



Small Business Training Opportunities in WV – May 2014

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

The U.S. Small Business Administration provides small business counseling and training through a variety of programs and resource partners, located strategically around the country. If you have items or events to add to the next edition of the event calendar, please send them to: nikki.bowmar@sba.gov

Encore Entrepreneur

Currently there are over 76 million people over the age of 50 in the country, and many are interested in and poised to be entrepreneurs. Research shows that one in four Americans between the ages 44 and 70 are interested in starting their own business or nonprofit venture in the next five to ten years. Nearly half of these aspiring business people desire to be encore entrepreneurs by starting a business with a positive social impact.

Turning Silver into Gold - Parkersburg

May 6 and June 3 at 11:30 a.m.

Mid-Ohio Valley Regional Council (MOVRC)

www.sba.gov/wv

Turning Silver into Gold – Charleston

May 23 and June 27 at 11:30 am

WV State University Economic Development Center

<http://www.eventbrite.com/e/encore-entrepreneur-business-after-50-tickets-9439324273>

Government Contracting

Snapshot: Selling to the Government - Webinar

May 1, 2014 at 11:30 am

<https://cc.readytalk.com/cc/s/registrations/new?cid=g1ghp4up9vwn>

The webinar provides a brief overview of the basic tools needed to sell goods or services to the government, including the System for Award Management, Federal Procurement Data System, and Dynamic Small Business Search database.

Small Business Certifications in Government Contracting

May 8, 2014 at 2:00 pm

<https://cc.readytalk.com/cc/s/registrations/new?cid=33xysqhw9it>

Want a competitive advantage in federal government contracting? Consider one of SBA's small business certifications. The webinar will provide a brief eligibility overview of WOSB (Woman Owned Small Business certification), HUBZone certification (for historically underutilized business locations) and the 8a Disadvantaged Business program.

SAVE THE DATE: Teaming to Win Conference

May 28-29, 2014 in Morgantown, WV

Government Contracting 101

June 12, 2014 | 2:00 pm EST

<https://cc.readytalk.com/cc/s/registrations/new?cid=o9qbup3ja1w5>

This intensive webinar will give you an overview of how your small business can enter the federal marketplace, including identifying your firm's preparedness, how to get registered in SAM, finding federal opportunities, and tools for in-depth market research. Webinar features marketing experts from the Regional Contracting Assistance Center (RCAC).

Marketing to Agencies & Primes

June 19, 2014 | 2:00 pm EST

<https://cc.readytalk.com/cc/s/registrations/new?cid=xwly5aj04alb>

Good marketing is the key to your success in federal procurement. Marketing Professionals from the Regional Contracting Assistance Center (RCAC) go through some best practices, including how to approach agencies and match-making event tools. We'll also cover that all important Statement of Capabilities, developing a successful online profile, and how even a little thing like a business card can impact your chances in the federal market place.

7j Training

The U.S. Small Business Administration is committed to expanding opportunities for small businesses to compete for and win federal contracts that could take their businesses to the next level and create jobs. During the month of March, SBA holds free web-enabled training led by instructors from Stover & Associates, Inc. Registration is limited, join online today at <http://sbaworkshops.stoverteam.com>.

Available online seminars include:

Small businesses who are eligible and interested in the topics above should attend these free seminars. To register go to: <http://sbaworkshops.stoverteam.com>. For more information contact Phyllis Embree or Chris Strudthoff at sbaworkshops@stoverteam.com or call 770-423-9888.

Marketing to the Government Buyer

May 1, 2014
1:00—4:00 pm EDT

Capture Management

May 5, 2014
1:00—4:00 pm EDT

Construction Contracting

May 6, 2014
1:00—5:00 pm EDT

Developing and Managing Contractor Teams

May 7, 2014
1:00—3:00 pm EDT

Strategic Planning for Small Business

May 7, 2014
3:00—4:00 pm EDT

Audits and Accounting Systems

May 8, 2014
1:00—5:00 pm EDT

Introduction to Construction Project Management

May 12, 2014
1:00—5:00 pm EDT

Government Contract Negotiations

May 13, 2014
1:00—5:00 pm EDT

Federal Contracting Basics

May 14, 2014
1:00—4:00 pm EDT

Understanding RFPs

May 15, 2014
1:00—2:00 pm EDT

Integrating Exporting into Market Development

May 15, 2014
3:00—4:00 pm EDT

Government Contracting Vehicles

May 16, 2014
1:00—3:00 pm EDT

Other

Developing a Marketing Strategy

May 28, 2014 | 11:30 am
<http://huntington.score.org/>

A good marketing strategy helps you target your products and services to the people most likely to buy them. But how many of us are so busy we just keep what we've always done? And our customer numbers reflect that. Stop floundering and start marketing strategically. This intense workshop will concentrate on: Identifying Your Unique Selling Proposition; Finding Your Target Market; Primary Psychological Factors; 21st Century Consumer Behavior and Trends.

Lender Training

SBA Business Valuation Requirements

May 13, 2014 - 10:00 a.m.

Learn about SBA valuation requirements, the valuation process, goodwill, and more!

Determining the value of a business is the key component to the analysis of any loan application for a change of ownership.

Accurate business valuations are required by the SBA as the change in ownership will result in new debt unrelated to business operations and create an intangible asset.

