



Small Business Training Opportunities in WV

To register for the events listed, call the number, click on the email, website or the event title for a direct link.

**SBA
West Virginia District Office**
320 West Pike Street
Suite 330
Clarksburg, WV 26301
(304) 623-5631

**SBA
Charleston Branch Office**
405 Capitol Street
Suite 412
Charleston, WV 25301
(304) 347-5220

www.sba.gov/wv

wvinfo@sba.gov

If you have items or events to add, please email them to richard.haney@sba.gov.

Business Fundamentals

Jan. 10, 2012	9 am to 12 pm	Charleston, WV
Jan. 10, 2012	9 am to 12 pm	Wheeling, WV
Jan. 12, 2012	9 am to 11 am	Kearneysville, WV
Jan. 17, 2012	5:30 pm to 8:30 pm	Beckley, WV
Jan. 24, 2012	9 am to 11 am	Martinsburg, WV
Jan. 24, 2012	9 am to 12 pm	Morgantown, WV
Jan. 25, 2012	5:30 pm to 8:30 pm	Petersburg, WV
Jan. 30, 2012	1 pm to 4 pm	Beckley, WV
Feb. 7, 2012	9 am to 12 pm	Charleston, WV
Feb. 8, 2012	5:30 pm to 8:30 pm	Moorefield, WV
Feb. 14, 2012	9 am to 12 pm	Wheeling, WV
Feb. 14, 2012	5:30 pm to 8:30 pm	Beckley, WV
Feb. 16, 2012	9 am to 11 am	Berkeley Springs, WV
Feb. 21, 2012	9 am to 11 am	Kearneysville, WV

Business Fundamentals is designed specifically for people who are thinking of starting a business, or have had a business for one year or less. The workshops provide essential information on what an entrepreneur needs to know to start a business successfully. Preregistration is required as seating is limited. Cost is \$35. To register, go to the [SBDC Training Events](http://www.sbdc.ecenterdirect.com/conferences.action) calendar at www.sbdc.ecenterdirect.com/conferences.action.

Sustainable Growth

Jan. 10, 2012	1 pm to 4 pm	Charleston, WV
Jan. 12, 2012	1 pm to 4 pm	Kearneysville, WV
Jan. 24, 2012	1:30 pm to 3:30 pm	Martinsburg, WV
Jan. 24, 2012	1 pm to 4 pm	Morgantown, WV
Jan. 25, 2012	1 pm to 4 pm	Petersburg, WV
Jan. 26, 2012	5:30 pm to 8:30 pm	Beckley, WV
Jan. 30, 2012	9 am to 12 pm	Beckley, WV
Feb. 7, 2012	1 pm to 4 pm	Charleston, WV
Feb. 8, 2012	1 pm to 4 pm	Moorefield, WV
Feb. 16, 2012	1 pm to 4 pm	Berkeley Springs, WV
Feb. 21, 2012	1 pm to 3 pm	Kearneysville, WV
Feb. 28, 2012	5:30 pm to 8:30 pm	Beckley, WV

Sustainable Growth is designed for existing and mature businesses in operation for a year or more. The workshops provide essential information for what a business owner needs to know to build expand or refresh a business. Preregistration is required as seating is limited. Cost is \$35. To register, go to the [SBDC Training Events](http://www.sbdc.ecenterdirect.com/conferences.action) calendar at www.sbdc.ecenterdirect.com/conferences.action.

Business Planning for Profit

Jan. 10, 2012 Six Week Course Huntington, WV

A step-by-step program for starting a business, Making money, and achieving your goals. This six-week course focus is to help people understand how to acquire funding so that they can get their business started the right way. Tuition is based on income. Contact Unlimited Future, Inc at 304-697-3007 or visit www.unlimitedfuture.org for more information and to register.

Business Ownership

Jan. 10, 2012 6 pm to 7 pm Beckley, WV

Feb. 7, 2012 6 pm to 7 pm Beckley, WV

Mar. 6, 2012 6 pm to 7 pm Beckley, WV

Dream of owning you own business? This workshop is the first step for anyone eager to discover what it takes to start a small business. Obtain an overview of available programs and services, meet the staff, and watch some successful business owners describe their experiences in a short video. Pre-registration is required for this FREE workshop. Go to www.westvirginiawbc.org or call 304-253-3145 to register or for more information.

