



# Fall 2023

## Small Business Webinar Series

brought to you by the Eastern District

U.S. Small Business Administration

Wayne Pike Workforce Alliance and the Stourbridge Project  
Business Incubator in Honesdale, PA



**All sessions are held Wednesdays  
from 12:00 p.m.-1:00 p.m. unless otherwise noted.  
October 4th through December 3rd.**

**These webinars are not recorded and only attendees will receive the slide presentations and certificate of attendance.  
Links to register for each webinar are below.**

**October 4- Launching a Home Based Business**  
**October 11- Business Smarts Toolkit- Ready, Set- Part 1 (12-1:30)**  
**October 18- Business Smarts Toolkit- Set, Go- Part 2 (12-1:30)**  
**October 25- Holiday Marketing for Your Business (12-12:30)**  
**November 1-Money Smarts Series-Banking Services-Part 1**  
**November 8-Money Smarts Series-Time Management-Part 2**  
**November 15-Money Smarts Series-Financial Services-Part 3**  
**November 29-Money Smarts Series-Risk Management-Part 4**  
**December 6-Money Smarts Series-Cash Flow-Part 5**  
**December 13-Money Smarts Series-Succession Planning-Part 6**



**October 4- Launching a Home Based Business**

<https://us02web.zoom.us/meeting/register/tZYpdOGsqz8pGtErNaXqSLR4W8pi-KM0xsnK>

[Welcome! You are invited to join a meeting: SBA- Launching a Home](#)

[Based Business. After registering, you will receive a confirmation email about joining the meeting.](#)

Small Business Administration presentation: Are you ready to jumpstart your entrepreneurial dream? Most entrepreneurs start with a home-based business that creates, delivers, or improves on a product or service. In this one-hour introductory and interactive course, join the U.S. Small Business Administration to discuss: Generating the idea Applying the rules Creating the plan Evaluating the financing Accessing mentoring and training resources Receive a Certificate of Completion for any webinar taken or for taking the entire Entrepreneurship Series.

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### **October 11- Business Smarts Toolkit- Ready, Set- Part 1**

<https://us02web.zoom.us/meeting/register/tZUpce6orzsoGtRLWDobYOVQK21FzbWsqfGJ>

[Welcome! You are invited to join a meeting: SBA- Business Smarts Tool Kit- Part 1- Ready, Set, Go. After registering, you will receive a confirmation email about joining the meeting.](#)

Presented by the Small Business Administration: This program is designed for helping new and aspiring entrepreneurs launch a business idea and to understand the steps to building a business that is credit-ready. In this two-module interactive course, join the U.S. Small Business Administration to discuss: Part 1: Basics of business startup Pitfalls to avoid Talents that drive entrepreneurship 10 Steps to start a business How and Where to find additional small business support and educational resources Receive a Certificate of Completion for any webinar taken or for taking the entire Entrepreneurship Series.

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### **October 18- Business Smarts Toolkit- Set, Go- Part 2**

[https://us02web.zoom.us/meeting/register/tZIlc-mprTstHNWToyA73aLtl- dfcp5n\\_mx](https://us02web.zoom.us/meeting/register/tZIlc-mprTstHNWToyA73aLtl- dfcp5n_mx)

[Welcome! You are invited to join a meeting: SBA- Business Smarts Toolkit- Part 2- Ready, Set, Go. After registering, you will receive a confirmation email about joining the meeting.](#)

Presented by the Small Business Administration: You learned the basics about setting up your business during the READY module and now you're SET to get started, but you need money so that you will be ready to GO ... This program is designed for helping new and aspiring entrepreneurs launch a business idea and to understand the steps to building a business that is credit-ready. In this two-module interactive course, join the U.S. Small Business Administration to discuss: Part 2: Credit-ready essentials Financing options Loan requirements Receive a Certificate of Completion for any webinar taken or for taking the entire Entrepreneurship Series.

