



*Click the image above to learn more about our Coronavirus-specific services.*

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**Starting Your Business | Sept 8 | 10-11am**

You've got the idea. Now you need to know how to get on your way. From how to determine feasibility and legal structures to the types of license you'll need, this class covers all the essentials that will help you get started.

[Txt Link](#)



[Register Now](#)



## Marketing Your Business | Sept 15 | 10-11am

You know why your business rocks. Does anyone else? Take this class to uncover the characteristics that make up your business' DNA. Soon, you'll be able to boost consumer loyalty and company profits. After answering the two most important questions in all of marketing, you'll be ready to skillfully implement customer-winning strategies and face the competition.

[Text Link](#)

[Register Now](#)

## Cybersecurity Basics for Small Businesses | Sept 17 | 10-11am

In this course, we will outline some of the essential elements of cybersecurity and identify cost-effective methods to reduce your cyber-risk exposure. Learn how cybersecurity impacts your company, employees, partners and customers. Next, we will provide an overview of how some attacks and data breaches occur, and safeguards your company can implement to reduce your cyber risk. Finally, we'll explore some of the laws and regulatory guidelines that may be relevant to your business and your data.

[Register Now](#)





### Women/Minority & Veteran Certification Sept 22 | 10-11am

It's no myth...women, minority and veteran certification could present opportunities for your business. But there is a process to becoming certified. In this class, you will learn how to complete the State of Florida certification application and discover how you can use it to seek business with the private sector and government.

[Text Link](#)

[Register Now](#)

### Government Contracting 101 | Sept 29 | 2-3pm

Ready. Set. Sell to the federal government! This workshop provides information on registering with the federal government, how to locate federal opportunities, who to market to within the federal government, and so much more! This Procurement Technical Assistance Center (PTAC) is funded in part through a cooperative agreement with the Defense Logistics Agency.



[Register Now](#)



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### September Seminars



**Hillsborough  
County Florida**

### September Seminars

- Pricing Your Product
- Introduction to QuickBooks
- Digital Marketing
- Competitive Bidding
- Understanding Business Cash Flow

Starting Your Business  
How Much is Your Company Worth?  
Business Plans Made Easy

Bookkeeping Basics  
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Ad Portal allows you to create TV ads, find the right audiences in your neighborhood, choose a budget that works for you and see exactly how your commercial is performing. [Learn more now.](#)

# Spectrum

## REACH



### Spectrum Reach Nuevo | Sept 10 2-3pm

Join us for this exclusive event designed to give insights and marketing tools to help your business thrive during the recovery phase. Here's what you'll learn: outlook on the Hispanic consumer and business owners; steps to emerge your business back into the community; and how to effectively share your new message with your consumer. Don't miss out on your opportunity to learn how to thrive in today's climate and experience an interactive food demo with celebrity chef Chris Valdes.

[Register Now](#)

State Designated as Florida's Principal Provider of Business Assistance [§ 288.001, Fla. Stat]

The Florida SBDC at the USF is a member of the Florida SBDC Network, a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Defense Logistics Agency, State of Florida, and other private and public partners, with the University of West Florida serving as the network's lead host institution. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for limited English proficient individuals. Reasonable accommodations for persons with disabilities and/or limited English proficiency will be made if requested at least two weeks in advance. To request accommodation or language assistance, please contact Nelson Reyes at 813.905.5829.

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