

Nurturing Dreams

GROWING FUTURES



Celebrating National

SBDC DAY

March 20, 2024

Join us for a dynamic day of celebration on National SBDC Day! Start your morning with insightful workshops designed to empower small businesses with valuable knowledge and strategies for success. Engage in lively discussions during our afternoon panels, where seasoned professionals share their experiences, highlighting both the triumphs and challenges of entrepreneurship. Enjoy a captivating keynote address over lunch, followed by a wrap-up presentation spotlighting the invaluable support provided by SBDCs. Let's come together to celebrate our achievements and the resilience of small businesses everywhere.

SBDC Day Reception

5:00-6:30 pm

Proclamation from the City of Carbondale and SBDC Impact Presentation with Success Stories and What's to Come. *(Registration not required; open to the public)*

Power of Planning

Mini workshop *(Must register to attend)*

9:00 am Strategies for Starting Small and Scaling Up

10:00 am Do You Really Know Your Numbers?

11:00 am Mastering the Maze: Marketing and the Power of Planning

Lunch

12:00 pm Retaining Talent: Learn How to Create a Space That Challenges the Comfort Zone Without Expanding it - with Brian Croft

(Must register to attend)

Power of Collaboration

Panelist will share valuable insights *(Must register to attend)*

1:00 pm Importance of Networking and Collaborations: You Shouldn't Do it Alone

2:00 pm Enhancing Access to Capital: Leveraging Programs and Resources

3:00 pm Lessons Learned in Business: What I Wish I Would Have Known

4:00 pm Empowering Small Businesses: Leveraging Partnerships for Success

Registration is required and seating is limited. For more information about the event visit [SBDC.SIU.EDU/WORKSHOPS](https://sbdc.siu.edu/workshops)

Location: Dunn-Richmond Economic Development Center
1740 Innovation Drive, Carbondale, IL

For disability accommodations, please call 618-453-5738.

More information about the event call 618-536-2424



The Illinois Small Business Development Center at SIU is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA), the Illinois Department of Commerce and Economic Opportunity and Southern Illinois University.



Illinois
Department of Commerce
& Economic Opportunity

