



2018

TRAINING SCHEDULE



**Dallas Metropolitan Small Business Development Center**

*A partnership of the U.S. Small Business Administration and Dallas County Community College District.*

1402 N. Corinth Street, Ste. 1520 | Dallas, Texas 75215 | 214.860.5848

## ORIENTATION

Description: Learn how the Dallas Metropolitan Small Business Development Center can assist you in starting or growing your business. A few of the topics included are: What It Takes to Be an Entrepreneur, Financing Your Business, and Developing a Business Plan.

Day	Date	Starts	Ends	Hours	Location	Trainer	Fee
Friday	02/02/18	2:00 PM	4:00 PM	2	Bill J. Priest #1534	G. Edwards	\$0
Friday	03/02/18	2:00 PM	4:00 PM	2	Bill J. Priest #1534	G. Edwards	\$0
Friday	04/06/18	2:00 PM	4:00 PM	2	Bill J. Priest #1534	G. Edwards	\$0
Friday	05/04/18	2:00 PM	4:00 PM	2	Bill J. Priest #1534	M. Christie	\$0
Friday	06/01/18	2:00 PM	4:00 PM	2	Bill J. Priest #1534	M. Christie	\$0
Friday	07/07/18	2:00 PM	4:00 PM	2	Bill J. Priest #1534	G. Edwards	\$0
Friday	08/03/18	2:00 PM	4:00 PM	2	Bill J. Priest #1534	G. Edwards	\$0
Friday	09/07/18	2:00 PM	4:00 PM	2	Bill J. Priest #1534	M. Christie	\$0
Friday	10/05/18	2:00 PM	4:00 PM	2	Bill J. Priest #1534	M. Christie	\$0
Friday	11/02/18	2:00 PM	4:00 PM	2	Bill J. Priest #1534	G. Edwards	\$0
Friday	12/07/18	2:00 PM	4:00 PM	2	Bill J. Priest #1534	G. Edwards	\$0

## ORIENTACIÓN EN ESPAÑOL

Descripción: Aprenda cómo los servicios del Dallas Metropolitan SBDC pueden ayudarte a iniciar o crecer su negocio. Temas incluyen plan de negocio, regulación/ licencias, prestamos, estructuras legales, impuestos federales/estales, y más.

Day	Date	Starts	Ends	Hours	Location	Trainer	Fee
Viernes	01/26/18	9:00 AM	12:00 PM	3	Bill J. Priest #1521	Sergio Bento	\$0
Viernes	02/23/18	9:00 AM	12:00 PM	3	Bill J. Priest #1521	Sergio Bento	\$0
Viernes	03/23/18	9:00 AM	12:00 PM	3	Bill J. Priest #1521	Sergio Bento	\$0
Viernes	04/20/18	9:00 AM	12:00 PM	3	Bill J. Priest #1521	Sergio Bento	\$0
Viernes	05/25/18	9:00 AM	12:00 PM	3	Bill J. Priest #1521	Sergio Bento	\$0
Viernes	06/29/18	9:00 AM	12:00 PM	3	Bill J. Priest #1521	Sergio Bento	\$0
Viernes	07/27/18	9:00 AM	12:00 PM	3	Bill J. Priest #1521	Sergio Bento	\$0
Viernes	08/24/18	9:00 AM	12:00 PM	3	Bill J. Priest #1521	Sergio Bento	\$0
Viernes	09/28/18	9:00 AM	12:00 PM	3	Bill J. Priest #1521	Sergio Bento	\$0
Viernes	10/26/18	9:00 AM	12:00 PM	3	Bill J. Priest #1521	Sergio Bento	\$0
Viernes	11/30/18	9:00 AM	12:00 PM	3	Bill J. Priest #1521	Sergio Bento	\$0
Viernes	12/14/18	9:00 AM	12:00 PM	3	Bill J. Priest #1521	Sergio Bento	\$0

## SMALL BUSINESS START-UP WORKSHOP

Description: Come learn about the expertise available to entrepreneurs and aspiring entrepreneurs from one of the largest management assistance programs serving small businesses in the United States. SBDCs assist start-up and existing businesses to expand and remain competitive in the complex marketplace and ever-changing global economy. This session will provide participants with information on the in-depth management and technical assistance provided by the North Texas SBDC Network throughout 49 counties in northeast Texas. Our mission is to accelerate the economy, by helping entrepreneurs grow sustainable businesses.

