kearneysville, WV
6/20/13	10:00 a.m. to 01:00 p.m.	Weirton, WV
6/25/13	09:00 a.m. to 12:00 p.m.	Morgantown, WV
6/25/13	09:00 a.m. to 12:00 p.m.	Parkersburg, WV
6/25/13	09:30 a.m. to 12:30 p.m.	Huntington, WV
6/25/13	09:30 a.m. to 12:30 p.m.	Mt. Gay, WV
6/26/13	01:30 p.m. to 04:30 p.m.	Parsons, WV
6/27/13	01:00 p.m. to 03:00 p.m.	Martinsburg, WV
6/27/13	09:00 a.m. to 12:00 p.m.	Charleston, WV
7/9/13	09:00 a.m. to 12:00 p.m.	Winfield, WV
7/16/13	01:00 p.m. to 04:00 p.m.	Ronceverte, WV
7/17/13	01:00 p.m. to 04:00 p.m.	Summersville, WV
7/18/13	10:00 a.m. to 12:00 p.m.	Kearneysville, WV
7/23/13	09:30 a.m. to 12:30 p.m.	Beckley, WV
7/25/13	01:00 p.m. to 04:00 p.m.	Oak Hill, WV
7/30/13	09:00 a.m. to 12:00 p.m.	Morgantown, WV
7/30/13	09:00 a.m. to 12:00 p.m.	Charleston, WV
8/06/13	09:00 a.m. to 12:00 p.m.	Wheeling, WV
8/13/13	09:30 a.m. to 12:30 p.m.	Beckley, WV
8/13/13	01:00 p.m. to 04:00 p.m.	Ronceverte, WV
8/13/13	10:00 a.m. to 12:00 p.m.	Martinsburg, WV
8/13/13	09:00 a.m. to 12:00 p.m.	Winfield, WV
8/14/13	01:00 p.m. to 04:00 p.m.	Summersville, WV
8/20/13	01:00 p.m. to 04:00 p.m.	Oak Hill, WV
8/20/13	09:00 a.m. to 12:00 p.m.	Charleston, WV
8/22/13	10:00 a.m. to 01:00 p.m.	Weirton, WV
8/25/13	10:00 a.m. to 12:00 p.m.	Berkeley Springs, WV
8/27/13	09:00 a.m. to 12:00 p.m.	Morgantown, WV
8/27/13	09:00 a.m. to 12:00 p.m.	Parkersburg, WV
9/03/13	09:00 a.m. to 12:00 p.m.	Wheeling, WV
9/10/13	09:00 a.m. to 12:00 p.m.	Winfield, WV

Business Fundamentals is designed specifically for people who are thinking of starting a business, or have had a business for one year or less. The workshops provide essential information on what an entrepreneur needs to know to start a business successfully. Preregistration is required as seating is limited. Cost is \$35. To register, go to the [SBDC Training Events](#) calendar on the WV Small Business Development website, www.wvsbdc.org. Or contact the Business Ask Me! line at 888-982-7232 or askme@wv.gov.

To register for the events listed, call the number, click on the email, website or the event title for a direct link.

**SBA
West Virginia District
Office**

320 West Pike Street
Suite 330
Clarksburg, WV 26301
(304) 623-5631

**SBA
Charleston Branch
Office**

405 Capitol Street
Suite 412
Charleston, WV 25301
(304) 347-5220

www.sba.gov/wv

wvinfo@sba.gov

If you have items or events to add, please send them to:
nikki.bowmar@sba.gov.

Women's Business Center Offerings

For a full list of training opportunities offered by the WV Women's Business Center, visit-
www.westvirginiawbc.org/

[Marketing Your Business on the Internet](#)

Jun 19 | Jul 17 | Aug 21 | Sep 18

\$99

Find out how to market your business on the Internet, even if you have little or no money to spend! In this practical, hands-on course, you'll discover proven methods that will help you establish an Internet presence and build an online brand identity. You'll learn how search engine optimization (SEO) works and how to track your site's performance using Web analytics.