Join us as Neal Patel, principal of Reliant Business Valuation, a business valuation and equipment appraisal firm specializing in SBA-related valuations nationwide working with over 150 of the nation's top SBA lenders, shares his expertise during a webinar on Tuesday, May 13 at 10 a.m.

SBA Business Valuation Requirements

May 15, 2014 - 10:00 a.m.

Learn about SBA valuation requirements, the valuation process, goodwill, and more!

Determining the value of a business is the key component to the analysis of any loan application for a change of ownership.

Accurate business valuations are required by the SBA as the change in ownership will result in new debt unrelated to business operations and create an intangible asset.

Join us as Neal Patel, principal of Reliant Business Valuation, a business valuation and equipment appraisal firm specializing in SBA-related valuations nationwide working with over 150 of the nation's top SBA lenders, shares his expertise during a webinar on Tuesday, May 13 at 10 a.m.

Show Me the Money: What to Do When the Bank Says No

May 16, 2014 at 1:00 pm

RCBI

1050 Fourth Avenue

Huntington, WV 25701

<http://huntington.score.org/>

In addition to banks, there are other options for funding your new small business, including microloans, personal loans and owner financing. Join the SBA's financing experts as we discuss cost-effective funding sources, how guaranteed loans work, and how to handle setbacks.

Show Me the Money: What to Do When the Bank Says No

Jun 27, 2014 at 11:30 am

Coal Heritage Museum

347 Main Street

Madison, WV 25130

<http://events.r20.constantcontact.com/register/event?oeidk=a07e942hetm8ad3e19a&llr=bde56vcab>

In addition to banks, there are other options for funding your new small business, including microloans, personal loans and owner financing. Join the SBA's financing experts as we discuss cost-effective funding sources, how guaranteed loans work, and how to handle setbacks.

To register, or for more information, on one of the events above, contact **Rick Haney** at Richard.haney@sba.gov or 304-623-7449.

Web Conference URL: <https://connect16.uc.att.com/sba/meet/?ExEventID=84536711>, check I am a participant, enter your name and email, select Join, once you have accessed the conference select the Call Me option and enter your direct phone number (Dial 1-888-858-2144 then enter the passcode 4536711# to access audio portion if the Call Me option does not work). To prepare in advance for the conference (for all devices): <https://connect16.uc.att.com/sba/Prepare/>.

Other

Developing a Marketing Strategy

May 28, 2014 | 11:30 am

<http://huntington.score.org/>

A good marketing strategy helps you target your products and services to the people most likely to buy them. But how many of us are so busy we just keep what we've always done? And our customer numbers reflect that. Stop floundering and start marketing strategically. This intense workshop will concentrate on: Identifying Your Unique Selling Proposition; Finding Your Target Market; Primary Psychological Factors; 21st Century Consumer Behavior and Trends.

Small Business Development Center

The Business Fundamentals course is designed specifically for individuals who are considering starting a business or have had a business for one year or less. The workshops provide essential information on what entrepreneurs need to know to start a successful business. Preregistration is required as seating is limited and the 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.

04/15/14	01:00 pm to 04:00 pm	Ronceverte
04/16/14	01:00 pm to 04:00 pm	Summersville
04/22/14	09:00 am to 12:00 pm	Morgantown
04/22/14	09:30 am to 12:30 pm	Huntington
04/22/14	04:00 pm to 07:00 pm	Thomas
04/22/14	09:30 am to 11:30 am	Martinsburg
04/24/14	12:30 pm to 03:30 pm	Oak Hill
04/24/14	09:00 am to 12:00 pm	Charleston
04/25/14	02:00 pm to 04:30 pm	Kearneysville
04/30/14	06:00 pm to 08:30 pm	Franklin
05/06/14	09:00 am to 12:00 pm	Wheeling
05/13/14	09:30 am to 11:30 am	Martinsburg
05/14/14	01:00 pm to 04:00 pm	Summersville
05/14/14	09:30 am to 12:30 pm	Huntington
05/20/14	01:00 pm to 04:00 pm	Ronceverte
05/20/14	09:00 am to 12:00 pm	Morgantown

05/20/14	09:00 am to 12:00 pm	Winfield
05/22/14	12:30 pm to 03:30 pm	Oak Hill
05/29/14	09:00 am to 12:00 pm	Charleston
05/30/14	09:30 am to 12:30 pm	Huntington
06/03/14	09:00 am to 12:00 pm	Wheeling
06/10/14	10:00 am to 01:00 pm	Wayne
06/10/14	09:00 am to 12:00 pm	Winfield
06/17/14	01:00 pm to 04:00 pm	Ronceverte
06/17/14	09:00 am to 12:00 pm	Morgantown
06/17/14	09:30 am to 11:30 am	Kearneysville
06/18/14	01:00 pm to 04:00 pm	Summersville
06/19/14	09:00 am to 12:00 pm	Charleston
06/24/14	09:30 am to 12:30 pm	Huntington
06/26/14	12:30 pm to 03:30 pm	Oak Hill
06/26/14	10:00 am to 01:00 pm	Ripley
06/27/14	10:00 am to 01:00 pm	South Charleston
07/15/14	01:00 pm to 04:00 pm	Ronceverte
07/16/14	01:00 pm to 04:00 pm	Summersville
07/22/14	09:30 am to 12:30 pm	Huntington
07/24/14	12:30 pm to 03:30 pm	Oak Hill

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.