



Small Business Training Opportunities in WV

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:
richard.haney@sba.gov.

Business Fundamentals

Aug. 7, 2012	9 am to 12 pm	Winfield, WV
Aug. 7, 2012	10 am to 1 pm	Hamlin, WV
Aug. 14, 2012	9 am to 12 pm	Wheeling, WV
Aug. 15, 2012	1 pm to 4 pm	Summersville, WV
Aug. 15, 2012	1 pm to 4 pm	Glennville, WV
Aug. 16, 2012	1 pm to 4 pm	Parkersburg, WV
Aug. 17, 2012	9:30 am to 12:30 pm	Huntington, WV
Aug. 21, 2012	9:30 am to 12:30 pm	Beckley, WV
Aug. 21, 2012	9 am to 12 pm	Charleston, WV
Aug. 21, 2012	1 pm to 4 pm	Ronceverte, WV
Aug. 21, 2012	10 am to 1 pm	Weirton, WV
Aug. 22, 2012	3 pm to 5:30 pm	Petersburg, WV
Aug. 23, 2012	3 pm to 5:30 pm	Berkeley Springs, WV
Aug. 28, 2012	1 pm to 3 pm	Kearneysville, WV
Aug. 28, 2012	9 am to 12 pm	Morgantown, WV
Aug. 30, 2012	11 am to 2 pm	Mt. Gay, WV
Sept. 4, 2012	9 am to 12 pm	Valley Fork, WV
Sept. 11, 2012	9:30 am to 12:30 pm	Beckley, WV
Sept. 11, 2012	9 am to 12 pm	Wheeling, WV
Sept. 11, 2012	10 am to 1 pm	Point Pleasant, WV
Sept. 12, 2012	1 pm to 4 pm	Summersville, WV
Sept. 12, 2012	3 pm to 5:30 pm	Moorefield, WV
Sept. 20, 2012	1 pm to 4 pm	Ronceverte, WV
Sept. 20, 2012	5 pm to 7 pm	Martinsburg, WV
Sept. 20, 2012	1 pm to 4 pm	Glennville, WV
Sept. 21, 2012	9:30 am to 12:30 pm	Huntington, WV
Sept. 25, 2012	9 am to 12 pm	Charleston, WV
Sept. 25, 2012	9 am to 12 pm	Morgantown, WV
Sept. 25, 2012	10 am to 1 pm	Weirton, WV
Sept. 25, 2012	9:30 am to 11:30 pm	Berkeley Springs, WV
Oct. 2, 2012	9 am to 12 pm	Charleston, WV
Oct. 9, 2012	12 pm to 3 pm	Salt Rock, WV
Oct. 16, 2012	9 am to 12 pm	Spencer, WV
Oct. 17, 2012	1 pm to 4 pm	Summersville, WV
Oct. 19, 2012	9:30 am to 12:30 pm	Huntington, WV
Oct. 25, 2012	11 am to 2 pm	Mt. Gay, WV

Oct. 25, 2012	1 pm to 4 pm	Ronceverte, WV
Nov. 8, 2012	9 am to 12 pm	Charleston, WV
Nov. 13, 2012	9 am to 12 pm	Winfield, WV
Nov. 13, 2012	10 am to 1 pm	Point Pleasant, WV
Nov. 14, 2012	1 pm to 4 pm	Summersville, WV
Nov. 15, 2012	1 pm to 4 pm	Ronceverte, WV
Nov. 16, 2012	9:30 am to 12:30 pm	Huntington, WV
Dec. 4, 2012	9 am to 12 pm	Charleston, WV
Dec. 6, 2012	11 am to 2 pm	Mt. Gay, WV
Dec. 12, 2012	1 pm to 4 pm	Summersville, WV
Dec. 18, 2012	1 pm to 4 pm	Ronceverte, WV
Dec. 18, 2012	9 am to 12 pm	Spencer, WV
Dec. 21, 2012	9:30 am to 12:30 pm	Huntington, 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 at wvsbdc.ecenterdirect.com/conferences.action. Or contact the Business Ask Me! line at 888-982-7232 or askme@wv.gov.

[Home Based Business Extravaganza](#)

July 31, 2012 10 am to 6 pm Wheeling, WV

Meet with over 50 home based business representatives showcasing their products. You will have the opportunity to compare each company whose products interest you, see which one might fit best with your lifestyle and financial goals, talk to a representative of that company and examine or purchase some of their products. This event is free to the public and no registration is required. Call 304-214-8973 or go to the SBDC Training Events calendar at wvsbdc.ecenterdirect.com for more information.

[Introduction to Government Contracting](#)

August 3, 2012 Martinsburg, WV

The U.S. government is the largest purchaser of goods and services in the world. We'll provide information on how to get started, including how to get into the Central Contractor Registration (CCR), explore the array of small business certifications that can give a boost to your marketing efforts, and examine the role of Regional Contracting Assistance Center (RCAC) in helping you search for federal opportunities for your business. Cost is \$35. To register, go to the SBDC Training Events calendar at wvsbdc.ecenterdirect.com/

[Online Advertising](#)

August 6, 2012 Online Course Beckley, WV

Get the keys to making online advertising work for you and your organization. See how pay-per-click advertising with Google AdWords works. Find out how to test low budget Adword campaigns. Learn how you can target local audiences. Then discover Facebook advertising and how you can determine the demographics and even numbers of people you want to reach. Cost is \$195. Go to www.westvirginiawbc.org or call 304-253-3145 to register or for more information.