[Navigating the Internet](#)

Jun 19 | Jul 17 | Aug 21 | Sep 18

\$99

Become net-savvy in six short weeks! Learn where the Internet came from, what makes it tick, and where it's headed. Learn advanced search techniques so that you'll be able to find fast answers to virtually any question.

[Mastering Public Speaking](#)

Jun 19 | Jul 17 | Aug 21 | Sep 18

\$99

You can become an effective public speaker! In this fun and hands-on course, you'll find out how to talk confidently and persuasively to both large audiences and small groups.

[Introduction to Microsoft Excel 2010](#)

Jun 19 | Jul 17 | Aug 21 | Sep 18

\$99

Do you work with numbers? Then you need to master Microsoft Excel 2010—and this is the place to do it. Even “non-techie” beginners will find it easy to learn Excel in this fun, step-by-step online course.

[Introduction to Microsoft PowerPoint 2007](#)

Jun 19 | Jul 17 | Aug 21 | Sep 18

\$99

Learn how to use Microsoft PowerPoint 2007-- the best presentation program on the market today. This version of PowerPoint is very different from previous versions because of its new interface in which a Ribbon replaces the menu bar and toolbars.

[Small Business Marketing on a Shoestring](#)

Jun 19 | Jul 17 | Aug 21 | Sep 18

\$99

When it comes to marketing for small businesses, money isn't everything! In this course, you'll learn how to use the same marketing tricks the big companies employ—without making a big dent in your wallet.

[Computer Skills for the Workplace](#)

Jun 19 | Jul 17 | Aug 21 | Sep 18

\$99

Most jobs today require a working knowledge of certain computer skills. Employers seek and reward employees with the skills and knowledge to send messages across the country via e-mail; use a spreadsheet to create a graph and paste it into a report; add and edit data in a database; understand the implications of file sizes, memory limitations, and network arrangements; and recognize the function and features of modern computer components.

SBA Hurricane Sandy Funding Free Training to Disaster Hit Counties

Business Information Sessions offered at no-cost in **Braxton, Clay, Fayette, Greenbrier, Kanawha, Nicholas and Webster County**. Sessions are made possible through funding from the US. Small Business Administration's Hurricane Sandy Disaster Relief. Sessions include Business Basics and Financing, Marketing, Customer Service, Dealing with Difficult People, Microsoft Office: Word, Excel, and PowerPoint, Affordable Healthcare Act, HIPAA, and Manufacturing Assistance.

There is no cost for the training however pre-registration is required and lunch will be served. Call Karen at 800-766-4556 or 304-253-3145 to register.

Business Basics and Financing - Two Sessions in One Day – Lunch Provided - No Cost

ABC's of Starting a Business

10 - 11:30 a.m.

Dream of owning your own business? Then this is the training for you! Discover how to obtain a business license, choose a business location, plan and finance your business. Get marketing and managing tips and information on how to select a legal structure for your business.

Business Planning and Financing

12:30—2 p.m.

Want to get your business idea off to the right start? Attend this training where you will discover the basics of how to research and develop a business plan that will serve as the blueprint for your business idea. You will also explore how to prepare a budget and other financial data required to determine the feasibility of your idea or to package a loan when seeking funding sources.

Clay	Valley Fork Education Center at Wallback	June 21
Flatwoods	Days Inn Conference Center	July 25
Webster Springs	Webster WorkForce Center	July 26
Summersville	Community Trust Bank	July 31

Marketing - Two Sessions in One Day – Lunch Provided - No Cost

Marketing Smarts Part 1: Developing Your Marketing Strategy

10—11:30 a.m.

This workshop covers finding your target market, the psychology of sales, identifying your USP, making the best of a small budget, choosing and evaluating media, and new consumer trends.

Marketing Smarts Part 2: Marketing on a Budget

12:30—2 p.m.

