



ASSOCIATION OF SMALL BUSINESS  
DEVELOPMENT CENTERS

**ANNUAL CONFERENCE**

SEPTEMBER 21-24, 2010 ♦ GRAND HYATT SAN ANTONIO ♦ SAN ANTONIO, TEXAS



## Additional Topics of Interest 2010 ASBDC Annual Conference Call for Presentations

Following are additional Topics of Interest suggested by SBDC conference attendees for future conference programming.

<b>SBDC Counseling – Financial</b>	<p><b>Increase Sales By Winning Government Contracts (For Small Businesses)</b> Contracting with government agencies is an attractive means to achieving a company's financial goals. Selling to the government has a set of rules and procedures distinct from traditional markets. Design a workshop that assists SBDC counselors to help clients understand procedures for bidding, performing, and getting paid as part of a government contract. Include how to do contract for goods and services with federal, state and local governmental entities.</p>
<b>SBDC Counseling – Financial</b>	<p><b>Venture Capital</b> Design a workshop that assists SBDC counselors help clients understand the rules venture capitalists and investors play by, how to get a business plan in front of the right eyes, the VC Process: business plan, first meeting, due diligence, second meeting, full partnership pitch, term sheet, syndication, the closing. Provide a focus on the rules for fast-growth success: getting the business off the ground and finding venture capital, asking for the right amount of money, knowing the different development stages, building the management team, demonstrating multiple revenue streams, and stating the exit strategy.</p>
<b>SBDC Counseling – Human Resources</b>	<p><b>Supervision Principles</b> Design a workshop that assists SBDC counselors help clients to understand the roles and responsibilities of supervisors including planning, organizing, leading, staffing, and managing performance; develop improved communication and human relations skills; and to learn techniques for delegation, performance appraisal, motivating, and counseling. Become familiar with the impact of laws governing the employer-employee relationship such as labor laws, equal employment opportunity, and OSHA.</p>
<b>SBDC Counseling – Legal</b>	<p><b>Which Legal Structure Is Best For Your Business</b> Design a workshop that assists SBDC counselors to help clients understand all major business structures and discuss the costs, required formalities, benefits and tax implications inherent in each. Provide emphasis on the selection of the correct structure for the actual business being contemplated, with a minimum of red tape and taxes. Also include using multiple strategies and combinations of architecture to achieve objectives. Offer insights on how to achieve increased profits, reduced overhead, and lessened risk.</p>

<b>SBDC Counseling – Legal</b>	<b>Trademarks, Copyrights, etc. / Protecting Intellectual Property</b> Design a workshop that assists SBDC counselors help clients who want to increase their chances of success by protecting their intellectual property from the inception of their venture. Provide an in depth program of what ideas and materials can be protected as well as how they should be protected. Another significant area to be covered by this seminar should be how to keep from violating the rights of others and still remain competitive. By understanding what the competition can claim, and more importantly, what it cannot claim, helps keep the playing field level for a business as it competes in the marketplace.
<b>SBDC Counseling – Management</b>	<b>Leading a Growth Oriented Business</b> Design a workshop that assists SBDC counselors help clients learn how to take a company to the next level: slow growth, rapid growth, and continuous growth. Focus on the “hows” and “whys” of evolving as a leader at each stage, identifying red flags, vital signs, and secrets of sustained growth.
<b>SBDC Counseling – Management</b>	<b>Reducing Fraud</b> Design a workshop that assists SBDC counselors to help clients understand and protect their reputation and bottom line. Place emphasis on strategies to identify, monitor, assess and weigh fraud vulnerability to the firm, and strategies to proactively curb fraud vulnerability.
<b>SBDC Counseling – Marketing</b>	<b>Advertising Campaign Management</b> Design a workshop that assists SBDC counselors help clients understand advertising campaign management. Include strategy development, advertising, and promotional relationship, media strategy, budget management and control, and measuring results. Emphasize the advertising role in the marketing process, and provide techniques for strategizing, analyzing, conceptualizing and make sound decisions.
<b>SBDC Counseling – Marketing</b>	<b>Advertising Practices and Procedures</b> Design a workshop to assist SBDC counselors help their clients understand advertising fundamentals. Provide emphasis on the marketing communications plan, product and service positioning, consumer behavior theories, uses of various media, relationship advertising, and the process of developing creative strategies. Examine advertising’s relationship to other promotional elements of selling, sales promotion and publicity, and the functions and operation of an advertising agency.
<b>SBDC Counseling – Marketing</b>	<b>Consumer and Professional Buying Behavior</b> Design a workshop that assists SBDC counselors help clients to examine the principles of the behavioral sciences of psychology, sociology and anthropology and how these sciences are used in creating marketing communications plans aimed at consumer or professional buyers. Specific topics should include perception processes, lifestyle analysis, personality psychographics, motivation analysis and influence of groups on buying behaviors.
<b>SBDC Counseling – Marketing</b>	<b>Direct Marketing</b> Design a workshop that assists SBDC counselors help clients understand the principles and components of direct marketing. Topics should include marketing channels, the concepts of profiling, modeling and segmenting, database management, management in direct marketing, market analysis, privacy regulations, and internet, email and e-commerce marketing. Special emphasis should be focused on Customer Relationship Management (CRM), a key competitive strategy, which focuses on the needs of customers.

