

BUSINESS ESSENTIALS

Start Smart
No Fee | DB 2.316
January 5, 11 AM – 1 PM March 8, 11 AM – 1 PM
January 18, 6 PM – 8 PM (New Braunfels)
February 1, 10 AM – 12 PM March 21, 6 PM – 8 PM
February 15, 6 PM – 8 PM (Geekdom EC)

Start Smart – *En Español*
No Fee | DB 1.402
March 1, 10:00 AM – 12:00 PM

The Business Plan
Advance \$40/Door \$60 | DB 1.402
January 12, 10 AM – 1 PM March 9, 10 AM – 1 PM
January 25, 6 PM – 9 PM March 22, 11 AM – 2 PM
February 8, 10 AM – 1 PM (New Braunfels | No Fee)
February 22, 6 PM – 9 PM March 28, 6 PM – 9 PM

Planning for a Healthy Business - with Comerica
No Fee | DB 2.316
January 4, 11:00 AM – 1:00 PM

Passing the Torch: Succession Planning
No Fee | DB 1.402
January 5, 11:00 AM – 1:00 PM

Tax and Accounting Best Practices
No Fee | DB 2.316
January 10, 11:00 AM – 1:00 PM

Time Management Truths
No Fee | DB 2.316
January 12, 11:30 AM – 1:00 PM

Goal Setting: Better Your Business
No Fee | DB 1.402
January 19, 11:30 AM – 1:00 PM

What Does Your Customer Look Like
No Fee | DB 1.402
January 20, 11:00 AM – 1:00 PM

Where is the Money: Financing Sources for Small Businesses
No Fee | DB 1.402
January 25, 11:00 AM – 1:00 PM

Choosing a Retirement Plan for Your Small Business
No Fee | DB 1.402
January 26, 11:00 AM – 1:00 PM

Picture Spark: Clarity for Your Small Business
No Fee | DB 2.316
January 26, 11:00 AM – 1:00 PM
February 15, 6:00 PM – 8:00 PM
March 29, 11:00 AM – 1:00 PM

Understanding Your Market: Look Before You Leap
No Fee | DB 2.316
January 31, 11:00 AM – 1:00 PM

The Care and Feeding of Lawyers:
How to Hire a Startup Lawyer and What for?
No Fee | DB 2.316
January 25, 11:00 AM – 1:00 PM
February 28, 6:00 PM – 8:00 PM (Geekdom EC)

Mindset of a Sales Champion
No Fee | DB 2.316
February 2, 11:00 AM – 1:30 PM

CONTINUED

Myths About Small Business Financing
No Fee | DB 1.402
February 2, 11:00 AM – 12:30 PM

Networking Bootcamp
Fee \$25.00 | DB 2.316
February 7, 7:30 AM – 2:00 PM

Lead Generation: Simplified
No Fee | DB 2.316
February 9, 11:30 AM – 1:00 PM

Business Etiquette: Keep it Classy
No Fee | DB 2.316
February 15, 10:00 AM – 12:00 PM

Follow-Up Secrets
No Fee | DB 2.316
February 16, 11:30 AM – 1:00 PM

Improve Your Cash Management
No Fee | DB 2.316
February 22, 11:00 AM – 1:00 PM

OSHA Certification (10 Hour Course)
Fee \$50 | DB 2.316
February 23, 8:30 AM – 4:30 PM
February 24, 8:30 AM – 12:30 PM

Succession Planning for Small Business
No Fee | DB 1.402
February 28, 11:00 AM – 1:00 PM

Using the Business Model Canvas for Strategic Thinking
No Fee | DB 1.402
March 23, 11:00 AM – 1:00 PM

Creating Systems for Success
No Fee | DB 2.316
March 23, 11:30 AM – 1:00 PM

Your Exit Strategy - Retirement Planning for Business Owners
No Fee | DB 1.402
March 28, 11:00 AM – 1:00 PM

Closing the Sale
No Fee | DB 2.316
March 30, 11:30 AM – 1:00 PM

EMPLOYER SERVICES

Employees or Independent Contractors
No Fee | DB 2.316
January 11, 11:00 AM – 1:00 PM

HR Red Flags
Fee \$30 | FS 2.402
January 18, 9:00 AM – 12:00 PM

TWC Decoded: How To Avoid Unemployment Claims
No Fee | DB 1.402
January 20, 11:00 AM – 1:00 PM

FLSA: What You Need To Know
No Fee | DB 2.316
February 8, 11:00 AM – 1:00 PM

Hiring Smart: What You Need to Know
No Fee | DB 2.316
February 17, 11:00 AM – 1:00 PM

CONTINUED

Employee Handbook Refresher:
What You Need to Know to Update Your Employment Policies
Fee \$30 | FS 2.402
March 2, 9:00 AM – 12:00 PM

Work Tax Credits: An Overview
No Fee | DB 2.316
March 9, 11:00 AM – 1:00 PM

Hire Right: The Process Made Simple
No Fee | DB 2.316
March 24, 11:00 AM – 1:00 PM

CONTRACTING

Understanding Government Contracting 101
Fee \$30 | FS 2.402
January 10, 9:00 AM – 12:00 PM

Building a Proposal and Submitting an Offer
Fee \$30 | FS 2.402
January 12, 1:30 PM – 4:30 PM

Cost Proposal
Fee \$30 | FS 2.402
January 19, 1:30 PM – 4:30 PM

FAR 101
Fee \$30 | FS 2.402
January 25, 1:30 PM – 3:30 PM

Lowest Price Technical Acceptable (LPTA)
verses Trade-off Source Selections
Fee \$30 | FS 2.402
February 7, 1:30 PM – 4:30 PM

