



MINORITY AND WOMEN-OWNED
BUSINESS DIVISION

RESOURCE PARTNER CALENDAR SEPTEMBER 2021

September 6th -10th

Sept. 9, 9 - 11 AM

PTAC - [Open Forum for Federal/State Contracting issues](#)

Location: Northwest Arkansas Community College (NWACC)

The federal government awards nearly \$500 billion each year on contracts, and anyone can compete for them! After registering your business on SAM.gov, you can join thousands of companies that participate in the government contracting marketplace. This will be an open time to ask questions and find a marketplace for your product or service. Arkansas PTAC counselor Max Franks will be available for questions and issues.

Sept. 9, 10 AM - 12 PM

PTAC - [Marketing to the Government](#)

Location: ASU Delta Center, 319 University Loop, Jonesboro, AR 72401

This training provides an overview and best practices for understanding what government buyers need and communicating your company's value proposition to them. Topics include the role of certifications, vendor registration sites, market research sources, and marketing tools specific to the government marketplace.

Sept. 9, 2 - 3 PM

ASBTDC - [Financial Foundations](#)

Location: Online, Fayetteville, AR 72703

Training Topics: Accounting/Budget

Join Scott Lacy, ASBTDC business consultant, for this webinar to help small business owners and entrepreneurs understand the financial structure of their business. As part of the Fall Financial Series, we are exploring the topics that ASBTDC consultants are asked about every day.

September 13th -17th

Sept. 14, 10 AM - 12 PM

(ASBTDC) - [Small Business Financial Management](#)

Location: Fort Smith Regional Chamber of Commerce, 612 Garrison Avenue, Fort Smith AR 72901

Training Topics: Business Financing

Description: At this in-person event, you will learn the rules and how to use the basic tools for sound business financial management. Topics include bookkeeping best practices, an overview of common financial statements, and financing for your business. There is no cost to attend thanks to BancorpSouth Bank.



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Sept. 14, 11 AM - 12 PM

(ASBTDC) - [Starting a Business in Arkansas](#)

Program Format: Online Meeting (Live)

Training Topics: Business Plan, Business Start-up/Preplanning

Description: This basic seminar discusses essential startup steps, legal business structures, regulations and licensing, key issues that affect your business success, and common pitfalls entrepreneurs face. A must for first-time small business owners.

Sept. 14, 2 - 3:30 PM

(ASBTDC) - [How to Write a Business Plan](#)

Program Format: Online Meeting (Live)

Training Topics: Business Plan, Business Start-up/Preplanning

Description: All businesses, especially new ventures, need a business plan. Crafting a plan helps you define your concept, evaluate your competition, determine risks, and estimate costs. Using our "To the Point" outline, learn how to put together a plan that will guide the growth of your business and that you can share with lenders and investors.

Sept. 15, 10 - 11 AM

(PTAC) - [National PTAC Day - Meet the Arkansas PTAC](#)

Location: Virtual

Join us on September 15th to celebrate National PTAC Day! It will be inspiring to see all the business success stories, events, and trainings throughout the country, including the state of Arkansas. This will be an all-virtual event. If you can't make the webinar, please show your support by tweeting or posting on other social media about your contracting success or how PTACs have helped your business by using the hashtag: #PTACDay.

Sept. 15, 11 AM - 12 PM

(ASBTDC) - [Financing 101](#)

Program Format: Online Meeting (Live)

Training Topics: Business Financing, Managing a Business

Description: Do you need funding to start a business or expand an existing one? Learn about the business financing process and different sources of capital, including SBA-backed loans, traditional bank loans, micro loans, and alternative funding sources.

Sept. 15, 5:30 - 7 PM

[The Generator: Selling to the State of Arkansas](#)

Location: The Generator: 435 Main Street, Pine Bluff, AR 71601

This class is for vendors interested in doing business with the State of Arkansas. Participants will be provided with information on the state procurement regulations and procedures for submitting bids with the state of Arkansas.



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Sept. 16, 2 - 3 PM

(ASBTDC) - [Cybersecurity 101](#)

Program Format: Online Meeting (Live)

Training Topics: Managing a Business, Risk Management, Technology

Description: As technology becomes a necessary part of any business venture, learning the ins and outs of cybersecurity to protect you and your business is becoming more and more vital.

Sept. 17, 12 - 1 PM

[Marketing to the Government-Hosted by the Conductor & UCA Outreach & Community Engagement](#)

Location: Virtual

Tim Hicks with Arkansas Procurement and Technical Assistance Center (PTAC) will provide best practices for selling your companies' or organizations' goods and services directly to government buyers, including understanding what government buyers need and communicating your company's value proposition to them! In addition, we'll cover the role of certifications, vendor registration sites, market research sources, and marketing tools specific to the government marketplace.

