

... continued

**EMPLOYER SERVICES**

**The Employment Lifecycle** □  
\$30 | DB 3.202  
Apr 21 9AM - 12 PM

**Job Descriptions and Performance Management** □  
\$30 | DB 3.202  
Apr 28 9AM - 12 PM

**Employee Handbook Clinic** □  
\$30 | DB 1.402  
May 5 9 AM - 4PM

**STRATEGIC PARTNERS**



**CORPORATE AFFILIATES**

**GOLD LEVEL**



Mike Maldonado | 210.945.3800



Community Relations | 210.856.5133



Business Banking | 210.220.4011



Rick Nelson | 210.483.6747



Cheryl L. Pyle | 830.708.2445

**SILVER LEVEL**



Alex Polanco | 210.408.5771



Yvonne Fernandez | 210.476.4449



Jeanette Flores Westbrook | 210.283.6500



Elva Adams | 210.736.7738

**Institute for Economic Development**  
The University of Texas at San Antonio

UTSA DOWNTOWN CAMPUS  
501 W. César E. Chávez Blvd., San Antonio, TX 78207  
**210.458.2020**

The UTSA Institute for Economic Development is centered around the small business owner's experience. We are dedicated to creating jobs, growing businesses, and fostering economic development. Our ten centers serve San Antonio and 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 you with your small business needs.

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

**UTSA**  
Knowledge Enterprise



**UTSA** | Institute for Economic Development

**2020 TRAINING SCHEDULE**

APRIL | JUNE

# SMALL BUSINESS TRAINING

PREREGISTRATION & PREPAYMENT ARE STRONGLY RECOMMENDED AS SEATING IS LIMITED

TRAINING LOCATIONS ARE LISTED ON REGISTRATION WEBPAGES

## BUSINESS ESSENTIALS

### Business Plan

Advance \$40/Door \$60 | DB 1.402

Apr 29 10 AM – 1 PM  
May 16 10 AM – 1 PM [Seguin Library | No Fee]  
May 28 6 PM – 9 PM  
Jun 24 10 AM – 1 PM

### Start Smart

No Fee | DB 2.316  
Apr 8 10 AM – 12 PM  
Apr 18 9 AM – 11 AM  
[NB Chamber Honors Hall]  
Apr 28 4 PM – 6 PM  
May 14 6 PM – 8 PM  
May 29 11 AM – 1 PM  
Jun 10 10 AM – 12 PM  
Jun 23 4 PM – 6 PM

### Business Model Canvas

Advance \$40/Door \$60 | DB 2.316

Apr 15 10 AM – 1 PM  
May 21 6 PM – 9 PM  
Jun 18 10 AM – 1 PM

### How to Start a Business: Business Model Canvas/Social Media Essentials

No Fee | RBFCU  
Apr 3 8:45 AM – 3:30 PM

### How to Finance Your Small Business

No Fee | Security Bank  
Apr 16 11 AM – 1 PM

### Fundamental Tax & Accounting Tips

No Fee | DB 2.316  
Apr 28 10 AM – 12 PM

### Business Insurance 101

No Fee | DB 2.316  
May 1 10 AM – 12 PM

### Law & Accounting Orientation – Two Part Course

No Fee | DB 2.316  
May 1 6 PM – 9 PM  
May 8 6 PM – 8 PM

### Basic Business Math: Start Here

No Fee | DB 2.316  
May 5 10 AM – 12 PM  
May 5 4 PM – 6 PM

### Most Common Contracts for Small Businesses

No Fee | DB 2.316  
May 6 3:30 PM – 5:30 PM

### Look at Your Business Like an Expert in 7 Minutes per Month

No Fee | DB 2.316  
May 13 10 AM – 12 PM  
May 13 4 PM – 6 PM

### Avoiding Legal Pitfalls

No Fee | DB 2.316  
Jun 11 10 AM – 12 PM  
Jun 11 4 PM – 6 PM

### Where's the Money: Financing Sources and How to Qualify

No Fee | DB 2.316  
Jun 19 10 AM – 12 PM

### Women's Entrepreneurship Bootcamp

No Fee | DB 2.316 & Rural Webcast  
Apr 27 8 AM – 5 PM – **En Español**  
May 18 8 AM – 5 PM  
Jun 22 8 AM – 5 PM – **En Español**

### Busting Myths to Small Business Financing

No Fee | NB Chamber Honors Hall  
Jun 25 10 AM – 12 PM

### Getting the Banks to Say Yes to Small Business Loans

No Fee | DB 2.316  
Jun 26 10 AM – 12 PM

## TECHNOLOGY

### SEO 2020: What's New and How to Move Forward

No Fee | DB 2.316  
Apr 1 11 AM – 1 PM  
Apr 1 4 PM – 6 PM

### Cyber 101

\$35 | DB 3.202  
Apr 7 9AM – 12 PM  
May 12 9AM – 12 PM  
Jun 16 9AM – 12 PM

### Cyber Aware: Various Topics

No fee | DB3.202  
Apr 23 9AM – 12 PM [Phishing]  
May 13 9AM – 12 PM [Social Engineering]  
Jun 23 9AM – 12 PM [Ransomware]