Local & State Certification for Small Business Owners
No Fee | FS 2.402
February 16, 9:00 AM – 12:00 PM

Marketing your GSA Schedule
Fee \$30 | FS 2.402
February 21, 9:00 AM – 12:00 PM

Understanding HUBZone Program
No Fee | FS 2.402
February 22, 10:00 AM – 12:00 PM

Government Contracting 101 for Veterans
No Fee | FS 2.402
March 1, 9:00 AM – 12:00 PM

How to Win Contract with Past Performance
Fee \$30 | FS 2.402
March 9, 1:30 PM – 4:30 PM

8a Business Development Program
No Fee | FS 2.402
March 15, 11:00 AM – 1:00 PM

GSA: Selling to the Federal Government
Fee \$30 | FS 2.402
March 23, 9:00 AM – 12:00 PM

Intro to GSA
Fee \$30 | FS 2.402
March 28, 1:30PM – 3:30 PM

TECHNOLOGY

Security Requirements for Protecting Federal Information
Fee \$30 | FS 2.402
January 17, 2:00 PM – 4:30 PM

Google Adwords Fundamentals
No Fee | DB 1.402
January 19, 6:00 PM – 8:00 PM

Facebook Livestreaming: An Introduction
No Fee | DB 2.316
January 25, 6:00 PM – 8:00 PM

WordPress development with Advanced Custom Fields
No Fee | Geekdom EC
January 31, 6:00 PM – 8:00 PM

Secret to Growing Your Email List on Instagram
No Fee | DB 2.316
February 1, 6:00 PM – 8:00 PM

Beginning with QuickBooks
Online \$100/Door \$120 | DB 1.402
February 3, 9:00 AM – 1:00 PM

Working with QuickBooks
Online \$100/Door \$120 | DB 1.402
February 10, 9:00 AM – 1:00 PM

Customizing QuickBooks
Online \$100/Door \$120 | DB 1.402
February 17, 9:00 AM – 1:00 PM

LinkedIn 101: Set Up
No Fee | DB 1.402
February 7, 6:00 PM – 8:00 PM

LinkedIn 102: Using It Effectively
No Fee | DB 1.402
February 23, 6:00 PM – 8:00 PM

Leverage the Web for Customers
No Fee | DB 2.316
February 8, 6:00 PM – 8:00 PM

Cybersecurity Risk Management: Computer Systems
Fee \$30 | FS 2.402
February 9, 2:00 PM – 4:30 PM

Google Adwords Fundamentals – *En Español*
No Fee | DB 2.316
February 9, 6:00 PM – 8:00 PM

Introduction to SBIR/STTR Funding and the Application Process
No Fee | DB 1.402
February 15, 11:00 AM – 1:00 PM

Social Media 101: Basics of Social Media
No Fee | DB 2.316
February 16, 6:00 PM – 8:00 PM

Search Engine Optimization (SEO) 101
No Fee | DB 2.316
February 22, 6:00 PM – 8:00 PM

Social Media 101 – *En Español*
No Fee | DB 2.316
February 23, 6:00 PM – 8:00 PM

CONTINUED

Cybersecurity Risk Management: Human Systems
Fee \$30 | FS 2.402
February 23, 2:00 PM – 4:30 PM

Grow Your Instagram Followers to 1,000 in One Month
No Fee | DB 2.316
March 1, 6:00 PM – 8:00 PM

How to Get Top Placement on Websites: Live Demo
No Fee | DB 1.402
March 2, 6:00 PM – 8:00 PM

Websites: Buy or Build?
No Fee | DB 2.316
March 8, 11:00 AM – 1:00 PM

Grow Your Business with Email and Social Media
No Fee | DB 2.316
March 14, 6:00 PM – 8:00 PM

Email Subject Lines That Work
No Fee | DB 2.316
March 16, 6:00 PM – 8:00 PM

Social Media Tools: An Overview
No Fee | DB 2.316
March 22, 6:00 PM – 8:00 PM

Facebook Advertising 101
No Fee | DB 1.402
March 29, 10:00 AM – 12:00 PM

Valuing Technology and other Intangible Assets in your Business
No Fee | DB 1.402
March 30, 11:00 AM – 1:00 PM

SPECIALTY RESOURCES

Veteran Boot Camp
No Fee | FS 2.402
January 4, 9:00 AM – 12:00 PM

Is Franchising Right for Me?
No Fee | DB 1.402
January 24, 11:00 AM – 1:30 PM

Better Business Bureau Presents:
Scams Targeting Small Business
No Fee | FS 2.402
February 1, 9:00 AM – 12:00 PM

Veteran's Financing and Business Seminars
No Fee | FS 2.402
January 9, 1:00 PM – 4:30 PM
February 6, 1:00 PM – 4:30 PM
March 7, 1:00 PM – 4:30 PM

Commercial Real Estate for the Small Business Owner
No Fee | DB 2.316
March 23, 4:00 PM – 6:00 PM

Intellectual Property: The Forgotten Business Asset Part 1 & 2
No Fee | DB 1.402
February 21, 11:00 AM – 1:00 PM
February 22, 11:00 AM – 1:00 PM

Restaurant Readiness: What You Need To Know
No Fee | DB 2.316
January 11, 4:00 PM – 6:00 PM
January 24, 11:00 AM – 1:00 PM (Seguin City Council Chamber)
March 1, 11:00 AM – 1:00 PM

MONEY SAVER!
\$250 for all three
Save \$50