

FOR IMMEDIATE RELEASE:

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Florida SBDC at UWF Presents “Mastering You Cash: A Practical Workshop on Cash Flow Management for Small Businesses”

PENSACOLA, FL — February 15, 2024 — Join us on February 21 from 8:00 – 9:30 a.m. for an engaging and informative workshop designed to empower small business owners with the essential skills to navigate and optimize their cash flow. In "Mastering Your Cash", participants will delve into the fundamentals of cash flow management, gaining valuable insights into budgeting, forecasting, and strategies to maintain a healthy financial pulse. Learn how to identify and address common cash flow challenges, discover practical tips for effective invoicing and expense management, and leave with a solid foundation to ensure your business thrives financially. Don't miss this opportunity to enhance your financial acumen and pave the way for sustained success! Location: Destin Chamber of Commerce, 4484 Legendary Dr A, Destin, FL 32541. Fee: \$15. To register, visit our website at www.sbdc.uwf.edu and click on “Training & Events”. Presented by Rebecca Kelly, Managing Director, Testu & Taylor, Linnette Wolfgram, Senior Vice President, Community Bank and Terry Mauer, Associate Director, Florida SBDC at UWF. Sponsored by Cadence Bank and Wells Fargo.

Florida SBDC at UWF Presents “Starting an At-Home Childcare Business” – Pensacola

PENSACOLA, FL — February 15, 2024 — Unlock the doors to a rewarding and fulfilling career by joining our comprehensive workshop on Saturday, February 24 from 9:00 am – 12:00 pm about starting your very own at-home childcare business. Whether you're a nurturing individual with a passion for child development or a seasoned caregiver looking to transition into entrepreneurship, this workshop is tailored to guide you through the essential steps to establish and run a successful at-home childcare operation. Location: UWF Campus, 11000 University Pkwy, Bldg 76a, Room 102, Pensacola, 32514. No fee. To register, visit sbdc.uwf.edu and open “Training & Events”. Presented by Kelly Massey, Regional Director and Christa Wilson, Associate Director, Florida SBDC at UWF. Sponsored by Cadence Bank and Wells Fargo.

Florida SBDC at UWF Presents “Tech Talk Tuesday: Cybersecurity Basics”

PENSACOLA, FL — February 15, 2024 — Unveil the essentials of online protection with our Tech Talk Tuesday’s presentation “Cybersecurity Basics” on February 27 from 9:00 - 10:00 a.m. In an era where digital threats are ever-present, arming yourself with fundamental cybersecurity knowledge is paramount. Join us for an interactive session designed for beginners and tech enthusiasts alike, as we demystify the world of cybersecurity. From understanding common threats to implementing practical defense strategies, this workshop will equip you with the foundational skills needed to safeguard your personal and professional digital assets. Dive into the realm of encryption, password management, and safe online practices, ensuring that you leave with the confidence to navigate the digital landscape securely. Don't wait to enhance your cybersecurity literacy – join us and fortify your online presence! Location: TechFarms, 7543 Holley Circle, Panama City Beach, FL 32408. No fee. To register, visit sbdc.uwf.edu and open “Training & Events”. Presented by Russell Hale, CEO, SNH Technologies. Sponsored by Cadence Bank and Wells Fargo.

Florida SBDC at UWF Presents “The Basics of Buying & Selling a Business”

PENSACOLA, FL — February 15, 2024 — Join us on February 28 from 11:30 am – 1:00 pm for an insightful and practical workshop designed for entrepreneurs, business owners, and aspiring investors eager to explore the intricacies of buying and selling businesses. Whether you're looking to embark on a new venture, expand your portfolio, or gracefully exit your current enterprise, this workshop is your comprehensive guide to navigating the complex world of business transactions. *Lunch will be provided.* Location: UWF Emerald Coast Campus, 1170 Martin Luther King Jr Blvd, Bldg 2, Rm 221, Fort Walton Beach, 32547. Fee: \$15. To register, visit sbdc.uwf.edu and open “Training & Events”. Presented by Terry Mauer, Associate Director, Florida SBDC at UWF, Gerard Perillo, Business Broker, Shark Team/EXP Commercial Realty, Megan Owens, VP/Senior Loan Officer, LiveOak Bank and Robert L. Jones, Partner, Beggs & Lane - Attorneys & Counsellors at Law. Sponsored by Cadence Bank and Wells Fargo.

Florida SBDC at UWF Presents “Starting a Business” – PC

PENSACOLA, FL — February 15, 2024 — Have an idea for a business, but not sure where to start? Take the first step with the Florida SBDC’s “Starting a Business” workshop on February 29 from 9:00 am – 12:00 pm. In this workshop, we will discuss the fundamentals of launching your new venture, including how to determine feasibility and legal structures, licensing and permitting, funding options for your business and basic marketing strategies to help you get started! Location: The Hive PCFL, 109 Harrison Ave, Panama City, FL 32401. Fee: \$50. To register, visit our website at www.sbdc.uwf.edu and click on “Training & Events”. Presented by Marina Boeira-Tarulli, Business Consultant, Florida SBDC at UWF. Sponsored by Cadence Bank and Wells Fargo.

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**About the Florida SBDC at UWF:**

The Florida SBDC at UWF serves as a member of the Florida SBDC Network, the state's principal provider of small business assistance. The Florida SBDC at UWF is funded in part by the [U.S. Small Business Administration \(SBA\)](#), Defense Logistics Agency, State of Florida and other private and public partners. The University of West Florida serves as the designated lead host institution for the [Florida SBDC Network](#), which is nationally accredited by the [Association of SBDCs](#). SBA's funding is not an endorsement of any products, opinions or services. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance; call [850-474-2528](#)

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