Small Business Training Opportunities in WV

U.S. Small Business Administration

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 email them to richard.haney@sba.gov.

Business Fundamentals

Mar. 6, 2012	10 am to 1 pm	Mt. Gay, WV
Mar. 8, 2012	10 am to 1 pm	Welch, WV
Mar. 8, 2012	9 am to 12 pm	Princeton, WV
Mar. 13, 2012	5:30 pm to 8:30 pm	Beckley, WV
Mar. 13, 2012	9 am to 12 pm	Charleston, WV
Mar. 15, 2012	5:30 pm to 8:30 pm	Keyser, WV
Mar. 15, 2012	9 am to 12 pm	Wallback, WV
Mar. 15, 2012	9 am to 12 pm	Morgantown, WV
Mar. 15, 2012	9 am to 11 am	Martinsburg, WV
Mar. 20, 2012	9 am to 12 pm	Wheeling, WV
Mar. 20, 2012	10 am to 1 pm	Weirton, WV
Mar. 20, 2012	5:30 pm to 8:30 pm	Huntington, WV
Mar. 22, 2012	6 pm to 9 pm	Harrisville, WV
Mar. 28, 2012	1 pm to 4 pm	Summersville, WV
Mar. 29, 2012	9 am to 12 pm	Winfield, WV
Mar. 29, 2012	9 am to 12 pm	Ronceverte, WV
Apr. 10, 2012	5:30 pm to 8:30 pm	Beckley, WV
Apr. 10, 2012	9 am to 12 pm	Wheeling, WV
Apr. 12, 2012	9 am to 12 pm	Kingwood, WV
Apr. 17, 2012	9 am to 12 pm	Charleston, WV
Apr. 17, 2012	10 am to 1 pm	Weirton, WV
Apr. 19, 2012	9 am to 12 pm	Kearneysville, WV
Apr. 24, 2012	9 am to 12 pm	Spencer, WV
Apr. 24, 2012	9 am to 12 pm	Morgantown, WV
May 2, 2012	5:30 pm to 8:30 pm	Franklin, WV
May 15, 2012	5:30 pm to 8:30 pm	Beckley, WV
May 15, 2012	9 am to 12 pm	Charleston, WV
May 15, 2012	10 am to 1 pm	Weirton, WV
May 17, 2012	9 am to 12 pm	Wallback, WV
May 17, 2012	9 am to 11 am	Berkeley Springs, WV
May 22, 2012	9 am to 12 pm	Spencer, WV
May 22, 2012	9 am to 12 pm	Morgantown, WV
May 22, 2012	9 am to 12 pm	Wheeling, 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.

Sustainable Growth

Mar. 8, 2012	1 pm to 4 pm	Princeton, WV
Mar. 13, 2012	1 pm to 4 pm	Charleston, WV
Mar. 15, 2012	1 pm to 4 pm	Keyser, WV
Mar. 15, 2012	1 pm to 4 pm	Wallback, WV
Mar. 15, 2012	1 pm to 4 pm	Martinsburg, WV
Mar. 20, 2012	5:30 pm to 8:30 pm	Beckley, WV
Mar. 20, 2012	5:30 pm to 8:30 pm	Huntington, WV
Mar. 22, 2012	1 pm to 4 pm	Harrisville, WV
Mar. 28, 2012	5 pm to 8 pm	Summersville, WV
Mar. 29, 2012	1 pm to 4 pm	Winfield, WV
Mar. 29, 2012	1 pm to 4 pm	Ronceverte, WV
Apr. 17, 2012	1 pm to 4 pm	Charleston, WV
Apr. 17, 2012	5:30 pm to 8:30 pm	Beckley, WV
Apr. 19, 2012	1 pm to 3 pm	Kearneysville, WV
Apr. 24, 2012	1 pm to 4 pm	Spencer, WV
Apr. 24, 2012	1 pm to 4 pm	Morgantown, WV
May 2, 2012	1 pm to 4 pm	Franklin, WV
May 15, 2012	1 pm to 4 pm	Charleston, WV
May 17, 2012	1 pm to 4 pm	Wallback, WV
May 17, 2012	1 pm to 3 pm	Berkeley Springs, WV
May 22, 2012	1 pm to 4 pm	Spencer, WV

Sustainable Growth is designed for existing and mature businesses in operation for a year or more. The workshops provide essential information for what a business owner needs to know to build expand or refresh a business. 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.

