

**FOR IMMEDIATE RELEASE:**

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**Florida SBDC at UWF Presents “Marketing for Small Business” – PCB**

**PENSACOLA, FL — April 11, 2024** — In today's dynamic marketplace, effective marketing is the lifeblood of any small business. Join us for “Marketing for Small Business” on April 16 from 9:00 – 10:00 a.m. This workshop is designed to equip you with essential strategies and tools to amplify your brand presence, reach your target audience, and ultimately drive growth and success. Let's embark on this journey together and unlock the potential of your business in the ever-evolving world of marketing. Speaker: Kristyn Matthews, Social Media Strategist, Manager and Event Content Creator. Location: Innovations Financial Credit Union, 910 Thomas Dr, Panama City Beach, FL 32408. No fee. To register, visit our website at [www.sbdc.uwf.edu](http://www.sbdc.uwf.edu) and click on “Training & Events”. Hosted by Marina Boeira-Tarulli, Business Consultant, Florida SBDC at UWF. Sponsored by Wells Fargo.

**Florida SBDC at UWF Presents “Starting a Business”**

**PENSACOLA, FL — April 11, 2024** — You have an idea for a business. Develop your business idea with the Florida SBDC’s “Starting a Business” workshop on April 17 from 9:00 am - 12:00 p.m. In this workshop, we will discuss the details 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: UWF Emerald Coast Campus, 1170 Martin Luther King Jr Blvd, Bldg 2, Rm 221, Fort Walton Beach, 32547. Fee: \$50. To register, visit [sbdc.uwf.edu](http://sbdc.uwf.edu) and open “Training & Events”. Presented by Terry Mauer, Associate Director, Florida SBDC at UWF. Sponsored by Wells Fargo.

### **Florida SBDC at UWF Presents “A Roadmap to Small Business Funding”**

**PENSACOLA, FL — April 11, 2024** — Join us on April 18 from 9:00 – 10:00 a.m. online for "A Roadmap to Small Business Funding" and take the first step towards securing the financial foundation your business needs to thrive. Whether you're a seasoned entrepreneur or just starting your journey, this workshop provides actionable insights that will propel your business towards success. Don't miss this opportunity to map out your path to small business funding excellence! No fee. To register, visit [sbdc.uwf.edu](https://sbdc.uwf.edu) and open “Training & Events”. Presenters: Lyndsey Blanks, Business Banker, Hancock Whitney; Marsha Asbury-Turner, Business Development Officer, Florida First Capital Finance Corporation; Terry Mauer, Associate Director, Florida SBDC at UWF. Sponsored by Wells Fargo.

### **Florida SBDC at UWF Presents “Starting a Business” – PCB**

**PENSACOLA, FL — April 11, 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 April 18 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: TechFarms, 7543 Holley Circle, Panama City Beach, FL 32408. Fee: \$50. To register, visit our website at [www.sbdc.uwf.edu](https://www.sbdc.uwf.edu) and click on “Training & Events”. Presented by Marina Boeira-Tarulli, Business Consultant, Florida SBDC at UWF. Sponsored by Wells Fargo.

### **Florida SBDC at UWF Presents “Starting an At-Home Childcare Business” – Panama City**

**PENSACOLA, FL — April 11, 2024** — Unlock the doors to a rewarding and fulfilling career by joining our comprehensive workshop on Saturday, April 20 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: TechFarms, 7543 Holley Cir, Panama

City Beach, FL 32408. No fee. To register, visit [sbdc.uwf.edu](http://sbdc.uwf.edu) and open "Training & Events". Presented by Kelly Massey, Regional Director and Christa Wilson, Associate Director, Florida SBDC at UWF. Sponsored by 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](tel:850-474-2528)

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