



U.S. Small Business Administration



DECEMBER EVENT SCHEDULE



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December 2023 SBA & Resource Partner Events

Tuesday, December 5, 2023 (Online)

SBA Event: Small Business Training

Time: 12:30 - 1:15 p.m. CST

Description: Do you have a passion project? A new idea to share with the world? Join the U.S. Small Business Administration (SBA) for an online information session to learn about resources SBA has to help launch your idea into a small business. The session will include a panel discussion followed by an opportunity for your questions. Please register to receive the link for the event.

Location: Online

Cost: Free

Questions contact: Kylee.Ellison@sba.gov

Register: <https://www.sba.gov/event/38432>

Wednesday, December 6, 2023 (Online)

SCORE: How to Write a One-Page Business Plan ~ A Step-by-Step Guide

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

Description: In this webinar, you will learn how to write a one-page business plan for your business. We'll also discuss how writing a one-page business plan can help you organize your ideas and allow you to be focused and concise about your business goals. Our expert presenter will show you each element of the one-page business plan, including identifying the problem your business solves, your value proposition, your target audience and much more. You'll learn the following:

- *The benefits of a one-page business plan vs. other business plans*
- *Practical tips on writing a one-page business plan*
- *How a one-page business plan can eliminate distractions and help you focus*

Live attendees will receive free business resources and a link to this webinar recording.

Location: Online

Cost: Free

Questions contact: SCORE, 800-634-0245

Register: <https://www.sba.gov/event/38902>

Thursday, December 7, 2023 (Online)

SCORE: How to Start Your Online Business for Next to No Money

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

Description: Do you want to start your own online business but are worried about the upfront costs? You're not alone. Many aspiring entrepreneurs face this hurdle when they begin their digital entrepreneurial journey. But starting your online business doesn't have to break the bank! In this webinar, our expert presenters will show you practical and cost-effective strategies for starting your business website. From building your digital foundation to running and marketing your website, this webinar is your guide to getting started with minimal financial investment. Learning objectives:

- *How to set up your digital foundation without breaking the bank*
- *When and where to make strategic investments*
- *How to bring customers to your website once it's built*

Live attendees will receive free business resources and a link to this webinar recording.

Location: Online

Cost: Free

Questions contact: SCORE. 800-634-0245

Register: <https://www.sba.gov/event/38903>

Friday, December 8, 2023 (Online)

SCORE: Simple SEO Tips to Improve Online Performance

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

Description: Search Engine Optimization (SEO) doesn't have to be complicated. Join us for an informative webinar where our expert speaker will teach you simple SEO tips and strategies you can use to grow your online presence. In this webinar, you'll learn how SEO can significantly impact your online success, actionable tips and techniques to optimize your website's performance and a long-term strategy to sustain and continually improve your search rankings. Learning Objectives:

- *Understand the role of SEO*
- *How to do Keyword research*
- *Tips for on-page and off-page optimization*
- *Planning for SEO maintenance*

Live attendees will receive free business resources and a link to this webinar recording.

Location: Online

Cost: Free

Questions contact: SCORE, 800-634-0245

Register: <https://www.sba.gov/event/38904>

Tuesday, December 12, 2023 (Online)

APEX Accelerator: Foreign Ownership, Control, or Influence (FOCI) - Keep Your Business Compliant with the Government

Time: 10:00 - 11:00 a.m. CST

Description: Foreign ownership, control or influence (FOCI) is a state that may affect a company's ability to qualify for or maintain an entity eligibility determination, also known as a Facility Security Clearance (FCL). As defined in the NISPOM and the DoDM 5220.22, Volume 3, a company is considered to be under FOCI if it is owned, controlled, or significantly influenced by a foreign interest. Why is this important to you? Because being under FOCI can have various effects on your facility's clearance status. Businesses may be subject to FOCI and not even know it. A few examples that may indicate FOCI are:

- *A company who's parent company is located overseas*
- *A company who gets a high percentage of manufactured parts from foreign sources*
- *Companies who have major investment from overseas investors*
- *A company who sells a high percentage of their revenue to foreign countries*

In this session, attendees will learn more about the nuances of Foreign Ownership, Control, or Influence (FOCI) to make a better determination of their status. Additional steps will be highlighted regarding the topic.

THIS IS A VIRTUAL-ONLY EVENT. ATTENDEES WILL RECEIVE THE ZOOM LINK TO THE EVENT AFTER REGISTERING.

Location: Online

Cost: Free

Questions contact: Daniel Kuchar, dckuchar@unomaha.edu - 402-853-3933

Register: <https://www.sba.gov/event/38908>

Tuesday, December 12, 2023 (Online)

SCORE: The #1 Way to Get More Clients & Grow a Business in Today's Market

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

Description: Speaking is the fastest and most predictable way to build and grow a business in today's market - without ads, funnels or worrying about an algorithm. In this session, you'll get the exact, step-by-step blueprint to leverage speaking engagements as your #1 Customer Acquisition Channel (even if you're just getting started.) Pat Quinn will teach the step-by-step process to find ideal stages and walk through the results that small businesses can achieve. Learning Objectives for this session:

- *Know why Stages and Speaking Engagements are the fastest (and most effective) way to generate more clients*
- *Get the top tools to win customers through speaking engagements*
- *See the exact framework to create a high-converting Signature Talk*
- *How to find "Dream Stage"*
- *Get the blueprint to drive 10X the revenue from every Stage*

Live attendees will receive free business resources and a link to this webinar recording.