Nuts & Bolts of Social Media Marketing

Jan. 12, 2012 8 am to 10 am Fairmont, WV

Social media is not a spectator sport! There is no denying the popularity of social media. The usages of social media to create community and collaboration are dazzling, but can seem daunting. This presentation will explore Facebook, Twitter, LinkedIn, and YouTube. The presentation is part of the monthly series of Do Biz U workshops. To register and for additional information, call 304-333-6777 or visit www.affiliateservices.org/index.php/events/area-events.

What Did We Learn From 2011's Natural Disasters

Jan. 17, 2012 2 pm to 3 pm Webinar

Natural disasters exacted a significant financial toll on the US in 2011. The Insurance Information Institute reports that insured losses from a series of disasters totaled \$35.9 billion. Agility Recovery Solutions and the SBA will host a free webinar that looks at how natural disasters in 2011 caused business interruptions, with a focus on business continuity lessons learned. Space is limited. To register go to: <https://www1.gotomeeting.com/register/180067536>.

Customer Service

Jan. 20, 2012 7:45 am to 8:45 am Beckley, WV

Deliver quality customer service in person, online and on the phone. In this free session, you will discover actions you can take back to the business site and implement immediately. Go to www.westvirginiawbc.org or call 304-253-3145 to register or for more information.

Start Your Own Arts and Crafts Business

Jan. 18, 2012 Online Course Beckley, WV

Feb. 15, 2012 Online Course Beckley, WV

Mar. 21, 2012 Online Course Beckley, WV

If you have an art or a craft and you dream about starting your own home-based or small business, this is the course for you! Learn how to start your own arts and crafts business from a professional artist. Discover how to create a niche in your chosen craft, price your work effectively, find the best craft shows, and market your product to a world-wide Internet customer base. Course cost is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Learn To Buy and Sell on eBay

Jan. 18, 2012	Online Course	Beckley, WV
Feb. 15, 2012	Online Course	Beckley, WV
Mar. 21, 2012	Online Course	Beckley, WV

If you have ever dreamed of working from home or just earning extra income by buying and selling goods online, our experienced instructors will guide you every step of the way. Course cost is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Secrets of the Caterer

Jan. 18, 2012	Online Course	Beckley, WV
Feb. 15, 2012	Online Course	Beckley, WV
Mar. 21, 2012	Online Course	Beckley, WV

Do you love to cook and plan parties? Then start your own catering business and make money doing what you love! You will learn foundational skills about catering and the basics of the catering business, including many delicious catering recipes. Course cost is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

The Craft of Magazine Writing

Jan. 18, 2012	Online Course	Beckley, WV
Feb. 15, 2012	Online Course	Beckley, WV
Mar. 21, 2012	Online Course	Beckley, WV

Ever read a nonfictional magazine article and said, *I can write better than that?* This class will teach you the ropes from a pro and turn your dream of becoming a freelancer into a bright future as a magazine writer. If you are a determined new writer, or if you haven't written for magazines for years, this class will jump start your career. Course cost is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Managing Customer Service

Jan. 18, 2012	Online Course	Beckley, WV
Feb. 15, 2012	Online Course	Beckley, WV
Mar. 21, 2012	Online Course	Beckley, WV

Customer service personnel interact with current and potential customers every day. This six-week online course will provide methods for bringing out the best in your team, measuring customer service, and anticipating the needs of your reps and customers. Course cost is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Leadership

Jan. 18, 2012	Online Course	Beckley, WV
Feb. 15, 2012	Online Course	Beckley, WV
Mar. 21, 2012	Online Course	Beckley, WV

Leadership skills can help you gain the respect and admiration of others, while also allowing you to enjoy success in your career and more control over your destiny. Leadership skills can be learned and developed. This course will teach you how to use the principles of great leaders to achieve success in your daily life. Cost for this online course is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Fundamentals of Supervision and Management

Jan. 18, 2012	Online Course	Beckley, WV
Feb. 15, 2012	Online Course	Beckley, WV
Mar. 21, 2012	Online Course	Beckley, WV

