



U.S. Small Business Administration

**West Virginia District Office
Webinars for Small Businesses**

**#SmartBoldAccessible
#TakingtheStairs**

This guide provides a schedule of webinars offered by the West Virginia District Office.

Dates are subject to change and trainings are added periodically. For a full list of trainings available and to register for webinars, visit our online calendar at www.sba.gov/wv.

Webinars are in conjunction with SCORE, one SBA's resource partner. For more information on SCORE visit www.wvscore.org.

The West Virginia Small Business Development Center (SBDC), another SBA resource partner, offers small business coaching and training. Visit their website, www.WVSBDC.org, for more information.

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Credit Training

Cracking the Credit Code: Credit Reports & Scores Explained

Your credit score can impact everything from where you live to how much you pay for insurance. It's time to learn how credit reports and scores really work! John Jackson of Consumer Credit Counseling Services of the Mid-Ohio Valley explains factors that influence credit scores, how to dispute errors, and more.

- [10/01/2015](#)
- [1/07/2016](#)
- [3/3/2016](#)
- [5/5/2016](#)
- [8/4/2016](#)
- [12/3/2016](#)

Crowdfunding Basics

Everyone has heard about crowdfunding. Now it's time to learn how to use it effectively to finance business growth. Join us for an overview of different types of crowdfunding, rewards-based crowdfunding, and the keys to success.

- [11/6/2015](#)
- [2/12/2016](#)
- [5/13/2016](#)
- [8/12/2016](#)

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Alternative Financing

Getting a small business loan from a conventional lender isn't as easy as it used to be. So what can you do when the traditional avenues are closed? This intensive, half hour webinar will explore alternatives to commercial bank loans that, while not your first choice, may be the best choice for you and your business.

- [10/22/2015](#)
- [2/25/2016](#)
- [5/5/2016](#)
- 9/22/2016

Getting a Bank Loan: Fact v. Fiction

What are the keys to walking into a bank and walking out with a business loan? SBA's Leo Lopez, a former loan officer, breaks through the myths and tells you how to encourage the lender to say "Yes."

- [1/28/2016](#)
- [3/24/2016](#)
- [5/26/2016](#)
- [8/19/2016](#)

Encore Entrepreneur Online Chat

A growing number of individuals over the age of 50+, or Encore Entrepreneurs, are turning to small business ownership. Join SBA Specialists and explore the possibility of starting a small business after 50.

- [11/20/2015](#)
- [1/15/2016](#)
- [4/15/2016](#)
- [7/15/2016](#)

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Etiquette Training

Email Etiquette

There are 144 billion business emails each day in the world, making it a significant part of business communications. We all use email, but are we using it in a way that makes communication clearer? This fast-paced webinar explores what makes a good signature line, when NOT to use Reply All, and how to beef up your content to ensure you are read.

- [10/8/2015](#)
- [1/14/2016](#)
- [4/14/2016](#)

Telephone & VOIP Etiquette

Telephones are a critical tool in communicating with customers. How you present yourself speaks volumes about your business. Being “friendly” isn’t enough. Learn key telephone and VOIP skills to promote your small business.

- [11/12/2015](#)
- [2/11/2016](#)
- [5/12/2016](#)

Social Media Etiquette

Social media tends to blur the lines between business and personal, something your business cannot afford. Join us as we cover key best practices including when to avoid posting, ramping up your Facebook privacy settings, and deciding whether to retweet.

- [12/10/2015](#)
- [3/10/2016](#)
- [6/9/2016](#)

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Business Start-Up

Open Office Hours: LLC v. S-Corp

Choosing the right business structure can be confusing. Join Joetta Kuhn, CPA as she discusses key differences and answers your questions.

- [11/19/2015](#)
- [2/18/2016](#)
- [4/21/2016](#)
- [8/18/2016](#)

Open Office Hours: Recordkeeping

Business recordkeeping can be confusing and a little untidy. Join us as Joetta Kuhn, CPA answers your questions about what records every business should be keeping, federal forms & filings, and subcontractor rules.

