

## TECHNOLOGY

Beginning with QuickBooks  
Advance \$100/Door \$120 | DB 1.402  
May 4 4 PM - 8 PM

Working with QuickBooks  
Advance \$100/Door \$120 | DB 1.402  
May 11 4 PM - 8 PM

Customizing QuickBooks  
Advance \$100/Door \$120 | DB 1.402  
May 18 4 PM - 8 PM

Intro to SBIR/STTR Funding & the Application Process  
No Fee | DB 1.402  
May 17 11 AM - 1 PM

Outsource to the Internet  
No Fee | DB 2.316  
May 25 6 PM - 8 PM

Livestreaming: Broadcast Your Business  
No Fee | DB 2.316  
June 22 6 PM - 8 PM

**MONEY SAVER!**  
\$250 for all three  
Save \$50

**TO REGISTER:** Please visit [utsa.ecenterdirect.com](http://utsa.ecenterdirect.com)  
or email us at [sbdcworkshop@utsa.edu](mailto:sbdcworkshop@utsa.edu)

PREREGISTRATION AND PREPAYMENT ARE STRONGLY  
RECOMMENDED AS SEATING IS LIMITED.

\* Training sessions, times & location are subject to change. For an up-to-date  
schedule check the advance training listing at [www.iedtexas.org/training](http://www.iedtexas.org/training)

## SBDC CORPORATE AFFILIATES

### GOLD LEVEL



### SILVER LEVEL



## CLIENT SPOTLIGHT

### Mireles Party Ice

Packaging crushed ice into 40 lb. paper bags was the earliest stage of a business that would grow to serve clients across Central and South Texas. Located in San Antonio and opened by Jesus "Jesse" Mireles, III in 2001, Mireles Party Ice is the culmination of a family business which has evolved from early roots.



In 1974, with the help of his father, Jesse and his wife, Melinda Mireles, opened a grocery store that catered to various events with a high volume of requests for kegs and ice. Although the store became the largest keg distributor in San Antonio, Jesse found greater value in focusing the business on ice manufacturing. Through the 1980's, the couple purchased ice blocks from local ice companies and packaged crushed ice in paper bags. By the 1990's, Jesse had acquired two 2,400 lb. ice makers and in 2001, he built his first ice plant.

The company secured an SBA loan and has created and retained several jobs. Today, the business is in the midst of growing into its second location. The new 26,000 square foot facility has the capacity to produce up to 350 tons of ice per day. The company's 12 trucks deliver to a diverse client base including convenience stores, restaurants, bars, construction companies, airlines, food processors and more. By 2020, the company plans to expand its region into South Texas.

## WHO WE ARE

The University of Texas at San Antonio Institute for Economic Development (IED) is centered around the small business owner's experience. We are dedicated to creating jobs, growing businesses and fostering economic development. Our ten centers and programs serve San Antonio, the Texas-Mexico border area as well as regional, national and international stakeholders. Our centers and programs provide professional business advising, technical training, research, market analysis and strategic planning for entrepreneurs, business owners and community leaders. From the aspiring entrepreneur to the experienced owner, we have a program that can help with your small business needs. [www.iedtexas.org](http://www.iedtexas.org)

## TRAINING LOCATIONS

UTSA Downtown Campus  
501 W. César E. Chávez Blvd., San Antonio, TX 78207  
Durango Building: 1.402 or 2.316  
Frio Building: 2.402

Geekdom Event Center (EC)  
131 Soledad St, San Antonio, TX 78205

New Braunfels Chamber of Commerce  
390 S. Seguin Ave., New Braunfels, TX 78130

Central Texas Technology Center (CTTC)  
2189 FM758, New Braunfels, TX 78130

LaunchSA  
600 Soledad St, San Antonio, TX 78205

Maestro Center  
1811 S Laredo St, San Antonio, TX 78207

Randolph Brooks Federal Credit Union  
One Randolph Brooks Parkway, Live Oak, TX 78233

Coastal Bend College (Pleasanton)  
1411 Bensdale Rd, Pleasanton, TX 78064

Scan For Up-To-Date Schedule



[www.iedtexas.org/training](http://www.iedtexas.org/training)

**SOCIAL MEDIA:**



## TRAINING SCHEDULE

APRIL 2017 - JUNE 2017



**BUILDING**  
*your*  
**BUSINESS**

## BUSINESS ESSENTIALS

Start Smart  
No Fee | DB 2.316  
April 5 10 AM - 12 PM May 23 6 PM - 8 PM  
(DB 1.402) (Geekdom Event Center)  
May 2 6 PM - 8 PM June 14 11 AM - 1 PM  
May 12 10 AM - 12 PM

Start Smart – *En Español*  
No Fee | DB 1.402  
June 27 10 AM - 12 PM

The Business Plan  
Advance \$40/Door \$60 | DB 1.402  
April 12 10 AM - 1 PM May 19 10 AM - 1 PM  
May 9 4 PM - 7 PM June 6 6 PM - 9 PM  
(CTTC) No Fee June 22 11 AM - 2 PM