Learn how to be an effective manager or supervisor. Master the basics of business and organizations, learn the people skills required to motivate and delegate, and learn tools for solving problems and resolving conflicts. Cost for this online course is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

High Speed Project Management

Jan. 18, 2012	Online Course	Beckley, WV
Feb. 15, 2012	Online Course	Beckley, WV
Mar. 21, 2012	Online Course	Beckley, WV

With accelerated schedules driving many technology projects, the smart project manager must rapidly retool their skill set. This course offers a breakthrough model for dealing with the realities of managing projects at supersonic speeds. Learn to meet and win the challenges of truncated timelines, short-staffed project teams, skimpy budgets and crippling risks. Cost for this online course is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Building Teams That Work

Jan. 18, 2012	Online Course	Beckley, WV
Feb. 15, 2012	Online Course	Beckley, WV
Mar. 21, 2012	Online Course	Beckley, WV

Teams are becoming a staple in today's workplace. In this course, you will learn the components of a successful team and the stages of its development. You will master the skills you will need to effectively manage projects, make decisions, and solve problems in a team setting. Plus, you will have a chance to learn the pitfalls of unhealthy group interaction and minimize any of its effects on your team. Course cost is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Performing Payroll in QuickBooks 2011

Jan. 18, 2012	Online Course	Beckley, WV
Feb. 15, 2012	Online Course	Beckley, WV
Mar. 21, 2012	Online Course	Beckley, WV

Cut your payroll tasks down to size with QuickBooks 2011! Whether you are new to QuickBooks or want to expand your skills, this course will teach you time-saving techniques that will make performing payroll a breeze. You will need Intuit's QuickBooks Pro 2011 for Windows or QuickBooks Premier 2011 for Windows. Course cost is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Introduction to Peachtree Accounting 2009

Jan. 18, 2012	Online Course	Beckley, WV
Feb. 15, 2012	Online Course	Beckley, WV
Mar. 21, 2012	Online Course	Beckley, WV

Get the training you need to perform everyday accounting tasks using Peachtree Accounting software. First, you will set up vendors, customers, and inventory items. Then you will see how easy it is to record typical tasks such as goods purchased, bills paid, items sold, and payments collected. You will also learn how to handle end-of-month procedures. Course cost is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Accounting Fundamentals

Jan. 18, 2012	Online Course	Beckley, WV
Feb. 15, 2012	Online Course	Beckley, WV
Mar. 21, 2012	Online Course	Beckley, WV

Demand for accounting professionals currently exceeds supply. If you are interested in increasing your financial awareness and accountability while also gaining a marketable skill, this course is for you. Accounts receivable, accounts payable, payroll procedures, sales taxes, and various common banking activities will be discussed. Course cost is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Accounting Fundamentals II

Jan. 18, 2012	Online Course	Beckley, WV
Feb. 15, 2012	Online Course	Beckley, WV
Mar. 21, 2012	Online Course	Beckley, WV

Accounting professionals are scarce, those with corporate accounting experience are even more rare. This course will build on the knowledge you gained in the *Accounting Fundamentals* course to provide you with a solid understanding of corporate accounting practices. You will gain practical experience working with dividends, plant assets, depreciation, accrued revenue and expenses, retained earnings, stockholders' equity, and more. Course cost is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Start a Pet Sitting Business

Jan. 18, 2012	Online Course	Beckley, WV
Feb. 15, 2012	Online Course	Beckley, WV
Mar. 21, 2012	Online Course	Beckley, WV

In this course, you will master the essentials of starting a pet sitting business. You will begin with dog and cat care, including nutrition, exercise, first aid, and identification of common diseases. You will also find out how to handle home visits and impress potential clients. In addition, you will delve into finances and explore start-up costs, accounting, fee-setting, business plans, and low-cost marketing. Course cost is \$99 with three start dates as listed above. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

eMail Marketing

Jan. 19, 2012	10 am to 2 pm	Beckley, WV
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Low-cost marketing at the press of a send button. Discover safe, legal, easy to use ways to reach your customers about sales, new products, or specific items they asked about. Hand-on class utilizing Constant Contact. Cost is \$55. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Business For Breakfast

Jan. 20, 2012	7:45 am to 8:45 am	Beckley, WV
Feb. 17, 2012	7:45 am to 8:45 am	Beckley, WV
Mar. 16, 2012	7:45 am to 8:45 am	Beckley, WV

Meeting the third Friday of each month at the WBC Training Facility. Call Laure at 304-253-3145 or visit www.westvirginiawbc.org to register.