Export Management

Jan 20—April 21, 2012 Huntington, WV

This series of five weekend sessions is designed to promote exporting in WV by helping participants assess their export readiness skills, as well as by guiding them through every aspect of exporting. A panel of guest speakers will lecture on the different steps of exporting. Meeting times are Friday evenings from 7 to 9 pm and Saturdays from 9 am to 4 pm. Course dates are Jan. 20-21; Feb. 17-18; Mar. 9-10; Mar. 30-31; and April 20-21. For additional information, contact Dr. Clark Egnor at the Center for International Programs at Marshall University at 304-696-2465 or egnor3@marshall.edu.

Boosting Your Web Site Traffic

Mar. 5-30, 2012 Online Course Beckley, WV

Acquire the basic skills to boost your web site traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google

searches, and how to redesign your web site copy to increase your web site copy to increase your visitors and results. Cost for this online course is $195. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Marketing Using Social Media

Mar. 5-30, 2012 Online Course Beckley, WV

Develop a two-way communication and marketing strategy for your organization using social media. Let your instructor guide you in exploring major social media, including Twitter, LinkedIn, and blogging. You will find out the advantages and disadvantages of each, and learn what's right for your work and type of organization. Cost for this online course is $195. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Advanced Website Strategies

Mar. 5-30, 2012 Online Course Beckley, WV

Learn how to create content that is engaging and purposeful. Find out what you want to say to your customers and how to find out how you want to say it. This one-month course will equip you to better create your own content marketing strategy and create a content-rich website that exceeds the needs of your visitors. Cost for this online course is $195. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Business Ownership

Mar. 6, 2012 6 pm to 7 pm Beckley, WV

Apr. 3, 2012 6 pm to 7 pm Beckley, WV

May 9, 2012 6 pm to 7 pm Beckley, WV

Dream of owning you own business? This workshop is the first step for anyone eager to discover what it takes to start a small business. Obtain an overview of available programs and services, meet the staff, and watch some successful business owners describe their experiences in a short video. Pre-registration is required for this FREE workshop. Go to www.westvirginiawbc.org or call 304-253-3145 to register or for more information.

Recruiting and Retaining Gen X and Gen Y

Mar. 8, 2012 9 am to 12 pm Beckley, WV

Generation X balances work and friends and family. Generation Y, the largest generation in human history, has never known a time when there was not a World Wide Web. They each have very different work styles than the Baby Boomer generation. Discover what motivates them at work, what incentives they respond to, and what messages they value. Cost is $55. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Small Business Expo

Mar. 13, 2012 10 am to 3 pm Wheeling, WV

Small business owners and budding entrepreneurs have a unique opportunity to participate in an exclusive Small Business Resource Expo in Wheeling on Tuesday, March 13. The one-day free event will provide attendees with information and resources about financing business ventures, effective marketing techniques, exporting opportunities, business networking, business coaching and more! Event organizers include SBA, West Virginia Northern Community College Small Business Development Center, SCORE, and West Virginia Women's Business Center. To register and for information contact Donna Schramm at 304-214-8973 or Neeley Lantz at 304-214-8972. You can also visit www.sba.gov/wv.

Using Social Media for Disaster Recovery

Mar. 13, 2012 2 pm to 3 pm Webinar

Get tips on best practices for creating a crisis communications plan using social media during this webinar hosted by Agility Recovery Solutions and the SBA. Experts Jim Garrow with the Philadelphia Department of Public Health, and Patrice Cloutier from the Ontario Ministry of Community Safety and Correctional Services will address the practical use of social media during emergency situations. This is a free webinar. Space is limited. Register at https://www1.gotomeeting.com/register/620323496 .

Managing Risk in Your Small Business

Mar. 14, 2012 12 pm to 1 pm Huntington, WV

Are you making the right decisions for your small business? If you are unsure come to UFI at noon on Mar. 14 for a brown bag lunch and learn. Henry Dillon of Founder's Finance will be on hand to discuss managing risk as a small business owner. He will cover assessing overlooked business risks, managing your message and the importance of planning. The seminar is free and open to the public. To register and for more information go to www.unlimitedfuture.org or call 304-697-3007.

Business For Breakfast

Mar. 16, 2012 7:45 am to 8:45 am Beckley, WV

Meeting the third Friday of each month at the WBC Training Facility. March topic is Ipad for Business. Call Laura at 304-253-3145 or visit www.westvirginiawbc.org to register.