IRS Compliance and Strategy  
No Fee | DB 2.316  
April 5 11 AM - 1 PM  
May 9 6 PM - 8 PM  
June 7 11 AM - 1 PM

Business Performance Management  
No Fee | DB 2.316  
April 4 11 AM - 1 PM (DB 1.402)  
May 2 11 AM - 1 PM  
June 6 11 AM - 1 PM

Mindset of a Sales Champion  
No Fee | Maestro Center  
April 4 11:30 AM - 1 PM

Time Management Truths  
No Fee | DB 2.316  
April 6 11:30 AM - 1 PM

Understanding Your Market  
No Fee | DB 2.316  
April 12 11 AM - 1 PM

How to Work On VS. In Your Business  
No Fee | DB 2.316  
April 13 11:30 AM - 1 PM

PictureSpark: Clarity for Your Small Business  
No Fee | DB 2.316  
April 7 11 AM - 1 PM (LaunchSA)  
May 10 6 PM - 8 PM  
June 20 11 AM - 1 PM

Passing the Torch: Succession Planning  
No Fee | Location listed  
May 24 4 PM - 6 PM (DB 2.316)  
June 29 4 PM - 6 PM (DB 1.402)

Choosing a Retirement Plan  
No Fee | DB 2.316  
May 16 6 PM - 8 PM  
June 28 11 AM - 1 PM

Commercial Insurance for Small Business Owners  
No Fee | DB 1.402  
May 3 11 AM - 1 PM

Managing Cash Flow  
No Fee | DB 2.316  
May 4 11 AM - 1 PM

Lead Generation: Simplified  
No Fee | DB 2.316  
May 11 11:30 AM - 1 PM

## CONTINUED

Starting and Planning Your Business  
No Fee | RBFCU  
May 12 10 AM - 3 PM

Changing Landscape of Retirement Planning  
No Fee | DB 1.402  
May 16 11 AM - 1 PM

Planning for a Healthy Business  
No Fee | DB 2.316  
May 16 11 AM - 1 PM

Follow-up Secrets  
No Fee | DB 2.316  
May 18 11:30 AM - 1 PM

Where is the Money - Financing Sources for Small Business  
No Fee | DB 1.402  
May 24 11 AM - 1 PM

Systems for Success  
No Fee | DB 2.316  
May 25 11:30 AM - 1 PM

Myths About Small Business Financing  
No Fee | Coastal Bend College  
June 8 11 AM - 1 PM

Building a Sales Funnel  
No Fee | DB 2.316  
June 8 11:30 AM - 1 PM

Business Model Canvas  
No Fee | DB 2.316  
June 21 11 AM - 1 PM

## EMPLOYER SERVICES

Hiring Smart: What You Need to Know  
No Fee | DB 1.402  
April 7 11 AM - 1 PM June 16 11 AM - 1 PM  
(New Braunfels Chamber)

The Hiring Process  
No Fee | DB 2.316  
May 5 11 AM - 1 PM

HR Series Part 1: The Employment Life Cycle  
Fee \$30 | FS 2.402  
May 9 1:30 PM - 4:30 PM

HR Series Part 2: Job Descriptions & Performance Management  
Fee \$30 | FS 2.402  
May 23 1:30 PM - 4:30 PM

HR Series Part 3: Employee Handbook Clinic  
Fee \$30 | FS 2.402  
June 6 9 AM - 4 PM

Employee Benefits for the New Small Business  
No Fee | DB 2.316  
May 10 11 AM - 1 PM

FLSA: What You Need to Know  
No Fee | DB 2.316  
May 17 11 AM - 1 PM

Service Contract Act  
Fee \$30 | FS 2.402  
May 31 9 AM - 12 PM

## CONTINUED

Davis-Bacon Act  
Fee \$30 | FS 2.402  
May 31 1:30 PM - 4:30 PM

TWC Decoded: How To Avoid Unemployment Claims  
No Fee | DB 2.316  
June 8 11 AM - 1 PM

Employees or Independent Contractors  
No Fee | DB 1.402  
June 13 11 AM - 1 PM

## CONTRACTING

Building a Proposal and Submitting an Offer  
Fee \$30 | FS 2.402  
April 6 1 PM - 4:30 PM

Doing Business With State of Texas & Vaughn Construction  
No Fee | FS 2.402  
April 7 11:30 AM - 1:30 PM

SBA Woman Owned Small Business Program (WOSB)  
No Fee | FS 2.402  
April 12 10 AM - 12 PM

All Small Mentor Protégé Program (ASMPP)  
No Fee | FS 2.402  
April 18 1:30 PM - 3:30 PM

Federal Acquisition Regulation (FAR) 101  
Fee \$30 | FS 2.402  
April 25 9 AM - 11:30 AM