- [10/15/2015](#)
- [1/21/2016](#)
- [3/17/2016](#)
- [5/19/2016](#)

How to Open a Bed and Breakfast

Opening a Bed and Breakfast can be the fulfillment of a dream or the beginning of a nightmare. Learn the ins and outs, best practices, and money-saving tips from an experienced B & B owner.

- [2/25/2016](#)
- [5/26/2016](#)
- [8/25/2016](#)

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How to Open a Rural Lodging Business

Whether you're considering building new cabins or renting out a room (or an entire house), there are some basic keys to being successful and profitable in the vacation rental business. During this webinar we'll take a look at identifying your target market, the importance of the interior and exterior, reservation options, and marketing opportunities.

- [2/11/2016](#)
- [5/3/2016](#)
- [8/4/2016](#)



There is no elevator to success; you have to take the stairs!
SBA's WV District Office is here to help...call us today at 304-623-5631.

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Veteran Training

Vet Start Up

Veteran business owners and entrepreneurs make important contributions to business creation and growth in the American economy. Your active duty and reserve service gives you skills and leadership abilities that are directly relevant to business ownership. So let's get started! SBA's Larry Batten provides a no-nonsense approach to starting your own business, from exploring your business idea to financing options.

- [11/3/2015](#)
- [1/12/2016](#)
- [2/9/2016](#)
- [3/8/2016](#)
- [4/12/2016](#)
- [5/3/2016](#)
- [8/9/2016](#)
- 9/13/2016

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Sales Training

Recognizing Business Opportunity in the Real World

The world's full of problems that need solving. I bet you have ideas about solving those problems! Join SBA's Larry Batten and find out if you can transform your idea into a business! During the webinar Batten walks through how to recognize what is a real business opportunity (and what is not), determining if people are ready to pay for your product or service, and what your next steps should be.

- [12/1/2015](#)
- [2/23/2016](#)
- [4/26/2016](#)
- [8/23/2016](#)

Closing the Sale

What is the hardest part of sales? Closing! SBA's Larry Batten will take you through the concrete tips and tricks you can use to help seal the deal on your next sales call.

- [1/26/2016](#)
- [3/22/2016](#)
- [5/17/2016](#)
- 9/27/2016

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Government Contracting Training

SNAPSHOT: Selling to the Federal Government

This webinar provides an overview of the basic tools needed to sell your goods or services to the government, including the System for Award Management, the Federal Procurement Data System, and the Dynamic Small Business Search database.

- [10/8/2015](#)
- [11/12/2015](#)
- [1/14/2016](#)
- [2/11/2016](#)
- [3/10/2016](#)
- [8/11/2016](#)

SNAPSHOT:

Small Business Certifications in Government Contracting

If you are looking for a competitive advantage in federal government contracting, consider one of SBA's small business certifications. This webinar provides a brief eligibility overview of WOSB (Woman Owned Small Business certification), HUBZone certification (for historically underutilized business locations) and the 8a Disadvantaged Business program.

- [10/15/2015](#)
- [12/10/2015](#)
- [1/28/2016](#)
- [2/25/2016](#)
- [3/24/2016](#)
- [4/14/2016](#)
- [8/25/2016](#)

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HUBZone Certifications

If your business is situated in an economically depressed area and you would you like to have 3% of a government agency's spending set aside for your company. Join us as we discuss the HUBZone Certification program!

- [12/10/2015](#)
- [2/25/2016](#)
- [4/14/2016](#)

Woman-Owned Small Business Certifications

Take your business to the next level in government contracting as a certified woman-owned business. Join us as we talk about what industries are covered, eligibility, and pitfalls to avoid.

- [10/15/2015](#)
- [1/28/2016](#)
- [3/24/2016](#)
- [8/25/2016](#)

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