Prepare a Budget for Your Business

Mar. 19, 2012 6 pm to 8 pm Beckley, WV

Be ready to make long-term decisions about the future of your business. This is the right time to get a track and prepare your business budget for 2012 and beyond. All attendees will receive worksheets that will guide you through the process. After you have completed the preliminary work you may schedule an appointment with a business coach who will assist you in further developing a budget. Cost is $35. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Take the Next Steps for Your Business

Mar. 19, 2012 9 am to 12 pm Princeton, WV

Apr. 23, 2012 5:30 pm to 8:30 pm Beckley, WV

Cost is $35. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Start Your Own Arts and Crafts Business

Mar. 21, 2012 Online Course Beckley, WV

If you have an art or a craft and you dream about starting your own home-based or small business, this is the course for you! Learn how to start your own arts and crafts business from a professional artist. Discover how to create a niche in your chosen craft, price your work effectively, find the best craft shows, and market your product to a world-wide Internet customer base. Course cost is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Learn To Buy and Sell on eBay

Mar. 21, 2012 Online Course Beckley, WV

If you have ever dreamed of working from home or just earning extra income by buying and selling goods online, our experienced instructors will guide you every step of the way. Course cost is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Secrets of the Caterer

Mar. 21, 2012 Online Course Beckley, WV

Do you love to cook and plan parties? Then start your own catering business and make money doing what you love! You will learn foundational skills about catering and the basics of the catering business, including many delicious catering recipes. Course cost is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

The Craft of Magazine Writing

Mar. 21, 2012 Online Course Beckley, WV

Ever read a nonfictional magazine article and said, *I can write better than that?* This class will teach you the ropes from a pro and turn your dream of becoming a freelancer into a bright future as a magazine writer. If you are a determined new writer, or if you haven't written for magazines for years, this class will jump start your career. Course cost is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Managing Customer Service

Mar. 21, 2012 Online Course Beckley, WV

Customer service personnel interact with current and potential customers every day. This six-week online course will provide methods for bringing out the best in your team, measuring customer service, and anticipating the needs of your reps and customers. Course cost is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Leadership

Mar. 21, 2012 Online Course Beckley, WV

Leadership skills can help you gain the respect and admiration of others, while also allowing you to enjoy success in your career and more control over your destiny. Leadership skills can be learned and developed. This course will teach you how to use the principles of great leaders to achieve success in your daily life. Cost for this online course is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Fundamentals of Supervision and Management

Mar. 21, 2012 Online Course Beckley, WV

Learn how to be an effective manager or supervisor. Master the basics of business and organizations, learn the people skills required to motivate and delegate, and learn tools for solving problems and resolving conflicts. Cost for this online course is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

High Speed Project Management

Mar. 21, 2012 Online Course Beckley, WV

With accelerated schedules driving many technology projects, the smart project manager must rapidly retool their skill set. This course offers a breakthrough model for dealing with the realities of managing projects at supersonic speeds. Learn to meet and win the challenges of trun-

cated timelines, short-staffed project teams, skimpy budgets and crippling risks. Cost for this online course is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Building Teams That Work

Mar. 21, 2012 Online Course Beckley, WV

Teams are becoming a staple in today's workplace. In this course, you will learn the components of a successful team and the stages of its development. You will master the skills you will need to effectively manage projects, make decisions, and solve problems in a team setting. Plus, you will have a chance to learn the pitfalls of unhealthy group interaction and minimize any of its effects on your team. Course cost is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Performing Payroll in QuickBooks 2011

Mar. 21, 2012 Online Course Beckley, WV

Cut your payroll tasks down to size with QuickBooks 2011! Whether you are new to QuickBooks or want to expand your skills, this course will teach you time-saving techniques that will make performing payroll a breeze. You will need Intuit's QuickBooks Pro 2011 for Windows or QuickBooks Premier 2011 for Windows. Course cost is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Introduction to Peachtree Accounting 2009

Mar. 21, 2012 Online Course Beckley, WV

Get the training you need to perform everyday accounting tasks using Peachtree Accounting software. First, you will set up vendors, customers, and inventory items. Then you will see how easy it is to record typical tasks such as goods purchased, bills paid, items sold, and payments collected. You will also learn how to handle end-of-month procedures. Course cost is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Accounting Fundamentals

Mar. 21, 2012 Online Course Beckley, WV

Demand for accounting professionals currently exceeds supply. If you are interested in increasing your financial awareness and accountability while also gaining a marketable skill, this course is for you. Accounts receivable, accounts payable, payroll procedures, sales taxes, and various common banking activities will be discussed. Course cost is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Accounting Fundamentals II

Mar. 21, 2012 Online Course Beckley, WV

Accounting professionals are scarce, those with corporate accounting experience are even more rare. This course will build on the knowledge you gained in the *Accounting Fundamentals* course to provide you with a solid understanding of corporate accounting practices. You will gain practical experience working with dividends, plant assets, depreciation, accrued revenue and expenses, retained earnings, stockholders' equity, and more. Course cost is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Start a Pet Sitting Business