Cost Proposal  
Fee \$30 | FS 2.402  
April 27 9 AM - 12 PM

Making the Right Connections: Peer to Peer  
Fee \$30 | FS 2.402  
May 2 12 PM - 2 PM

Lowest Price Technical Assistance (LPTA)  
Fee \$30 | FS 2.402  
May 11 1:30 PM - 4:30 PM

PTAC Orientation Brown Bag  
No Fee | FS 2.402  
May 18 11:30 PM - 1:30 PM

Marketing your GSA Schedule  
Fee \$30 | WP 100  
May 25 9 AM - 12 PM

How to Win Contracts with Past Performance  
Fee \$30 | FS 2.402  
June 8 1:30 PM - 4:30 PM

Introduction to General Service Administration (GSA)  
Fee \$30 | FS 2.402  
June 20 1:30 PM - 4:30 PM

Historically Underutilized (HUB) Zone Program  
No Fee | FS 2.402  
June 21 10 AM - 12:PM

GSA: Selling to The Federal Government  
Fee \$30 | WP 100  
June 22 9 AM - 12 PM

## SPECIALTY RESOURCES

Veteran's Financing and Business Seminars  
No Fee | FS 2.402  
April 4 1 PM - 4:30 PM  
May 16 1 PM - 4:30 PM

How to Convert Military Skillsets into a Successful Business  
No Fee | FS 2.402  
April 5 9 AM - 12 PM

Special Event Planning for Small Business  
No Fee | DB 1.402  
April 6 11 AM - 1 PM

Restaurant Ready  
No Fee | DB 2.316  
April 12 10 AM - 12 PM (New Braunfels Chamber)  
May 4 4 PM - 6 PM  
June 27 11 AM - 1 PM

What Does Your Customer Look Like?  
No Fee | DB 2.316  
April 13 6 PM - 8 PM  
May 11 11 AM - 1 PM (DB 1.402)  
June 7 4 PM - 6 PM

Buying a franchise: How to be part of a great brand  
No Fee | DB 2.316  
May 3 11 AM - 1 PM

Profit Mastery Series  
New Company \$295 / Repeat \$195.00  
Repeat individual \$100 | Maestro Center  
May 9 9 AM - 1 PM  
May 12 9 AM - 1 PM  
May 16 9 AM - 1 PM  
May 18 9 AM - 1 PM

Commercial Real Estate for Small Business Owners  
No Fee | DB 2.316  
May 23 4 PM - 6 PM

Commercial Real Estate for Small Business Owners – *En Español*  
No Fee | DB 2.316  
June 20 4 PM - 6 PM

Government Contracting 101 for Veterans  
No Fee | FS 2.402  
June 7 9 AM - 12 PM

Tax and Accounting Best Practices  
No Fee | DB 2.316  
June 13 11 AM - 1 PM

Valuing Technology & other Intangible Assets in your Business  
No Fee | Maestro Center  
June 14 11 AM - 1 PM

Business Etiquette: Keep it Classy  
No Fee | DB 1.402  
June 28 10 AM - 12 PM

Closing the Sale  
No Fee | Maestro Center  
June 29 11:30 AM - 1 PM

## MARKETING

Power of the Inbox  
No Fee | DB 2.316  
April 4 6 PM - 8 PM

Online Marketing: Ask An Expert  
No Fee | DB 2.316  
April 6 6 PM - 8 PM

Using Social Media for Small Business  
No Fee | DB 2.316  
May 3 6 PM - 8 PM

LinkedIn: An Overview  
No Fee | Coastal Bend College  
May 4 11 AM - 1 PM

LinkedIn 101: Set Up  
No Fee | DB 1.402  
June 13 6 PM - 8 PM

LinkedIn 102: Using It Effectively  
No Fee | DB 1.402  
June 20 6 PM - 8 PM

Full Pipeline Marketing - Selling In The New Paradigm  
No Fee | DB 1.402  
May 5 11 AM - 1 PM

Grow Your Business with Email & Social Media – *En Español*  
No Fee | DB 1.402  
May 4 11 AM - 1 PM

Grow Your Business with Email & Social Media  
No Fee | DB 1.402  
May 18 11 AM - 1 PM

Facebook Advertising Best Practices (*Intermediate Level*)  
No Fee | CTTC  
May 17 6 PM - 9 PM

Marketing to the Four Generations  
No Fee | DB 2.316  
June 1 10 AM - 1 PM

Facebook: 101  
No Fee | Coastal Bend College  
June 6 11 AM - 1 PM

Digital Marketing Trends  
No Fee | DB 1.402  
June 1 11 AM - 1 PM

Digital Marketing Trends – *En Español*  
No Fee | DB 1.402  
June 15 11 AM - 1 PM

Marketing: Simplified  
No Fee | DB 2.316  
June 15 11:30 AM - 1 PM

Snapchat for Business: Success and Growth Secrets  
No Fee | DB 2.316  
June 28 6 PM - 8 PM

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