Day	Date	Starts	Ends	Hours	Location	Trainer	Fee
Friday	01/12/18	6:00 PM	9:00 PM	3	Bill J. Priest #1534	G. Edwards	\$30
Friday	02/09/18	6:00 PM	9:00 PM	3	Bill J. Priest #1534	M. Christie	\$30
Friday	03/09/18	6:00 PM	9:00 PM	3	Bill J. Priest #1534	G. Edwards	\$30
Friday	04/13/18	6:00 PM	9:00 PM	3	Bill J. Priest #1534	M. Christie	\$30
Friday	05/11/18	6:00 PM	9:00 PM	3	Bill J. Priest #1534	G. Edwards	\$30
Friday	06/08/18	6:00 PM	9:00 PM	3	Bill J. Priest #1534	G. Edwards	\$30
Friday	07/13/18	6:00 PM	9:00 PM	3	Bill J. Priest #1534	G. Edwards	\$30
Friday	08/10/18	6:00 PM	9:00 PM	3	Bill J. Priest #1534	G. Edwards	\$30
Friday	09/14/18	6:00 PM	9:00 PM	3	Bill J. Priest #1534	G. Edwards	\$30
Friday	10/12/18	6:00 PM	9:00 PM	3	Bill J. Priest #1534	G. Edwards	\$30
Friday	11/09/18	6:00 PM	9:00 PM	3	Bill J. Priest #1534	G. Edwards	\$30

**BUSINESS PLANNING  
(AN INTRODUCTION)**

Description: An introduction to planning for success. Learn the components of a business plan and how to write it. This is a living document that defines and projects business growth for the first 3-5 years.

Day	Date	Starts	Ends	Hours	Location	Trainer	Fee
Friday	02/16/18	9:00 AM	12:00 PM	3	Bill J. Priest #1534	G. Edwards	\$25
Friday	04/20/18	9:00 AM	12:00 PM	3	Bill J. Priest #1534	G. Edwards	\$25
Friday	06/15/18	9:00 AM	12:00 PM	3	Bill J. Priest #1534	G. Edwards	\$25
Friday	08/17/18	9:00 AM	12:00 PM	3	Bill J. Priest #1534	G. Edwards	\$25
Friday	10/19/18	9:00 AM	12:00 PM	3	Bill J. Priest #1534	G. Edwards	\$25

**FRANCHISE BUSINESS  
EXPLORATION  
WORKSHOP**

Description: If you are seriously considering business ownership - specifically franchise ownership, this workshop is for you. Topics include: Why Business Ownership, Business Ownership Options, Franchise Industry Overview, Building Your Business Model, and How to Search for a Franchise.

Day	Date	Starts	Ends	Hours	Location	Trainer	Fee
Thursday	03/08/18	6:00 PM	7:30 PM	1.5	Bill J. Priest #1534	N. Mdhlolongwa	\$25
Thursday	06/14/18	6:00 PM	7:30 PM	1.5	Bill J. Priest #1534	N. Mdhlolongwa	\$25
Thursday	09/13/18	6:00 PM	7:30 PM	1.5	Bill J. Priest #1534	N. Mdhlolongwa	\$25

**BIZ WAKE UP CALL:  
LEGAL PREPARATION  
FOR SMALL BUSINESS**

Description: We have assembled the ideal legal workshop panel for you to better-understand some critical legal documents. On Thursday, March 22, 2018 at 8:00 a.m. at the Bill J. Priest Center. We will host four attorneys and a facilitator; who is also an attorney, to discuss how to write and interpret legal contracts to spare you headaches and keep you out of trouble. Topics include: An Operational Agreement for your LLC or Corporation, a Disclosure Statement to protect your intellectual property or unique idea/approach, what does it mean when you sign a non-compete agreement, negotiating leases, and other related real estate.

Day	Date	Starts	Ends	Hours	Location	Trainer	Fee
Thursday	03/22/18	8:00 AM	10:00 AM	2	Bill J. Priest #1215	TBA	\$25

**BIZ WAKE UP CALL:  
CYBER SECURITY**

Description: Cyber security is also referred to as information technology security. This workshop will focus on protecting computers, networks, programs, and data from unintended or unauthorized access, change or destruction.