Pricing for Profit

Feb. 1, 2012	6 pm to 8 pm	Beckley, WV
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How do you determine the price for your business product or services? Do you know the cost of your product or service? How much overhead do you have? When was the last time you increased your prices? Discover the three ways to make money in a small business and learn the strategies for profitable pricing. Cost is \$35. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Basic Accounting With QuickBooks

Feb. 3, 2012	9 am to 5 pm	Beckley, WV
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Take charge of your bookkeeping and better understand your business finances today! Topics include: measuring business profitability; track cost and goods sold; enter and write checks; tracking payroll liabilities; using registers; invoicing customers; tracking and paying sales tax; and customizing reports. Sessions will be conducted in a computer lab to facilitate hands-on instruction. Cost is \$125. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Introduction to Social Media

Feb. 6 - Mar. 2	Online Course	Beckley, WV
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Get involved in the move from in-person to online communication. Learn what social networks are and their role in your business and personal life. Find out the top sites and how businesses

are using the sites for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients. Let your instructor guide your exploration of Facebook and YouTube. Cost is \$195 for this online course. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Increase Your Business Bankability

Feb. 21, 2012 6 pm to 8 pm Beckley, WV

Discover what a lender will need to consider lending to you. Learn about the 5 C's of credit; and how to develop the components of a loan package. After you have completed the preliminary work you may schedule an appointment with a business coach who will assist you in further developing a loan package for your business. This training is appropriate for new businesses or existing businesses. Cost is \$35. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Prepare a Budget for Your Business

Feb. 27, 2012 6 pm to 8 pm Beckley, WV

Mar. 19, 2012 6 pm to 8 pm Beckley, WV

Be ready to make long-term decisions about the future of your business. This is the right time to get a track and prepare your business budget for 2012 and beyond. All attendees will receive worksheets that will guide you through the process. After you have completed the preliminary work you may schedule an appointment with a business coach who will assist you in further developing a budget. Cost is \$35. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

1 Year Marketing Plan

Feb. 29, 2012 10 am to 2 pm Beckley, WV

Are you planning your Christmas marketing in November? Not getting the results you want? Need a way to track your marketing? Then this is the class for you. Take the time to plan your marketing, know how you are going to market and track what was effective. Cost is \$55. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Boosting Your Web Site Traffic

Mar. 5-30, 2012 Online Course Beckley, WV

Acquire the basic skills to boost your web site traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google searches, and how to redesign your web site copy to increase your web site copy to increase your visitors and results. Cost for this online course is \$195. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Marketing Using Social Media

Mar. 5-30, 2012 Online Course Beckley, WV

Develop a two-way communication and marketing strategy for your organization using social media. Let your instructor guide you in exploring major social media, including Twitter, LinkedIn, and blogging. You will find out the advantages and disadvantages of each, and learn what's right for your work and type of organization. Cost for this online course is \$195. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Advanced Website Strategies

Mar. 5-30, 2012 Online Course Beckley, WV

Learn how to create content that is engaging and purposeful. Find out what you want to say to your customers and how to find out how you want to say it. This one-month course will equip you to better create your own content marketing strategy and create a content-rich website that exceeds the needs of your visitors. Cost for this online course is \$195. To register or for additional information, go to www.westvirginiawbc.org or call 800-766-4556.

Dynamic Networking for Small Businesses

April 4, 2012 9 am to 4 pm Fairmont, WV

Mark Your Calendar—Dynamic Networking is a cooperative venture sponsored by the SBA and the US Army Corps of Engineers. Many prime government agencies and large prime contractors will be in attendance to assist small businesses in their marketing efforts and to locate small businesses that can help meet various federally mandated goals. More information forthcoming.