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### **October 25- Holiday Marketing for Your Business**

[https://us02web.zoom.us/meeting/register/tZUrdeGhpzqkHt31YG26\\_iERtyUkEhi6gapd](https://us02web.zoom.us/meeting/register/tZUrdeGhpzqkHt31YG26_iERtyUkEhi6gapd)

[Welcome! You are invited to join a meeting: SBA- Holiday Marketing for your Business. After registering, you will receive a confirmation email about joining the meeting.](#)

Presented by the Small Business Administration: Get Ready for Small Business Saturday Join our Holiday Marketing Campaigns Webinar Wednesday, October 25 Each year, we encourage independent businesses, dining establishments, entrepreneurs, makers, and artists to leverage Small Business Saturday to help drive more traffic to their businesses – whether it's through their doors or to their e-commerce site during the holiday shopping season. Last year, shoppers came together in full force to support their local communities, and Small Business Saturday hit a record high in reported spending. Did you know there are 5 different holiday marketing campaigns between Thanksgiving Day and Cyber Monday to help independent businesses capture a larger piece of the critical holiday season consumer spending? Join us in a 30-minute interactive live webinar to learn about the target audience for each holiday campaign, including Small Business Saturday, and receive marketing tips you can implement to get customers to choose y

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### **November 1-Money Smarts Series-Banking Services-Part 1**

<https://us02web.zoom.us/meeting/register/tZwpf-moqz4qHtdQVtQyiCBgGP5fHU31t4r>

[Welcome! You are invited to join a meeting: SBA- Money Smarts Series-Part 1- Banking Services. After registering, you will receive a confirmation email about joining the meeting.](#)

Presented by the Small Business Administration Are you Money Smart? Get financially fit in 6 weeks when you join the SBA's virtual business training program for aspiring and existing entrepreneurs on the financial basics of starting and growing a business. All classes are offered Wednesdays from 12:00 p.m. to 1:00 p.m. ET with time allocated for a live Q&A. The sessions are not recorded. Banking Services - Wednesday, November 1 This module provides an overview of business banking services for small business. Receive a Certificate of Completion for any webinar taken or for taking the entire Money Smart Series.

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### **November 8-Money Smarts Series-Time Management-Part 2**

[https://us02web.zoom.us/meeting/register/tZAqcOisrzwpe914SzAH3aK5DDuGK\\_WSTMCC](https://us02web.zoom.us/meeting/register/tZAqcOisrzwpe914SzAH3aK5DDuGK_WSTMCC)

[Welcome! You are invited to join a meeting: SBA-Money Smarts Series-Part 2- Time Management. After registering, you will receive a confirmation email about joining the meeting.](#)

Presented by the Small Business Administration Are you Money Smart? Get financially fit in 6 weeks when you join the SBA's virtual business training program for aspiring and existing entrepreneurs on the financial basics of starting and growing a business. All classes are offered Wednesdays from 12:00 p.m. to 1:00 p.m. ET with time allocated for a live Q&A. The sessions are not recorded. Time Management - Wednesday, November 8 This module provides an overview of time management and is designed to help

participants to understand how time management can benefit their business. Receive a Certificate of Completion for any webinar taken or for taking the entire Money Smart Series.

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### **November 15-Money Smarts Series-Financial Services-Part 3**

[https://us02web.zoom.us/meeting/register/tZUsdu2hqTwiHtUOgFKAk7cf\\_KG6SUccapPO](https://us02web.zoom.us/meeting/register/tZUsdu2hqTwiHtUOgFKAk7cf_KG6SUccapPO)

[Welcome! You are invited to join a meeting: SBA- Money Smarts Series-Part 3- Financial Management. After registering, you will receive a confirmation email about joining the meeting.](#)

Presented by the Small Business Administration Are you Money Smart? Get financially fit in 6 weeks when you join the SBA's virtual business training program for aspiring and existing entrepreneurs on the financial basics of starting and growing a business. All classes are offered Wednesdays from 12:00 p.m. to 1:00 p.m. ET with time allocated for a live Q&A. The sessions are not recorded. Financial Management - Wednesday, November 15 This module provides an overview of business financial management and is designed to help participants to understand how financial management can benefit their business. Receive a Certificate of Completion for any webinar taken or for taking the entire Money Smart Series.

