



ASBTDC

ARKANSAS SMALL BUSINESS AND
TECHNOLOGY DEVELOPMENT CENTER



Training at a Glance

Arkansas' Premier Business Assistance Program!

July - August 2011

21st Marketing For Your Business

Friday, July 8
11am-1:30am
Russellville Chamber of Commerce
708 West Main Street, Russellville
Presenter: Herb Lawrence, ASBTDC
Cost: \$30 (Chamber Members Receive \$10 off)
(Free for Veterans)

SBA Workshop

Tuesday, July 12
11am-2pm
Russellville Chamber of Commerce
708 West main Street, Russellville
Presenter: Pat Walker, SBA
Cost: \$40 (Chamber Members Receive \$10 off)
Pre-Register by July 8

Starting a Business

Thursday, July 14
8:30-11:00am
Arkansas Tech University - Rothwell Hall Room 133
106 W O Street, Russellville
Presenter: Cass Capen-Housley, ASBTDC
Cost: \$30 (Free for Veterans)

Low Cost Marketing Techniques

Wednesday, July 20
1-3pm
Van Buren Chamber of Commerce
508 W Main Street, Van Buren
Presenter: Cass Capen-Housley, ASBTDC
Co-Sponsor: Van Buren Chamber of Commerce
Cost: \$30 (Chamber Members Receive \$10 off)

Email Marketing Techniques and Tips

Thursday, July 21
9am-12pm
Morrilton Chamber of Commerce
120 N Division Street, Morrilton
Presenter: Cass Capen-Housley, ASBTDC
Co-Sponsor: Morrilton Chamber of Commerce
Cost: \$35 (Includes Free Software Trial)
(Chamber Members Receive \$10 off)

Santa Principles of Customer Service

Thursday, July 28
11am-2pm
Arkansas Tech University - Rothwell Hall Room 133
106 W O Street, Russellville
Speaker: Santa Alan, Santa Speaks
Co-Sponsor: Russellville Chamber of Commerce
Cost: \$40 (Chamber Members Receive \$10 off)

Facebook Profiles, Pages and Privacy

Tuesday, August 9
5:30-8:30pm
Arkansas Tech University - Rothwell Hall Room 133
106 W O Street, Russellville
Presenter: Cass Capen-Housley, ASBTDC
Cost: \$30

Continued on back

2 Easy Ways to Register:

- Call 479.356.2077 or 800.862.2040
- Online at asbtdc.ualr.edu/training

Check, cash, Visa, MasterCard and Discover accepted.

For seminar descriptions and additional training opportunities, log on to asbtdc.ualr.edu/training

Arkansas Small Business and Technology Development Center

Arkansas Tech University
Rothwell Hall
106 W O Street
Russellville, AR 72801
479.356.2077
[Facebook.com/ATUSBTDC](https://www.facebook.com/ATUSBTDC)
[Twitter.com/ASBTDC_ATU](https://twitter.com/ASBTDC_ATU)



U.S. Small Business Administration





Training *at a Glance*

continued

How to Write a Business Plan

Thursday, August 11

8:30-11:30am

Arkansas Tech University - Rothwell Hall Room 133

106 W O Street, Russellville

Presenter: Cass Capen-Housley, ASBTDC

Cost: \$35

Brown Bag Lunch and Learn

ARHealthnetworks Insurance for Your

Small Business

Tuesday, August 16

11am-2pm

Russellville Chamber of Commerce

708 W Main Street, Russellville

Presenter: Teresa Mulling, Insurance Benefits and More

Cost: \$30 (Chamber Members Receive \$10 off)

Get Listed

Thursday, August 25

1-4pm

Van Buren Chamber of Commerce

508 W Main Street, Van Buren

Presenter: Cass Capen-Housley, ASBTDC

Cost: \$30 (Chamber Members Receive \$10 off)

Continuity of Operations: Disaster Planning for Your Business

Tuesday, August 30

8:30-11:30am

Russellville Chamber of Commerce

708 W Main Street

Russellville, Arkansas

Presenter: Tonya Roberts-Young, Director Center for Preparedness & Recovery

Cost: \$30 (Chamber Members Receive \$10 off)

Online Learning

The ASBTDC offers online training courses for small business owners and their employees.

- 20 courses to choose from
 - Available 24/7
 - No-frills curriculum providing real-world tools and information
- asbtdc.uarl.edu/training

Enter gift certificate "arjobs" and take any online course for free!

Webinars for Veterans

Visit Arkansasveteran.com for information or to register for free small business webinars.

For Veterans every Thursday in June

Veterans Attend Free

Military veterans may attend any Starting a Business in Arkansas seminar at no charge.

Pre-registration required.

Thanks
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REGISTRATION AND FEES: Seminar fees may be paid by check, cash, money order, or credit card (Visa, MasterCard, Discover). Payment must be received before your space is guaranteed in a class. Fee must be remitted no later than three working days before the actual seminar date unless otherwise stated.

REFUND POLICY: Refunds are available on cancellations received up to 48 hours prior to seminar. If a 48-hour cancellation notice is not received, seminar credit can be applied to another ASBTDC seminar within the current calendar year. If the ASBTDC cancels a seminar, notification will be sent by e-mail and refunds will be issued. Substitutes are welcome.

ADA: In accordance with the Americans with Disabilities Act, anyone requesting accommodations due to a disability should contact Cass Capen-Housley at 479.356.2077. Advance notice may be necessary for some accommodations. Request for interpreters should be made at least two weeks prior to the event to ensure interpreters are still available. Registration must be paid before requesting accommodations.

INCLEMENT WEATHER POLICY: Seminars will not be held if public schools in cities where seminars are scheduled are closed due to inclement weather. Check your local television or radio stations for school closings.

DISCOUNT POLICY: Faculty and staff of ATU may attend seminars at no cost. Current ATU students may attend seminars at half price. These discounts do not apply to QuickBooks, MicroSoft Excel, and seminars that include meals.