

## CLIENT SPOTLIGHT

### Security Operations Group International

Security Operations Group International, LLC (SOG-I) was formed by retired Navy disabled veteran, Luis Arellano, and was incorporated in 2014. The company headquarters from Spring Branch, TX, with a satellite office in Orlando, FL. SOG-I strives to be the “Go To, Get It Done Provider” of choice for its domestic and international clients by providing security training, technical security systems, polygraph, and construction and consulting.

SOG-I offers well trained personnel who support the company’s services and provide application assistance and training for the systems it represents to its customers.

UTSA’s SBDC Procurement Technical Assistance Center, Veterans Business Development Specialist James Roundtree worked extensively with Arellano to enable SOG-I to increase marketing channels with veterans and government entities throughout the San Antonio area. Roundtree worked at length to provide complete business start-up and expansion services to include assistance with obtaining local, state and federal certifications necessary to compete for new business opportunities.



Roundtree also assisted SOG-I, LLC in developing a Marketing Capability Brief and preparing a proposal in support of applying for and securing federal contracts in excess of \$739,000, and installing security cameras for four federal buildings for the Department of Homeland Security in Dallas, TX.

Roundtree was instrumental in helping the company develop marketing presentations, as well as providing training on business structures, operating agreements, development, negotiation, management, networking, strategy, percentages and long term operational strategies.

## WHO WE ARE

The University of Texas at San Antonio Institute for Economic Development (IED) is centered around the small business owner’s experience. We are dedicated to creating jobs, growing businesses and fostering economic development. Our ten centers and programs serve San Antonio, the Texas-Mexico border area as well as regional, national and international stakeholders. Our centers and programs provide professional business advising, technical training, research, market analysis and strategic planning for entrepreneurs, business owners and community leaders. From the aspiring entrepreneur to the experienced owner, we have a program that can help with your small business needs. [www.iedtexas.org](http://www.iedtexas.org)

### TRAINING LOCATIONS

UTSA Downtown Campus  
501 W. César E. Chávez Blvd., San Antonio, TX 78207  
Durango Building: 1.402 or 2.316  
Frio Building: 2.402

Geekdom Event Center (EC)  
131 Soledad St, San Antonio, TX 78205

New Braunfels Chamber of Commerce  
390 S. Seguin Ave., New Braunfels, TX 78130

Central Texas Technology Center (CTTC)  
2189 FM758, New Braunfels, TX 78130

Kerrville Chamber of Commerce  
1700 Sidney Baker, Ste. 100, Kerrville, TX 78028

## TRAINING SCHEDULE

JULY 2017 – SEPTEMBER 2017



**BUILDING**  
*your*  
**BUSINESS**

### SBDC CORPORATE AFFILIATES

GOLD LEVEL



SILVER LEVEL



### STRATEGIC PARTNERS



Scan For Up-To-Date Schedule



[www.iedtexas.org/training](http://www.iedtexas.org/training)

**SOCIAL MEDIA:**





# SMALL BUSINESS TRAINING



## BUSINESS ESSENTIALS

Start Smart  
No Fee | DB 2.316  
July 6 10 AM - 12 PM  
July 11 6 PM - 8 PM (Geekdom Event Center)  
July 27 11:30 AM - 1:30 PM (Kerrville CC)  
Aug 3 5 PM - 7 PM (Central Texas Technology Center)  
Aug 15 6 PM - 8 PM  
Aug 16 11 AM - 1 PM  
Sep 13 10 AM - 12 PM  
Sep 21 4 PM - 6 PM (DB 1.402)

Start Smart – *En Español*  
No Fee | DB 2.316  
Sep 19 10 AM - 12 PM

Business Model Canvas  
No Fee | DB 2.316  
July 7 10 AM - 1 PM  
Aug 10 4 PM - 7 PM

Business Plan  
Advance \$40/Door \$60 | DB 1.402  
July 13 10 AM - 1 PM  
July 18 6 PM - 9 PM  
Aug 17 5 PM - 8 PM (Central Texas Technology Center / No Fee)  
Aug 23 11 AM - 2 PM  
Aug 31 11:30 AM - 1:30 PM (Kerrville CC / No Fee)  
Sep 20 10 AM - 1 PM

Cherish Your Customers  
No Fee | DB 2.316  
Sep 6 10 AM - 12 PM

Commercial Real Estate for the Small Business Owner  
No Fee | DB 2.316  
Sep 21 4 PM - 6 PM

Digital Marketing Boot Camp  
Fee \$30 | DB 2.316  
Aug 17 1 PM - 8 PM

IRS Compliance and Strategy  
No Fee | DB 1.402  
Sep 19 11 AM - 1 PM

Systems for Success  
No Fee | DB 2.316  
July 20 11:30 AM - 1 PM

Tackling Challenges: Clarity for Your Small Business  
No Fee DB 2.316  
Aug 9 11 AM - 1 PM  
Sep 7 6 PM - 8 PM (New Braunfels Chamber, Honors Hall)