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### **November 29-Money Smarts Series-Risk Management-Part 4**

[https://us02web.zoom.us/meeting/register/tZAKcuyvrzlrE9M5\\_8LxQlyLfJ7uBgLJ7pNi](https://us02web.zoom.us/meeting/register/tZAKcuyvrzlrE9M5_8LxQlyLfJ7uBgLJ7pNi)

[Welcome! You are invited to join a meeting: SBA- Money Smarts Series-Part 4- Risk Management. After registering, you will receive a confirmation email about joining the meeting.](#)

Presented by the Small Business Administration Are you Money Smart? Get financially fit in 6 weeks when you join the SBA's virtual business training program for aspiring and existing entrepreneurs on the financial basics of starting and growing a business. All classes are offered Wednesdays from 12:00 p.m. to 1:00 p.m. ET with time allocated for a live Q&A. The sessions are not recorded. Risk Management - Wednesday, November 29 This module provides an overview of risk management and is designed to help participants to understand how risk management can benefit their business. Receive a Certificate of Completion for any webinar taken or for taking the entire Money Smart Series.

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### **December 6-Money Smarts Series-Cash Flow-Part 5**

<https://us02web.zoom.us/meeting/register/tZMuceqprzMpHNA4GUrrOb2h9fplX1QIGyZs>

[Welcome! You are invited to join a meeting: SBA- Money Smarts Series-Part 5- Cash Flow. After registering, you will receive a confirmation email about joining the meeting.](#)

Presented by the Small Business Administration: Are you Money Smart? Get financially fit in 6 weeks when you join the SBA's virtual business training program for aspiring and existing entrepreneurs on the financial basics of starting and growing a business. All classes are offered Wednesdays from 12:00 p.m. to 1:00 p.m. ET with time allocated for a live Q&A. The sessions are not recorded. Managing Cash Flow - Wednesday, December 6 This module encourages the participants to focus on cash flow management as an essential competency of business ownership. Receive a Certificate of Completion for any webinar taken or for taking the entire Money Smart Series.

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## **December 13-Money Smarts Series-Succession Planning-Part 6**

<https://us02web.zoom.us/meeting/register/tZMpduuorTwuGdxlr0IVfO-MA44BPgPOoBUy>

[Welcome! You are invited to join a meeting: SBA- Money Smarts Series- Part 6- Succession Planning. After registering, you will receive a confirmation email about joining the meeting.](#)

Presented by the Small Business Administration Are you Money Smart? Get financially fit in 6 weeks when you join the SBA's virtual business training program for aspiring and existing entrepreneurs on the financial basics of starting and growing a business. All classes are offered Wednesdays from 12:00 p.m. to 1:00 p.m. ET with time allocated for a live Q&A. The sessions are not recorded. Selling Your Business & Succession Planning - Wednesday, December 12 This module provides an overview of selling a small business and succession planning and is designed to help participants to understand how selling a business can benefit their business. Receive a Certificate of Completion for any webinar taken or for taking the entire Money Smart Series.

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### **Additional Options:**

## **Q&A with the SBA**

Do you have questions on SBA services, resources and programs?

The U.S. Small Business Administration Eastern Pennsylvania District Office invites our Eastern Pennsylvania entrepreneurs and small businesses to bi-monthly exclusive virtual Q&A sessions focusing on the various services, resources and programs offered by SBA.

Whether you're starting a business, growing a business, or in recovery mode, we can offer guidance on our Resource Partner Network, loan programs, government contracting and certifications, and more!

The SBA Eastern Pennsylvania team is here to help answer your questions live. The sessions are not recorded.

**What: Q&A with the SBA**

**Where: Virtual live event via Microsoft Teams Platform or Phone Call**

**When: Occurs the second and fourth Tuesdays of the month at No Cost and No Pre Registration is Required**

**The 2023 dates are:**

- **August 8 & August 22**
- **September 12 & 26**
- **October 10 & 24**
- **November 14 & 28**
- **December 12**

**How: Join Microsoft Teams Link or call +1 202-765-1264,,485655439#**

**Time: 12:00 p.m. - 1:00 p.m.**

**Cost: No-cost session, No Pre Registration is Required**

**Contact: Sonia Smith, SBA Public Information Officer at [Sonia.Smith@sba.gov](mailto:Sonia.Smith@sba.gov) for any additional information.**

[JOIN MICROSOFT TEAMS HERE](#)

All SBA programs and services are provided on a nondiscriminatory basis. Reasonable accommodations will be made if requested at least two weeks in advance to [Sonia.Smith@sba.gov](mailto:Sonia.Smith@sba.gov).