[Integrating Social Media in Your Organization](#)

August 6, 2012 Online Course Beckley, WV

Take away a practical strategy and techniques for implementing social media for your organization or business. Learn how to create your own private social media using Ning, work socially using Google Docs and calendars, and move your web site to an interactive Web 2.0 site. Cost is \$195. Go to www.westvirginiawbc.org or call 304-253-3145 to register or for more information.

[Social Network Marketing](#)

August 16, 2012 9 am to 2 pm Huntington, WV

Learn quick, easy ways to use Twitter, blogs and LinkedIn to engage your customers or clients and keep them interested in your organization or business. You'll find out the advantages and disadvantages of each, and learn what's right for your work and kind of organization. Cost is \$125 for the first company attendee and \$100 for each additional representative and includes a networking lunch. Go to www.unlimitedfuture.org or call 304-697-3007 to register or for more information.

[Basic Accounting with QuickBooks](#)

August 24, 2012 9 am to 5 pm Beckley, WV

Take charge of your bookkeeping and better understand your business finances today! Topics include: measuring business profitability; track cost of goods sold; enter and write checks; tracking payroll liabilities; using registers; invoicing customers; tracking and paying sales tax; and customizing reports. Sessions will be conducted in a computer lab to facilitate hands-on instruction. Cost is \$125. Go to www.westvirginiawbc.org or call 304-253-3145 to register or for more information.

[Improving Email Promotions](#)

September 4, 2012 Online Course Beckley, WV

Discover new ways to improve your email promotions, including when to email, what to email, and testing email copy. Then find out how to analyze your email response rates, including getting the bench marks for open rates and click through rates. Learn how to improve your email promotion and responses with tracking and testing. Cost is \$195. Go to www.westvirginiawbc.org or call 304-253-3145 to register or for more information.

[Entrepreneur Boot Camp](#)

September 4, 2012 Online Course Beckley, WV

At the end of this course, you will be able to identify the abilities required of successful entrepreneurs and how to acquire them, develop goals to help establish your business, develop an outline for your plan, and take home techniques to successfully manage your new business. Cost is \$195. Go to www.westvirginiawbc.org or call 304-253-3145 to register or for more information.

[Mentoring and Coaching in the Workplace Level 1](#)

September 4, 2012 Online Course Beckley, WV

Develop skills in the development, implementation, and support of coaching and mentoring programs in your workplace. Take home the much-awaited toolkit you have been searching for to improve your employees' performance and create the working environment that your employees will find truly rewarding. Cost is \$195. Go to www.westvirginiawbc.org or call 304-253-3145 to register or for more information.

Home Based Business Show

Sept. 21-22, 2012 10 am to 9 pm Beckley, WV

The Home Based Business Show is a great way to not only introduce and sell your products to those not familiar with them, but also book parties and recruit others interested in becoming direct sellers. The extra income you can generate from your business can make a real difference in this slow economy. This is a wonderful opportunity to tell your story and get others involved as a representative of your company. For more information, go to www.westvirginiawbc.org or call 800-766-4556.

Extraordinary Customer Service

October 1, 2012 Online Course Beckley, WV

Learning to build your customer service skills will have a powerful impact on your career success as well as success in other areas of your life. Through this course you will discover the direct relationship between service skills and career achievement. You will become skilled at being an exceptional service provider. Cost is \$145. Go to www.westvirginiawbc.org or call 304-253-3145 to register or for more information.

Government Contracting Free Webinars

The U.S. Government is the largest purchaser of goods and services. Learn how your small business can take advantage of the various government contracting programs. All webinars listed below will start at 2 p.m. and last approximately an hour. Visit www.charleston.score.org for more information or to register or call 304-347-5463 or email score258@wvscore.org. These webinars are sponsored by the US Small Business Administration, West Virginia SCORE, and the Regional Contracting Assistance Center.

Government Contracting 101—Aug. 16, 2012

Small Business Certifications in Federal Contracting—Sept. 20, 2012

Registering Your Veteran Owned Small Business—Oct. 18, 2012

Marketing to State & Local Governments—Nov. 15, 2012

Upcoming Exporting Webinars and Seminars

Learn how your company can tap into the Global Marketplace! The Commerce Department is offering a series of webinars on the basics of exporting and business opportunities in foreign markets. To register, and for more information, select the event title listed below or call 304-347-5123 or 304-243-5493.

Highlighted Webinars:

[Basic Guide to Exporting Webinar Series - Monthly—\\$15](#)

[Solution Scenarios: Inbound Warehouses, Sending Samples to Mexico, and Trading Companies - Sept. 12—\\$25](#)

[Compliance, Standards and Regulations for Exporting Goods to Mexico - Oct. 10—\\$25](#)

[Complying with Mexican Value Declaration Requirements - Nov. 14—\\$25](#)

[How to Set Up Agents or Distributors in Mexico, Rules in Having a Direct Employee Present and Tax Implications - Dec. 12—\\$25](#)

National Events and Trade Shows:

[International Woodworking Machinery & Furniture Supply Fair USA 2012 - Aug. 22-25, Atlanta, GA](#)

[MINExpo - Sept. 24-26, Las Vegas, NV](#)

[GridWeek 2012](#) - Oct. 2-4, Washington, DC

[Graph Expo 2012](#) - Oct. 7-10, Chicago, IL

[Automotive Service & Repair Week \(ASRW\) 2012](#) - Oct. 11-13, New Orleans, LA

[RETECH 2012](#) - Oct. 17-19, Washington, DC

[PACK EXPO 2012](#) - Oct. 28-31, Chicago, IL

[Industrial Fabrics Association International \(IFAI\) 2012](#) - Nov. 7-9, Boston, MA

[Greater New York Dental Meeting](#) - Nov. 23-29, New York, NY

[POWER GEN International 2012](#) - Dec. 11-13, Orlando, FL

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.

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