You spend thousands on new equipment or in office furnishings, but very little on your marketing. Okay, we finally get it. So we'll discuss the marketing strategies you can utilize that will cost you little or no money, and bring you up to date on new marketing options. Have you blogged or twittered? Do you know what colors make people buy? If you don't know, you need to. Bring your brain and walk out with ideas you can utilize today to better market your business—and not break the bank.

Summersville	Community Trust Bank	July 17
Clay	Valley Fork Education Center at Wallback	August 2
Webster Springs	Webster WorkForce Center	August 15

Customer Relations - Two Sessions in One Day – Lunch Provided - No Cost

Customer Service

10 - 11:30 a.m.

The fundamental purpose of every business is to satisfy customers' needs while making a profit. Your satisfied customers become a marketing tool for your company creating excellent word of mouth advertising. Discover actions you can take back and implement immediately.

Dealing with Difficult People

12:30—2 p.m.

Learn how to manage difficult situations before they escalate to a bad experience for customers or to violence. Put systems in place to protect both employees and guests rights and personal safety.

Clay, WV
Montgomery
Flatwoods

Valley Fork Education Center at Wallback
Upper Kanawha Valley Community Building
Days Inn Conference Center

July 19
August 9
August 22

Microsoft Office Use - Two Sessions in One Day – Lunch Provided - No Cost

MS Office WORD for Business

10 - 11:30 a.m.

Did you know you can highlight a complete paragraph with just one click? Can't think of the right word for your report? These are just a sample of unused features in Word that you will discover.

MS Office EXCEL for Business

12:30 - 2 p.m.

Excel is full of 'auto' features that allow you to complete projects faster. Special formatting can also save you keystrokes and save you time. Join us to uncover some of these special features.

MS Office PowerPoint for Business

2:30 - 4 p.m.

PowerPoint is packed full of visual effects that are really easy to use and can make your presentation more professional. Power up your presentation by adding pictures and graphics!

Summersville
Webster Springs
Flatwoods
Clay
Montgomery

Community Trust Bank
Webster WorkForce Center
Days Inn Conference Center
Valley Fork Education Center at Wallback
Upper Kanawha Valley Community Building

June 19
July 12
August 08
August 16
August 21

Healthcare - Two Sessions in One Day – Lunch Provided - No Cost

Affordable Healthcare Act

10 - 11:30 a.m.

Are you looking for information on the Affordable Healthcare Act (ACA)? Do you have to purchase health care for your employees? What if you are the sole proprietor? Will you be eligible for tax credits? A representative of the West Virginians for Affordable Health Care, will answer questions and help small businesses navigate the new national health care legislation.

HIPAA

12:30 - 2 p.m.

The date for compliance with the new HIPAA final omnibus rule is [September 23, 2013](#). ..only a few short months away. The new rules bring significant changes to HIPAA, such as: Your Business Associates are now directly subject to HIPAA, which can impact you legally if you do not have the proper measures in place; Patients have more rights to request and restrict access to their healthcare information; The amount of fines for breaches has increased dramatically. Learn about these changes and how to remain HIPAA compliant.

Summersville

Community Trust Bank

September 11

Manufacturing- No Cost

Manufacturing

2:30 - 4 p.m.

Discover The Robert C. Byrd Institute for Advanced Flexible Manufacturing (RCBI). RCBI encourages job creation, economic development, innovation and entrepreneurship by supporting manufacturing companies of all sizes. We offer leading-edge equipment use and specialized training for everyone from sole proprietors to Fortune 500 companies.

Simply put, our goal is to use our Advanced Manufacturing Technology Centers across West Virginia to provide the resources that individuals and companies need to create, sustain and expand their businesses. In addition to providing leased use of high-tech equipment, workforce development programs, Quality Management Implementation, and customized training, RCBI assists companies in networking and procurement - particularly with federal contracts.

The technologies available at RCBI Advanced Manufacturing Technology Centers are among the best in the world, providing companies across the Mid-Atlantic region services that would not otherwise be readily available to them. Discover how to utilize the resources of the Advanced Manufacturing Technology Centers across the state.

