

News You Can Use From Your SBDC



TEXAS GULF COAST NETWORK

LONE STAR COLLEGE

Fall 2014

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## Small Business of The Year

The Lone Star College Small Business Development Center Advisory Council has named the 18 finalists for its 28th Annual Small Business of the Year awards. For more information and to see who they are [click here](#).

## 2014 ASBDC Conference

In any profession, staying up to date on the most current research, knowledge and tools is vital to performing at a high level. As Lone Star College System - SBDC consultants, one of the most important opportunities for us to hone our skills is through our participation in the

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**Free Consultation**

America's Small Business Development Center annual conference. This year's conference in Grapevine, TX provided a venue for consultants from SBDC offices all around the country, as well as international offices, to share what we've learned from our experiences and to hear from industry experts on topics ranging from how to successfully implement an exporting strategy to raising money for small businesses through "crowdfunding" campaigns. Steve Hamilton, our Sr. Consultant in The Woodlands and Conroe gave the event a rave review - "Great conference! Good speakers and valuable material." The biggest challenge each day seemed to be picking which of the dozens of scheduled workshops to attend!

Karen Sharp, who is our Senior Consultant serving the west sector of the Lone Star service area, found particular value in a presentation on how to build and run a business website to optimize your visibility on Google. Search engine providers constantly refine the algorithms they use to rank where and how companies appear in their search results, so it's critical to know what strategies work today, as opposed to what might have worked a year or two ago. Along the same lines, one of the most important and dynamic marketing opportunities for small business is social media. But simply setting up a Facebook page, LinkedIn page, Twitter profile, and blog for your business is not nearly enough. Knowing how to drive awareness and attract and retain customers through social media means being aware of the most current trends and techniques. The ASBDC conference offered us numerous opportunities to focus on those topics with some of the best and the brightest minds in the world of social media.

From a personal standpoint, the ASBDC annual conference is always a bit of a surprise. The surprise is that I learn in ways that I didn't expect to learn. It's a given that I'll take away important new information from every workshop, but what adds to the value is the "Aha!" moments that occur by piecing together bits and pieces

The success of your business is our only priority. Contact a Senior Consultant in your area today:

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from multiple sessions and suddenly recognizing a new way to help a particular client. It's only three days, and it's only once a year, but the ASBDC conference can't be beat for the information and inspiration it offers to those of us who attend. Jan Koenig, SBDC Senior Consultant.

## "Peoplevet" Workshop Series

PeopleFund, a small business lender from Austin, has partnered with Lone Star College-SBDC to host a 6-night Small Business Workshop series for Veterans who choose self-employment to support themselves and their families.. For more information [click here](#).

## CyFair Business Success Seminars

It's that time again for Lone Star College - CyFair's Business Success Seminars. Every Wednesday in October we will conduct a seminar on how to build your successful business. They run from 8:00 to 9:15 a.m. at the LSC-CyFair Library room 131. Please help spread the word. [Click here](#) for more information.

## Upcoming training

We've got an exciting menu of upcoming training sessions presented by leading experts and professionals. You owe it to yourself to review this [schedule](#) to see if something might be of interest.