Tax and Accounting Best Practices  
No Fee | DB 2.316  
Aug 22 11 AM - 1 PM

Time Management Truths  
No Fee | Geekdom Event Center  
Aug 8 6 PM - 8 PM

Where's the Money? Financing Sources and How to Qualify  
No Fee | DB 2.316  
Sep 20 11 AM - 1 PM

## EMPLOYER SERVICES

HR Red Flag  
Fee \$30 | FS 2.402  
July 18 9 AM - 12 PM

## SPECIALTY RESOURCES

Buying a Franchise: How to be part of a Great Brand  
No Fee | DB 1.402  
Aug 2 6 PM - 8 PM

Government Contracting 101 for Veterans  
No Fee | DB 3.302  
Aug 16 9 AM - 12 PM

How to Convert Military Skillsets into a Successful Business  
No Fee | FS 2.402  
July 11 9 AM - 12 PM

OSHA Certification: 10 Hour Course – *Two Day Course*  
Fee \$150.00 | DB 2.316  
Sep 14 8:30 AM - 4:30 PM  
Sep 15 8:30 AM - 12:30 PM

Restaurant Ready  
No Fee | DB 2.316  
Aug 15 11 AM - 1 PM

TWC Decoded and FLSA: What You Need to Know  
No Fee | DB 2.316  
Aug 18 | 10 AM - 1 PM

Understanding Your Market: Look Before You Leap  
No Fee | DB 1.402  
Aug 10 11 AM - 1 PM

What Investors Look For In An Investable Company  
No Fee | DB 1.402  
July 6 11 AM - 1 PM

## MARKETING

Marketing to the 4 Generations  
No Fee | DB 2.316  
July 19 10 AM - 1 PM

Snapchat for Small Business  
No Fee | DB 1.402  
July 19 11 AM - 1 PM

Using Social Media for Small Business  
No Fee | Seguin Chamber  
Aug 8 11 AM - 1 PM

Social Media Basics – *En Español*  
No Fee | DB 1.402  
Aug 22 11 AM - 1 PM

Target Marketing Personas  
No Fee | DB 2.316  
Aug 24 11 AM - 1 PM

LinkedIn 101: Set Up  
No Fee | DB 1.402  
Sep 5 6 PM - 8 PM

CONTINUED

LinkedIn 102: Using It Effectively  
No Fee | DB 1.402  
Sep 12 6 PM - 8 PM

Marketing: Simplified  
No Fee | DB 1.402  
Sep 14 11:30 AM - 1 PM

## CONTRACTING

8(a) Business Development Program  
No Fee | DB 3.302  
Aug 31 10 AM - 12 PM

Building a Dynamic Marketing Capability Brief  
Fee \$30 | DB 3.302  
July 27 1:30 PM - 4:30 PM

Building a Proposal and Submitting an Offer  
Fee \$30 | FS 2.402  
July 19 1:30 PM - 4:30 PM

Cost Proposal  
Fee \$30 | DB 3.302  
Sep 28 1:30 PM - 4:30 PM (DB 3.302)

Defense Contract Audit Agency (DCAA)  
No Fee | DB 3.302  
Aug 9 8 AM - 4:15 PM

Federal Acquisition Regulation (FAR) 101  
Fee \$30 | FS 2.402  
July 13 1:30 PM - 4:30 PM

GSA: Selling to The Federal Government  
Fee \$30 | DB 3.302  
Aug 10 9 AM - 12 PM

Introduction to General Service Administration (GSA)  
Fee \$30 | DB 3.302  
Sep 19 1:30 PM - 4:30 PM

LPTA versus Trade-Off Source Selections  
Fee \$30 | DB 3.302  
Sep 26 1:30 PM - 4:30 PM

Marketing Your GSA Schedule  
Fee \$30 | DB 3.302  
Sep 14 9 AM - 12 PM

SBA Woman Owned Small Business Program (WOSB)  
No Fee | DB 3.302  
Aug 23 10 AM - 12 PM

## TECHNOLOGY

Valuing Technology and Other Intangible Business Assets  
No Fee | DB 1.402  
July 18 11 AM - 1 PM

Beginning with QuickBooks  
Advance \$100/Door \$120 | DB 1.402  
Aug 11 9 AM - 1 PM

Working with QuickBooks  
Advance \$100/Door \$120 | DB 1.402  
Aug 18 9 AM - 1 PM

Customizing QuickBooks  
Advance \$100/Door \$120 | DB 1.402  
Aug 25 9 AM - 1 PM

Intro to SBIR/STTR Funding & the Application Process  
No Fee | DB 2.316  
Sep 7 11 AM - 1 PM

Grow Your Business with Email and Social Media  
No Fee | Geekdom Event Center  
Sep 12 6 PM - 8 PM

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

**TO REGISTER:** Please visit [utsa.ecenterdirect.com](http://utsa.ecenterdirect.com) or email us at [sbdcworkshop@utsa.edu](mailto:sbdcworkshop@utsa.edu)

*PREREGISTRATION & PREPAYMENT ARE STRONGLY RECOMMENDED AS SEATING IS LIMITED.*

*\* Training sessions, times & location are subject to change. For an up-to-date schedule check the advance training listing at [www.iedtexas.org/training](http://www.iedtexas.org/training)*