### Beginning with QuickBooks

Advance \$100/Door \$120 | DB 1.402  
Jun 6 4 PM – 8 PM

### Working with QuickBooks

Advance \$100/Door \$120 | DB 1.402  
Jun 9 4 PM – 8 PM

### Customizing QuickBooks

Advance \$100/Door \$120 | DB 1.402  
Jun 16 4 PM – 8 PM

## MARKETING

### Everything You Need to Know About Google My Business

No Fee | DB 2.316  
Apr 30 4 PM – 6 PM

### Tips to Strengthen Your Online Presence

No Fee | DB 2.316  
Apr 30 10 AM – 12 PM

### Tik Tok 101 – The Hottest Social Media Platform

No Fee | DB 2.316  
May 20 4 PM – 6 PM

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### The Basics: Digital Marketing Tools for Content Creation

No Fee | DB 2.316  
May 27 4 PM – 6 PM

### The Power of Your Digital Reputation: Leverage Customer Reviews and Feedback for Success

No Fee | DB 2.316  
May 28 11 AM – 1 PM  
May 28 4 PM – 6 PM

### Making Marketing Content

No Fee | NB Honors Hall  
Jun 10 1 PM – 4 PM

### Marketing Shouldn't Be Scary

No Fee | DB 2.316  
Jun 24 4 PM – 6 PM

## CONTRACTING

### HubZone Program

No Fee | DB 3.202  
Apr 8 10 AM – 11:30 AM

### Intro to beta.SAM.gov

No Fee | DB 3.202  
Apr 16 1 PM – 4 PM

### Doing Business with CPS, VIA & SCTRCA

No Fee | DB 3.202  
Apr 30 10 AM – 12 PM  
May 28 10 AM – 12 PM  
Jun 18 9 AM – 12 PM

### Woman Owned Small Business Program (WOSB)

No Fee | DB 3.202  
May 6 10 AM – 11:30 AM

### Building a Dynamic Marketing Capability Briefing

No Fee | Shops at La Cantera  
May 7 1 PM – 4 PM

### Introduction to GSA

No Fee | DB 3.202  
May 21 1 PM – 4 PM

### How to Prepare for Small Business Match Making Events

No Fee | DB 3.202  
Jun 3 9 AM – 12 PM

### Lowest Price Technical Acceptable vs

### Trade-off Source Selections

No Fee | DB 3.202  
Jun 25 1 PM – 4 PM

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## SPECIALTY RESOURCES

### Finding the Balance

No Fee | DB 2.316  
Apr 29 10 AM – 12 PM

### Restaurant Ready: Basics

No Fee | DB 2.316  
Apr 29 1 PM – 3 PM [Seguin Chamber]  
Jun 30 10 AM – 12 PM

### ISO 9001 for Leadership Teams Smart Quality Management Implementations

No Fee | DB 1.402  
May 1 11 AM – 1 PM

### Introduction to Networking: The Basics

No Fee | DB 2.316  
May 8 4 PM – 7 PM

### Profit Mastery Series

New \$295/Add. Person \$195/Repeat \$100 | DB 3.202  
May 12 9 AM – 1 PM  
May 14 9 AM – 1 PM  
May 19 9 AM – 1 PM  
May 21 9 AM – 1 PM [DB 2.316]

### The Psychology of Business Communications

No Fee | DB 2.316  
May 12 10 AM – 12 PM

### Commercial Real Estate for the Small Business Owner

No Fee | DB 2.316  
May 12 4 PM – 6 PM  
May 19 10 AM – 12 PM [Broadway Bank]

### Work Opportunity Tax Credits

No Fee | DB 2.316  
May 22 10 AM – 12 PM

### How to Start an Internship Program

No Fee | DB 1.402  
May 28 10 AM – 12 PM

### How to Be an Awesome Intern Manager

No Fee | DB 2.316  
Jun 4 10 AM – 12 PM

### Process Improvements for Small Business

\$30 | DB 2.316  
Jun 5 9 AM – 12 PM

### Leverage Your Leadership, Transition Your Business

No Fee | DB 1.402  
Jun 11 11 AM – 1 PM

### Getting Started with Your Airbnb: The Basics

No Fee | DB 2.316  
Jun 12 4 PM – 6 PM

### Business Confidential: Protecting Your Business IP

No Fee | DB 2.316  
Jun 25 10 AM – 12 PM  
Jun 25 4 PM – 6 PM

TO REGISTER VISIT:

UTSAPTAC.ECENTERDIRECT.COM | UTSA.ECENTERDIRECT.COM

❖ = UTSA PTAC (DLA) | □ = SBDC CENTER FOR GOVERNMENT CONTRACTING | ALL OTHERS ARE UTSA SBDC COURSES