Location: Online

Cost: Free

Questions contact: SCORE, 800-634-0245

Register: <https://www.sba.gov/event/38905>

Tuesday, December 12, 2023 (Online and In-person)

Nebraska Enterprise Fund: Legal Series: B.A.I.L (B.A.I.L.) BANKER-ACCOUNTANT-INSURANCE-LEGAL

Time: 5:00 - 6:30 p.m. CST

Description: The 2023 Legal Series for Business Owners brings you legal insights on key legal topics directly impacting your business. Each dynamic session is led by a leading attorney to address these topics. Participants will have a greater understanding of these legal issues, gain tips and insights, and have interactive dialog. The monthly sessions are helpful both in person and via a hybrid model. All sessions are free due to the generous support of Cline Williams.

Location: Online and Nebraska Enterprise Fund, 2112 N 30th Street, #103, Omaha, NE 68111

Cost: Free

Questions contact: Emmalee Scheibe, emmalees@nebbiz.org 402-685-5500

Register: <https://www.sba.gov/event/38910>

Wednesday, December 13, 2023 (Online)

APEX Accelerator: Mentor-Protege Programs - An Overview of the SBA and DoD Programs

Time: 9:00 - 10:00 a.m. CST

Description: The Small Business Administration (SBA) and Department of Defense (DoD) Mentor-Protege programs are Federal Contracting relationships that allow two businesses to formally partner together to mutually seek government contracts. The programs allow two businesses to take advantage of the certifications, knowledge, and capabilities of the other company they engage in a relationship with. Attendees will learn:

- *The specifics of the SBA Mentor-Protege program and how it benefits a small business and another business partner*
- *The specifics of the DoD Mentor-Protege program and how it benefits a large business and a small business and assists with securing Department of Defense work*
- *Some considerations to make when deciding to pursue a MPP agreement*
- *Some next steps to completing the SBA MPP process*

THIS IS A VIRTUAL-ONLY EVENT. WEBINAR LINK WILL BE PROVIDED TO YOU AFTER REGISTRATION.

Location: Online

Cost: Free

Questions contact: Daniel Kuchar, dckuchar@unomaha.edu 402-853-3933

Register: <https://www.sba.gov/event/38909>

Tuesday, December 19, 2023 (Online)

SCORE: From Concept to Commerce: Using the Shark Tank Experience for Idea Transformation

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

Description: Are you an aspiring entrepreneur or a business enthusiast looking to turn your innovative idea into a successful venture? Join host Brian Fried, an invention expert and inventor coach, for an exciting and informative SCORE webinar featuring special guests who've experienced the thrill of the Shark Tank and emerged victorious! In this webinar, invention expert Brian Fried and our esteemed guests, who've braved the shark-infested waters of entrepreneurship, will share their insights and experiences on taking an idea from inception to commercialization. We'll thoroughly explore their journeys, examining pivotal moments, challenges and triumphs that have led them to where they are today. During this engaging and interactive session, you'll learn:

- *How to transform your creative concept into a market-ready product or service*
- *The essential steps to bring your idea to life and reach your target audience*
- *Strategies for navigating the competitive landscape and scaling your business*
- *How to approach investors/partners and present your business effectively*

Inventor coach Brian Fried and our panel of Shark Tank veterans will offer invaluable advice, sharing the behind-the-scenes stories of their businesses and their experiences on the hit show. Get ready to pick their brains, ask burning questions and gain a profound understanding of the journey from inventor to successful entrepreneur. Don't miss this opportunity to gain first-hand knowledge and inspiration from those who've been through it all. Join us for an insightful and inspiring webinar that will equip you with the tools and motivation to kickstart your entrepreneurial journey. Whether you're just starting or looking to take your business to the next level, this webinar is a must-attend for anyone with a dream and a vision. Live attendees will receive free business resources and a link to this webinar recording.

Location: Online

Cost: Free

Questions contact: SCORE, 800-634-0245

Register: <https://www.sba.gov/event/38906>

Note: All SCORE webinars are recorded - <https://www.score.org/recorded-webinars>

For those interested in food businesses: If you are getting into cottage food sales, you must take an accredited food safety training required per LB 304, part of the Nebraska Pure Food Act. Nebraska Extension offers a "Cottage Food Law Training Course" - a Self-Paced Online Class. This \$25 online course fulfills the accredited training requirement and is endorsed by the Nebraska Department of Agriculture, the Lincoln Lancaster County Health Department, and the Douglas County Health Department. Register and pay for the course: <https://marketplace.unl.edu/extension/cottage-law.html>

All events listed on the SBA Nebraska District Office calendar on <https://www.sba.gov/district/nebraska>

For more information on SCORE, visit the Greater Omaha SCORE Chapter at <https://omaha.score.org/>

To find an SBA Resource Partner near you, go to <https://www.sba.gov/local-assistance>

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