Mar. 21, 2012 Online Course Beckley, WV

In this course, you will master the essentials of starting a pet sitting business. You will begin with dog and cat care, including nutrition, exercise, first aid, and identification of common dis-

eases. You will also find out how to handle home visits and impress potential clients. In addition, you will delve into finances and explore start-up costs, accounting, fee-setting, business plans, and low-cost marketing. Course cost is $99. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

eMail Marketing

Mar. 23, 2012 10 am to 2 pm Beckley, WV

Cost is $55. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Tourism Advertising Matching Money

Mar. 26, 2012 10 am 12 noon Huntington, WV

The WV Department of Tourism will be at UFI in Huntington to discuss the Tourism Matching Advertising Partnership Program (MAPP). MAPP provides matching funds for innovative and effective advertising projects that increase tourism in West Virginia. Its purpose is to extend the advertising resources of the tourism industry through partnerships, support advertising strategies, provide incentive and opportunity for tourism growth, and to help communities improve the local economy by strengthening tourism. For information, go to www.unlimitedfuture.org or call 304-697-3007.

Take the Next Steps for Your Business

Mar. 28, 2012 5:30 pm to 8:30 pm Beckley, WV

Cost is $35. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Dynamic Networking for Small Businesses

April 4, 2012 9 am to 4 pm Fairmont, WV

Mark Your Calendar—Dynamic Networking is a cooperative venture sponsored by the SBA and the US Army Corps of Engineers. Many prime government agencies and large prime contractors will be in attendance to assist small businesses in their marketing efforts and to locate small businesses that can help meet various federally mandated goals. To register and for more information, go to www.sba.gov/wv or call 304-623-7447.

Email Etiquette

Apr. 10, 2012 10 am to 12 pm Beckley, WV

Cost is $35. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

1 Year Marketing Plan

Apr. 24, 2012 10 am to 2 pm Beckley, WV

Are you planning your Christmas marketing in November? Not getting the results you want? Need a way to track your marketing? Then this is the class for you. Take the time to plan your marketing, know how you are going to market and tract what was effective. Cost is $35. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Basic Accounting With QuickBooks

Apr. 27, 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 and 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. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Home Based Business Show

May 18-19, 2012 10 am to 9 pm Clarksburg, 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.

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.

Small Business Certifications in Federal Contracting—March 15, 2012

Marketing to State & Local Governments—Apr. 19, 2012

Understanding GSA—May 17, 2012

What to Do Business with the Government? Meet SAM!—June 21, 2012

Surety Bond Guarantees—July 19, 2012

Government Contracting 101—Aug. 16, 2012

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

Marketing Your Business to Federal Buyers—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:

Business Opportunities in Malaysia - **Mar. 9—$35**

Basic Guide to Exporting Webinar Series **- Monthly—$15**

Basic Guide to Exporting Webinars:

Understanding Free Trade Agreements - **Mar. 21—$15**

How to Find HS Codes, Duties & Taxes - **Apr. 4—$15**

Understanding Export Controls - **Apr. 18—$15**

Duty Drawbacks - **May 2—$15**

Taking Advantage of NAFTA - **May 16—$15**

Completing Certificates of Origin: FTAs and eCertification - **May 30—$15**

Financing Your Exports & Getting Paid - **Jun. 13—$15**

Temporary Exports: Carnets and Other Tools - **Jun. 27—$15**

Events:

Mining 2012 Hanoi, Vietnam Catalog Show - **Mar. 7-9, St. Francis University, Loretto, PA—$350**

GO GLOBAL Exporting Series Certificate Program **- Mar. 27, Apr.3,10,17,& 24, Duquesne University, Pittsburgh—$45 ea. Or $175 for all 5.**

Exporting Basics **- May 24, Duquesne University, Pittsburgh**

National Events with Foreign Buyer Delegations:

Graphics of the Americas 2012 - **Mar. 1-3, Miami, FL**

Natural Products Expo West - **Mar. 8-11, Anaheim, CA**

International Home and Housewares Show - **Mar. 10-13, Chicago, IL**

Nightclub & Bar Convention and Trade Show - **Mar. 12-14, Las Vegas, NV**

NPE 2012 International Plastics Showcase - **Apr. 1-5, Orlando, FL**

National Association of Broadcasters Show - **Apr. 16-19, Las Vegas, NV**

Offshore Technology Conference 2012 - **Apr. 30-May 3, Houston, TX**

Waste Expo 2102 - **May 1-3, Las Vegas, NV**

National Restaurant Association Show 2012 - **May 5-8, Chicago, IL**

International CTIA WIRELESS 2012 Convention - **May 9-10, New Orleans, LA**

Electric Power 2012 - **May 15-17, Baltimore, MD**

WV Trade Mission to Turkey - **April 15-21**

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.