

November/December 2021 Workshop Schedule

The Small Business Development Center (SBDC) at LCCC presents workshops that are designed to accelerate Ohio's economy by helping people start, sustain and grow their businesses

Special Thanks to Our Premier Sponsors:



Scratchmade Incubator - Zoom	November 8, 2021 – 6:00pm-8:00pm
<p>It's a bite sized Scratchmade. In just 2 sessions learn to grow your food product business. Build a marketing strategy around a product, learn about pricing a food product, labeling & manufacturing. Makers of the following are encouraged to apply: Packaged food products, Bottled food products, Canned products, Beverages & Artisanal Goods.</p> <p>Program fee for accepted applicants: \$49.00</p> <p>Program dates: Mondays November 8th & 15th from 6pm-8pm. This workshop will take place virtually Zoom.</p> <p>A payment link will be sent upon registration</p> <p>Please direct any questions to Beth Gantz at (440) 366-4277 or bgantz@lorainccc.edu</p>	
Presented by SBDC Advisors: Beth Gantz, Tim Skaryd & Lauren Smith	

Roadmap to Nonprofit Success-How to Start Asking - Zoom	November 19, 2021 – 12:00-1:30pm
<p>Roadmap to Nonprofit Success</p> <p>WHO, WHAT, WHEN, and HOW of Fundraising</p> <p>How to START asking for donations</p> <p>A monthly lunch 'n learn with Danielle M. Locke, MPA, CAP®</p> <p>Ok. You got your 501 (c)(3) and you are ready to start raising money. OR you are looking to build more sustainable sources of income. You might be surprised to learn that there are hundreds of expected and unexpected ways to raise flexible funds for your mission. If you are tired of the Hamster Wheel Hustle and ready to proactively plan your fundraising strategies, then these trainings are for you.</p> <p>A Zoom link will be sent prior to the workshop. Please check your spam folder</p>	
Presented by Danielle Locke	

Behavioral Economics - Zoom	December 1, 2021 – 10:00-11:30am
<p>Humans are irrational beings whether we like it or not. We make decisions based on emotions and circumstances.</p> <p>What does this mean for you as a business owner, marketer, or product designer? Should you focus on fun rewards or a low price? Social proof or time saved? What motivates customers?</p> <p>In this webinar, we will discuss how to apply insights into human behavior to build products, processes and experiences that customers love.</p> <p>Having spent more than a decade in entrepreneurship education, Reka Barabas has a curious mind and serves as a sounding board and consultant to new businesses and entrepreneurship organizations. Find her at https://www.linkedin.com/in/barabas-reka/</p>	
Presented by Reka Barabas	

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What's Hot 2022: Hottest Post Covid-19 Business Trends - Zoom	December 7, 2021 – 12:00-1:30pm
<p>Will 2022 be a year of recovery or discovery? Or perhaps a bit of both? As we approach the new year, it's a perfect time for small business owners and startups to learn the newest business trends and startup ideas. And while we're still facing a lot of unknowns in 2022, there are some things we do know. Join this timely webinar, presented by small business expert and best-selling author Rieva Lesonsky, where you'll learn about the breakthrough small business ideas and industries that exciting consumers. You'll find out about America's changing demographics, attitudes, and consumer behaviors, and how your small business can best adapt and address them, such as:</p> <ul style="list-style-type: none"> · The industries that are booming right now and how small business owners retailers can take advantage · Which consumer behaviors have shifted, and how you can reach those customers · How to pivot your small business to address those changing consumer demands · America's changing demographics and what that means to small businesses · The changes small retailers must make to survive <p>Whether you're a startup entrepreneur or have owned your business for years, you'll want to learn how you can start your journey to recovery—and discovery in 2022.</p> <p>Presented by Rieva Lenosky</p>	

Roadmap to Nonprofit Success-When to Ask - Zoom	December 10, 2021 – 12:00-1:30pm
<p>Roadmap to Nonprofit Success WHO, WHAT, WHEN, and HOW of Fundraising WHEN to start asking for donations A monthly lunch 'n learn with Danielle M. Locke, MPA, CAP® Ok. You got your 501 (c)(3) and you are ready to start raising money. OR you are looking to build more sustainable sources of income. You might be surprised to learn that there are hundreds of expected and unexpected ways to raise flexible funds for your mission. If you are tired of the Hamster Wheel Hustle and ready to proactively plan your fundraising strategies, then these trainings are for you. A Zoom link will be sent prior to the workshop. Please check your spam folder</p> <p>Presented by Danielle Locke</p>	

** All Workshops will be held at SBDC at LCCC – 151 Innovation Dr., Elyria unless otherwise noted
 Visit www.lorainccc.edu/sbdc for more information