<b>SBDC Counseling – Marketing</b>	<b>Marketing Research</b> Design a workshop to assist SBDC counselors help clients understand the processes and techniques used in securing, analyzing and creatively using information to identify marketing problems and opportunities. Businesses need current information on which to base their marketing decisions. Provide emphasis on how to determine marketing strategies and create plans for such objectives as product development, marketing promotional evaluations, operation efficiencies and client satisfaction.
<b>SBDC Counseling – Marketing</b>	<b>Positioning For Profit and Growth</b> Design a workshop that assists SBDC counselors help clients understand the importance of strategically positioning products amongst competitors to achieve maximum growth and profit. Place emphasis on effective strategies for positioning new products, existing products, as well as repositioning of products and companies. Also include special emphasis on competitive strategies to minimize the effectiveness of competition and to maximize profit.
<b>SBDC Counseling – Marketing</b>	<b>Professional Sales</b> Design a workshop that assists SBDC counselors to help clients examine the knowledge and skills required of an effective salesperson. Provide emphasis on methods of identifying prospects, securing appointments, pre-approach planning, gaining attention and interest, understanding prospects' wants and needs, obtaining agreement of concerns and solutions, showcasing product benefits, handling sales resistance, identifying and responding to buying signals, sale-closing techniques, post-call analysis and customer retention techniques.
<b>SBDC Counseling – Marketing</b>	<b>Public Relations</b> Design a workshop to assist SBDC counselors help clients understand the nature and uses of public relations as a promotional tool. Provide emphasis and training in the writing and preparation of press releases and press kits, publicity campaigns, conducting press conferences, and other public relations tools. Include current practices and problems in the field of public relations. Emphasize successful case histories and planning techniques.
<b>SBDC Professional Development - Competency</b>	<b>Business Finance</b> Design a workshop that provides SBDC non-financial counselors an understanding of business plans, budgeting, cost control, and cash flow analysis. Provide emphasis on how to develop skills, apply basic accounting principles and concepts and learn to apply various analytical methods in making sound business decisions.
<b>SBDC Professional Development - Competency</b>	<b>Business Idea Evaluation And Development- Will the Business Idea Make Any Money?</b> New ideas are the fuel that keeps the business machine running. Unfortunately, many ideas seem like good ones but actually are not viable in the present business environment. Distinguishing between a profitable idea and an unprofitable one is crucial. Develop a workshop that assists SBDC counselors help those who have a business idea and who want to know whether it will make them money, how to develop it to its best form and how to best exploit the idea. Also place emphasize on existing business owners already operating a business who need to determine whether to implement a new idea into their current operations.
<b>SBDC Professional Development - Competency</b>	<b>Principles of Marketing</b> Design a workshop for SBDC non-marketing counselors identifying marketing terms, concepts, and skills useful in analyzing marketing problems. Provide emphasis on legal, behavioral, ethical, competitive, economic, technological and international factors affecting product, pricing, promotion, and marketing channel decisions. Identify factors marketing managers take into account when creating a marketing plan, including buying behavior, market segmentation, product life cycle, packaging, branding, pricing, advertising, sales promotion, public relations, personal selling, and product distribution methods.

<b>SBDC Professional Development - Competency</b>	<b>Web Marketing</b> Design a workshop for SBDC counselors providing an overview of electronic commerce by examining and evaluating tactics of businesses utilizing the internet and other electronic media as part of their marketing mix. Provide an emphasis on web technology trends and e-commerce strategies for penetrating the market.
<b>SBDC Professional Development - Leadership</b>	<b>Effective Leadership</b> Design a workshop that assists SBDC personnel learn the concepts to become an effective leader in today's global business environment. Provide emphasis on how to determine one's leadership style and the implications of that style on workgroup performance. Incorporate discussions about ethics, corporate mission, vision and culture with the objective of enhance one's ability to motivate and positively influence others in a increasingly diverse workforce.
<b>SBDC Professional Development - Leadership</b>	<b>Leadership Essentials</b> Design a workshop that assists SBDC personnel examine issues of self-awareness, teamwork, ethics, communication, effective negotiations, managing differences, managing careers, and power and authority. Focus on creating organizational direction, setting strategy and achieving goals. Include a discussion of experience and skills needed for leading organizational development and change, and for developing leadership within the organization.
<b>SBDC Professional Development - Leadership</b>	<b>Managing Performance</b> Design a program that assists SBDC center directors "manage" employee performance by establishing performance expectations, identifying and providing needed training and support, monitoring performance, and providing formal and informal feedback. Provide emphasis on how to conduct employee performance evaluations and methods to take corrective action. Identify sources of inadequate performance - skills and knowledge, processes and systems, motivation and personal issues - and determine appropriate resolutions to each. Provide techniques and methods for coaching and mentoring good performers to higher levels.
<b>SBDC Professional Development - Leadership</b>	<b>Taking Charge of Change</b> Effective change management requires focusing on how proposed changes will impact people -- employees, customers, suppliers, etc. Design a workshop that helps SBDC personnel examine why people (and organizations) naturally resist change, and how to overcome this resistance. Discuss what can be done to minimize the potential trauma which changes -- planned or not -- may create in people and organizations.
<b>SBDC Professional Development - Leadership</b>	<b>TQM</b> Design a workshop that assists SBDC personnel learn how to integrate TQM into planning and project management, strategic management, process improvement, and how to modify an organizations behavior. Provide special emphasis on how to assess supervisor's roles and responsibilities related to quality including identifying and meeting customer's needs, applying tools and techniques for improving systems and processes, developing a quality training plan for work group members and enhancing work group commitment to continuous quality improvement.
<b>SBDC Professional Development - Marketing</b>	<b>Branding: Raising SBDC Identity Awareness</b> Where there is a lack of public awareness of the SBDC there is a lack of growth potential. Raising public awareness by branding is important to SBDC success. Focus on how to raise the public's awareness of SBDC, thus stimulating interest in SBDC products and services. Focus on branding as an important part of a successful SBDC marketing plan.