



**SMARTstart**  
A PASCO EDC PROGRAM

## SMARTstart Entrepreneur Education Series

### Bridging the Gap between Theory and Practice

Calling all start-up and existing businesses to participate in this **FREE** learning series taught by **INDUSTRY PROFESSIONALS!** Strengthen many of the skills you need to take your business to the **NEXT LEVEL.**

#### BANK ON YOUR SUCCESS

Information to help you make solid decisions to secure your business's financial future.

*West Pasco- October 17, 2018*

*Dade City- October 24, 2018*

#### MARKETING ... WHAT AM I MISSING?

Examining existing models from both a customer and business owner perspective to fully leverage your marketing dollars.

*West Pasco- November 14, 2018*

*Dade City- November 21, 2018*

#### ALIGNING YOUR COMPANY'S CORE

Understand and strengthen the team responsible for shaping, executing and fostering your business's growth and success.

*West Pasco- January 23, 2019*

*Dade City- January 30, 2019*

#### WHO IS MY CUSTOMER?

Information on how to identify and target the "Right-Kind" of customers for your specific business model.

*West Pasco- February 20, 2019*

*Dade City- February 27, 2019*

#### TAKING THE GUESS WORK OUT OF LEASING

Learn best practices on leasing a commercial space for your business.

*West Pasco- March 20, 2019*

*Dade City- March 27, 2019*

#### HUMAN RESOURCES...WHAT YOU DON'T KNOW CAN HURT YOU

Breaking down the complicated aspects of employee management to support business growth and affirm compliance.

*West Pasco- April 17, 2019*

*Dade City- April 24, 2019*

#### GETTING YOUR LEGAL HOUSE IN ORDER

Information and solutions to some of the key legal issues facing small businesses today.

*West Pasco- May 22, 2019*

*Dade City- May 29, 2019*

#### WITHOUT A PLAN, YOU'RE LOST

Learning the importance of and how best to develop a business plan for both Start-Up and Existing businesses.

*West Pasco- June 19, 2019*

*Dade City- June 26, 2019*

ALL CLASSES ARE HELD FROM **6:00 - 8:00 PM**  
**RSVP ONLINE AT [SMARTSTARTPASCO.COM/EVENTS](http://SMARTSTARTPASCO.COM/EVENTS)**

#### **DADE CITY ENTREPRENEUR CENTER**

37837 Meridian Ave #309  
Dade City, FL 33525

#### **WEST PASCO ENTREPRENEUR CENTER**

4532 US Highway 19, 1<sup>st</sup> Floor  
New Port Richey, FL 34652

CALL US TOLL FREE - 888.60.PASCO  
[PASCOEDC.COM](http://PASCOEDC.COM) | [SMARTSTARTPASCO.COM](http://SMARTSTARTPASCO.COM)

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