



## Small Business Training Opportunities in WV – Fall 2014

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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](mailto: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 – Charleston

[October 24, 2014](#) at 11:30 am

WV State University Economic Development Center

### Open Office Hours

To better serve you, we have scheduled Open Office Hours to help educate you and answer your questions on the most popular topics when opening or expanding a small business. Questions can be submitted during registration or can be asked during the event. Click on the topics below to register.

#### Getting a Bank Loan: Fact v. Fiction

What are the keys to walking into a bank and walking out with a business loan? SBA's Leo Lopez, a former loan officer, breaks through the myths and tells you how to make the lender say "Yes".

- [October 9, 2014](#) *In Spanish*
- [October 16, 2014](#)
- [November 20, 2014](#)

#### LLC v. S-Corp: Which is Right for You?

Choosing the right business structure can be confusing. Join our accounting expert Joetta Kuhn, CPA as she discusses key differences and answers your questions.

- [October 14, 2014](#)

#### Cracking the Credit Code

The truth is there are no quick fixes to anyone's credit conundrum. But the first step is getting a clue about how credit really works. Crystal Kudlak of Apprisen, a consumer credit counseling organization, will answer all your questions about credit reports and scores.

- [November 6, 2014](#)

#### Small Business Recordkeeping

Business recordkeeping can be confusing and a little untidy. So what do we actually HAVE to keep? Joetta Kuhn, CPA will answer your questions about what records every business should be keeping, federal forms & filings, and subcontractor rules.

- [November 13, 2014](#)

### Government Contracting

#### Snapshot: SBA Small Business Certifications

Want a competitive advantage in federal government contracting? Consider one of SBA's small business certifications. This 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.

- [October 9, 2014](#)
- [November 6, 2014](#)
- [December 11, 2014](#)

### Marketing to Agencies & Primes

Good marketing is the key to success in federal procurement. Marketing Professionals from the Regional Contracting Assistance Center (RCAC) walks us through best practices, including how to approach agencies and match-making event tools. Additional items covered, include: statement of capabilities, developing a successful online profile, and how a business card can impact your chances in the federal market place. Webinars occur from 2:00 – 3:00 p.m.

- [October 16, 2014](#)

### Snapshot: Selling to the Government

This webinar provides an overview of the basic tools needed to sell your goods or services to the government, including the System for Awards Management, the Federal Procurement Data System, and the Dynamic Small Business Search database. Webinar occurs from 11:30 a.m. – 12:00 p.m.

- [November 13, 2014](#)
- [December 4, 2014](#)

### Government Contracting 101

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). Webinar occurs from 11:30 a.m. – 12:00 p.m.

- [October 9, 2014](#)

### Woman Owned Small Business Certification

Take your business to the next level in government contracting as a certified woman-owned business. We'll talk about what industries are covered, eligibility and pitfalls to avoid.

- [October 9, 2014](#)
- [December 11, 2014](#)

### HUBZone Certification

Is your business situated in an economically depressed area? Would you like to have just 3% of a government agency's spending set aside for companies like yours? Learn about HUBZone Certification today?

- [November 6, 2014](#)

### Registering Your Veteran Owned Business

For veteran business owners only. Federal agencies are strongly encouraged to do business with veteran business owners. If you are a veteran and want to explore expanding into the federal marketplace, this webinar provides an overview of the Veteran Owned and Service Disabled Veteran owned business certifications. Webinar features Marketing Specialists Sommer Straight of the Regional Contracting Assistance Center (RCAC).

- [November 13, 2014](#)

## 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](http://www.wvsbdc.org). Or contact the Business Ask Me! line at 888-982-7232 or [askme@wv.gov](mailto:askme@wv.gov).

10/14/14	09:30 am to 11:30 am	Martinsburg
10/15/14	06:00 pm to 08:30 pm	Moorefield
10/15/14	01:00 pm to 04:00 pm	Summersville
10/16/14	01:00 pm to 04:00 pm	Ronceverte
10/21/14	09:00 am to 12:00 pm	Morgantown
10/28/14	09:30 am to 12:30 pm	Huntington

10/30/14	09:00 am to 12:00 pm	Welch
10/30/14	09:00 am to 12:00 pm	Charleston
11/03/14	01:00 pm to 04:00 pm	Princeton
11/13/14	06:00 pm to 08:30 pm	Petersburg
11/14/14	09:00 am to 12:00 pm	Morgantown
11/18/14	09:30 am to 12:30 pm	Huntington
11/20/14	09:00 am to 12:00 pm	Welch
12/02/14	09:00 am to 12:00 pm	Wheeling
12/08/14	01:00 pm to 04:00 pm	Princeton
12/09/14	09:00 am to 12:00 pm	Morgantown
12/11/14	06:00 pm to 08:30 pm	Romney
12/12/14	09:30 am to 12:30 pm	Huntington
12/18/14	09:00 am to 12:00 pm	Welch

### West Virginia Innovates Training Seminar - "How to move a new product from idea to the marketplace"

This introductory-level workshop covers the basics of commercialization. It focuses on helping inventive West Virginians transition their great idea for a new product or process into a viable business. The workshop series helps you think about market options for an invention or concept. For example: should you license the technology, sell the patent, or turn it into a start-up company? It also answers general questions about analyzing your potential market, finding technical resources, financing, and obtaining patents. The workshop will be offered at venues around the state each month for the remainder of the year. Please visit [www.wvsbdc.org](http://www.wvsbdc.org) and click on the "Training Calendar" for directions and to register for an event. The West Virginia Invents workshop series is presented by WWSBDC In-Tech Program. There is a \$35 registration fee

- [October 16, 2014 1:00 – 3:30 pm](#)  
Robert C. Byrd Institute, 2400 E. Benedum Industrial Dr., Bridgeport, WV 26330
- [November 20, 2014 1:00 – 3:30 pm](#)  
Jefferson County EDA, 1948 Wiltshire Rd., Kearneysville, WV 25430
- [December 11, 2014 1:00 – 3:30 p.m.](#)  
Charleston Area Alliance Building, 1116 Smith St. , Charleston, WV 25301

**West Virginia Small Business Development Centers (WWSBDCs):** 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](http://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.*