Summersville

Community Trust Bank

September 11

For information on other counties covered under this funding please contact Karen Jones at 304-253-3145 or visit our website at www.westvirginiawbc.org.

Selling to Uncle Sam

Every year, the U.S. government spends billions on products and services. Don't miss out on the important potential marketing for your small business. Sessions are free and you can register at www.wvscore.org or call 304-347-5220.

Government Contracting 101

July 18, 2013

Online Course

2 p.m.

Raising Your Credit Score

Credit scores are used by employers and insurers, as well as lenders, to gauge your level of responsibility. Rightly or wrongly, your credit score has a major impact on your financial life. Shelene Shrewsbury and Nicole Hupp, certified credit and housing counselors from the Consumer Credit Counseling Service of the Mid-Ohio Valley, will share how to get your credit report for no cost, how to read your credit report, disputing errors, and simple steps you can take to rebuild your good credit.

Raising Your Credit Score

July 24, 2013

Parkersburg, WV

10:30 - 11:00 a.m.

The New Health Care Law and Small Business

This webinar will help small business owners navigate the new national healthcare legislation, the Affordable Care Act (ACA). Featuring Perry Bryant, executive director of West Virginians for Affordable Health Care.

July 19	Webinar	02:00 - 03:00 p.m.
August 23	Webinar	02:00 - 03:00 p.m.

Lender Training Opportunities

Below is a list of Lender Training opportunities. Visit www.sba.gov/wv for more information.

The SBA 504 Loan Program presented by Beth Wilson from Business Finance Group (The top CDC in SBA's Region 3), a 504 lender covering Virginia, Maryland, Washington DC and parts of West Virginia.

June 18	Webinar	10:00 - 11:00 a.m.
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Franchise training (Franchise Registry) for lenders presented by Edith Wiseman, VP Client Solutions from FRANData.

June 20	Webinar	10:00 - 11:00 a.m.
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Contact [Rick Haney](mailto:rick.haney@sba.gov) (304-623-7449) or [Leo Lopez](mailto:leo.lopez@sba.gov) (304-347-5220) for more information or to schedule personalized training for your organization.

The [Small Business Administration](#) provides small business counseling and training through a variety of programs and resource partners, located strategically around the country.

Women's Business Centers (WBCs)

Women's Business Centers represent a national network of nearly 100 educational centers designed to assist women start and grow small businesses. WBCs operate with the mission to level the playing field for women entrepreneurs, who still face unique obstacles in the world of business. WBCs also work with male entrepreneurs so contact them for assistance if you are in their area. The West Virginia WBC also excels in training, both online and instructor-led. Check out their web site at www.westvirginiawbc.org.

SCORE

The SCORE Association (Service Corps of Retired Executives) is a resource partner of the SBA dedicated to entrepreneur education and the formation, growth and success of small businesses nationwide. There are more than 10,500 SCORE volunteers in 374 chapters operating in over 800 locations who assist small businesses with business counseling and training. SCORE also operates an active online counseling initiative. For West Virginia's SCORE locations, go to www.wvscore.org.

West Virginia Small Business Development Centers (WVSBDCs)

The Office of Small Business Development Centers (SBDC) provides management assistance to current and prospective small business owners. SBDCs offer one-stop assistance to individuals and small businesses by providing a wide variety of information and guidance in central and easily accessible branch locations. The program is a cooperative effort of the private sector, the educational community and federal, state and local governments and is an integral component of Entrepreneurial Development's network of training and counseling services. In West Virginia, go to www.wvsbdc.org for more information and office locations.

The SBA listing of these events is not an endorsement of the views, opinions, products or services of any cosponsor, person or entity. The mission of the SBA is to aid, counsel, assist and promote the interests of small businesses by providing financial, procurement and business development assistance and advocating on their behalf within the government. All SBA programs are extended to the public on a non-discriminatory basis.