September 20th -24th

Sept. 21, 8:30 AM - 12 PM

(AEDC) - [Leadership Training](#)

Program Format: In-Person and Virtual

Training Topics: Government Contracting

Description: What does a leader look like? The word "leader" conjures up different images and meanings, particularly in the business world. Leaders can be defined by their leadership style, experience, or their demographic. Industry leader Jon Harrison, the founder of VIP2, will share a new viewpoint on leaders and how to apply practical lessons to your business. Drawing from his own real-life experience leading diverse teams, Harrison will teach the "9 Expectations" that are critical for a successful leader. These rarely discussed expectations will provide a different view of what an excellent leader looks like.

Sept. 23, 10 AM - 12 PM

(ASBTDC) - [Introduction to Government Contracting](#)

Program Format: Online Meeting (Live)

Training Topics: Government Contracting

Description: Businesses can diversify their revenues and customer base by expanding into sales to the government. This presentation covers federal, state, and local procurement processes; registration requirements; the role of certifications; sales and marketing strategies; and steps you can take now to begin positioning yourself for eventual success in the government marketplace.



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RESOURCE PARTNER CALENDAR SEPTEMBER 2021

Sept. 23, 2 - 3 PM

(ASBTDC) - [Making Sense of Financial Statements](#)

Training Topics: Accounting/Budget

Description: A part of the Fall Financial Series, join Scott Lacy, ASBTDC business consultant, for this webinar to understand financial statements - what they are and how to utilize them.

September 27th -30th

Sept. 28, 8:30 AM - 4:30 PM

(ASBTDC) - [QuickBooks Desktop Basics & Beyond](#)

Fee: \$130.00 Registration Policies

Location: Landmark CPAs, 3101 S 70th St., Fort Smith AR 72903

Training Topics: Accounting/Budget

Description: This in-person interactive workshop is for those using or planning to use QuickBooks Desktop (Pro, Premier, or Enterprise) software. Topics build from navigation and company set up to reconciling accounts, handling revenue, accounts receivable, accounts payable, bank feeds, inventory, customizing reports and more. A computer and take-home workbook are provided. Event provides 7 hours CPE.

Sept. 28, 10 - 11 AM

(ASBTDC) - [Creating a Business Plan for Success](#)

Program Format: Online Meeting (Live)

Training Topics: Business Plan, Business Start-up/Preplanning

Description: All businesses, especially new ventures, need a business plan. Crafting a plan helps you define your concept, evaluate your competition, determine risks, and estimate costs. In this virtual event, we'll be using our "To the Point" outline, learn how to put together a plan that will guide the growth of your business and that you can share with lenders and investors. Speaker: Forrest Spicher, President BancorpSouth and John Caver, Director HSU ASBTDC

Sept. 28, 2 - 3 PM

(PTAC) - [You Must Be Present to Win: Creating Effective Capability Statements and Marketing Profiles](#)

Location: Cooperative Extension Service - Little Rock State Office (LRSO)

This presentation covers best practices for creating—and constantly adapting—effective capability statements and government marketing profiles to enhance their presence in the government marketplace. This is a hybrid event. Space is limited. Call 501-671-2390 or email ptac@uada.edu to confirm attendance in-person.



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RESOURCE PARTNER CALENDAR SEPTEMBER 2021

Sept. 29, 12 - 1 PM

(ASBTDC) - [Creating a Profitable Marketing Strategy. Part 1](#)

Location: Online, Fayetteville AR 72701

Training Topics: Marketing/Sales

Description: In this two-part online series, learn how to build a marketing funnel for your business to grow the relationships with your audience and generate more sales. Discover how to build more sales, referrals, and loyalty from your audience. Having a lead retention strategy is critical to have a profitable business! We will examine how to drive every conversation forward with the right calls to action to make your marketing efforts more efficient and effective.

Sept. 29, 2 - 4 PM

[Introduction to Government Contracting-Hosted by City of Little Rock](#)

Location: Hybrid (in-person & virtual) Southwest Community Center, 6401 Baseline Road, LR 72209

Selling to the government is different than selling in the private sector. Come learn about different government contract types, city, state, federal procurement processes, and how you can register your business to sell products or services to the government. This course is of special benefit to those companies that have no experience in government contracting or relatively new to the process. The City of Little Rock Procurement Team will also be on site to answer any questions about their procurement process after the session.

Sept. 30, 10 - 11 AM

(ASBTDC) - [The Power of Stories: Using Video to Build Trust](#)

Location: Fort Smith Chamber of Commerce, 612 Garrison Ave., Fort Smith AR 72901

Training Topics: Marketing/Sales

Description: Stories captivate our attention and allow us to feel connected. Videos allow businesses to communicate their personality and values in a way that an image or words alone couldn't do. Join us in person as Ráhel Barr from Rock City Digital covers the basics of video marketing to help you kick start your video marketing strategy. Topics include: the benefits of using videos as a marketing tool; different platforms where videos are successful; where your unique audience is watching videos; and best practices for creating videos for your own brand. There is no fee to attend, thanks to Simmons Bank.