Government Contracting Free Webinars

The U.S. Government is the largest purchaser of goods and services. Learn how your small business can take advantage of the various government contracting programs. All webinars listed below will start at 2 p.m. and last approximately an hour. Visit www.charleston.score.org for more information or to register or call 304-347-5463 or email score258@wvscore.org. These webinars are sponsored by the US Small Business Administration, West Virginia SCORE, and the Regional Contracting Assistance Center.

Government Contracting 101—Jan. 19, 2012

Marketing Your Business to Federal Buyers—Feb. 15, 2012

Small Business Certifications in Federal Contracting—March 15, 2012

Marketing to State & Local Governments—Apr. 19, 2012

Understanding GSA—May 17, 2012

Central Contractor Registration (CCR) How To—June 21, 2012

Surety Bond Guarantees—July 19, 2012

Government Contracting 101—Aug. 16, 2012

Small Business Certifications in Federal Contracting—Sept. 20, 2012

Marketing Your Business to Federal Buyers—Oct. 18, 2012

Marketing to State & Local Governments—Nov. 15, 2012

Upcoming Exporting Webinars and Seminars

Learn how your company can tap into the Global Marketplace! The Commerce Department is offering a series of webinars on the basics of exporting and business opportunities in foreign markets. To register, and for more information, select the event title listed below or call the Trade Information Center at 800-872-8723.

Highlighted Webinars:

[Business Opportunities in Thailand](#) - Jan. 9—\$35

[Business Opportunities in Indonesia](#) - Feb. 9—\$35

[Business Opportunities in Malaysia](#) - Mar. 9—\$35

[Basic Guide to Exporting Webinar Series](#) - Monthly—\$15

Events:

[Mining 2012 Hanoi, Vietnam Catalog Show](#) - Mar. 7-9, St. Francis University, Loretto, PA—
\$350

National Events with Foreign Buyer Delegations:

[World of Concrete 2012](#) - Jan. 24-27, Las Vegas, NV

[International Builders' Show 2012](#) - Feb. 8-11, Orlando, FL

[Graphics of the Americas 2012](#) - Mar. 1-3, Miami, FL

[International Home and Housewares Show](#) - Mar. 10-13, Chicago, IL

[NPE 2012 International Plastics Showcase](#) - Apr. 1-5, Orlando, FL

[Offshore Technology Conference 2012](#) - Apr. 30-May 3, Houston, TX

[Waste Expo 2102](#) - May 1-3, Las Vegas, NV

[Electric Power 2012](#) - May 15-17, Baltimore, MD

The [Small Business Administration](#) provides small business counseling and training through a variety of programs and resource partners, located strategically around the country.

[Women's Business Centers \(WBCs\)](#)

Women's Business Centers represent a national network of nearly 100 educational centers designed to assist women start and grow small businesses. WBCs operate with the mission to level the playing field for women entrepreneurs, who still face unique obstacles in the world of business. WBCs also work with male entrepreneurs so contact them for assistance if you are in their area. The West Virginia WBC also excels in training, both online and instructor-led. Check out their web site at www.westvirginiawbc.org.

[SCORE](#)

The SCORE Association (Service Corps of Retired Executives) is a resource partner of the SBA dedicated to entrepreneur education and the formation, growth and success of small businesses nationwide. There are more than 10,500 SCORE volunteers in 374 chapters operating in over 800 locations who assist small businesses with business counseling and training. SCORE also operates an active online counseling initiative. For West Virginia's SCORE locations, go to www.wvscore.org.

[West Virginia Small Business Development Centers \(WVSBDCs\)](#)

The Office of Small Business Development Centers (SBDC) provides management assistance to current and prospective small business owners. SBDCs offer one-stop assistance to individuals and small businesses by providing a wide variety of information and guidance in central and easily accessible branch locations. The program is a cooperative effort of the private sector, the educational community and federal, state and local governments and is an integral component of Entrepreneurial Development's network of training and counseling services. In West Virginia, go to www.wvsbdc.org for more information and office locations.

The SBA listing of these events is not an endorsement of the views, opinions, products or services of any cosponsor, person or entity. The mission of the SBA is to aid, counsel, assist and promote the interests of small businesses by providing financial, procurement and business development assistance and advocating on their behalf within the government. All SBA programs are extended to the public on a non-discriminatory basis.

Updated—Jan. 6, 2012