Day	Date	Starts	Ends	Hours	Location	Trainer	Fee
Thursday	05/24/18	8:00 AM	10:00 AM	2	Bill J. Priest #1215	TBA	\$25

**BIZ WAKE UP CALL:  
FINANCIAL PLANNING  
FOR BUSINESS LOANS**

Description: Financial planning is necessary to determine how businesses grow to achieve their strategic goals and objectives. Usually a company creates a financial plan immediately after the vision and objectives have been determined. This workshop is a quick introduction to income statements, cash flow statements, balance sheets, how to be bankable for loans, and prepare for investors.

Day	Date	Starts	Ends	Hours	Location	Trainer	Fee
Thursday	07/26/18	8:00 AM	10:00 AM	2	Bill J. Priest #1215	TBA	\$25

**BIZ WAKE UP CALL:  
MARKETING/SALES  
VIA SOCIAL MEDIA**

Description: To some business owners, social media marketing "is the big thing", a temporary, yet powerful fad that must be taken advantage of while it's still in the spotlight. To others, it's a buzzword with no practical advantages and a steep, complicated learning curve. This session will address increasing brand recognition and improving brand loyalty.

Day	Date	Starts	Ends	Hours	Location	Trainer	Fee
Thursday	09/27/18	8:00 AM	10:00 AM	2	Bill J. Priest #1215	TBA	\$25

**BIZ WAKE UP CALL:  
HUMAN RESOURCES**

Description: Many businesses need more than one worker to make them grow. This workshop will teach you how to hire and terminate employees, share important employee laws to ensure you are in compliance, and how to structure the right benefits to attract and retain workers.

Day	Date	Starts	Ends	Hours	Location	Trainer	Fee
Thursday	11/29/18	8:00 AM	10:00 AM	2	Bill J. Priest #1215	TBA	\$25

The Dallas Metropolitan Small Business Development Center (DMSBDC) is among the largest management assistance programs serving the small business sector in the United States. DMSBDC provides research, counseling and training for small business owners. We help them to manage, finance, grow and sustain their businesses. Located in Dallas, Texas, we are partially funded under Cooperative Agreement SBAHQ-18-B-0005 through a partnership between the North Texas SBDC network, the U.S. Small Business Administration, the State of Texas, and the Dallas County Community College District. Through this partnership, one-on-one, strategic business consulting is provided at no charge to businesses and residents in Dallas County.

One way of supporting entrepreneurs and small businesses is to provide effective training. The Dallas Metropolitan SBDC believes in using trainers who provide firsthand experience and expert knowledge in their field. We want to strengthen the Dallas economy by offering free and low cost workshops and seminars. Please look at our training schedule for topics that are essential to business success. The following are areas in which we provide assistance:

### Starting a Business

- ▶ Entrepreneurship Training
- ▶ Business Planning
- ▶ Legal Entity Selection
- ▶ Start-up Funding
- ▶ Licenses and Permits
- ▶ Feasibility Analysis

### Growing a Business

- ▶ Advanced Entrepreneurship Training
- ▶ Growing Revenue
- ▶ Business and Marketing Plans
- ▶ Buy/Sell a Business
- ▶ Social Media Marketing
- ▶ Product Pricing
- ▶ Financial Analysis
- ▶ Cash Flow Projections/Analysis
- ▶ Business Loans



### Register for Training

Please choose the Dallas Metropolitan SBDC training topic and session you would like to attend. This information is included both in our training brochure and on our website. To register for the training you have chosen, please visit the Dallas Metropolitan SBDC website at the address below.



[www.dallasmetropolitansbdc.com](http://www.dallasmetropolitansbdc.com)

TIP: Visit with a Dallas Metropolitan SBDC business advisor to developed market research studies for your business plan. Starting your own business, ask yourself:

- ▶ Do you have what it takes?
- ▶ What business should you choose?
- ▶ What do you need to succeed?
- ▶ How much money do you need to get started?

Sign-up for an orientation training to learn about a business plan, financial projections, social media marketing, and schedule a no-cost, one-on-one appointment with an SBDC advisor before initiating formal legal actions such as getting your DBA or forming your LLC to avoid costly mistakes.