



**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.**

#### TAKING THE GUESSWORK OUT OF LEASING

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

*West Pasco- July 17, 2019*

*East Pasco- July 24, 2019*

*Presentation by:* Gilit Kontny, Berkshire Hathaway (East Pasco Only)

Steve Himes, Berkshire Hathaway and Bill Cline Bell, Relocation Strategies

#### PERSONAL BUDGETING AND CREDIT FOR ENTREPRENEURS

Entrepreneurs know that "cash is king." In this session we look at making sure your personal finances and business finances are both in order.

*West Pasco- August 21, 2019*

*East Pasco- August 28, 2019*

*Presentation by:*

Pedro Ocasio, BB&T

#### YOUTUBE FOR BUSINESSES

Learn how to use YouTube to drive business to your location, garner social media attention, get more subscribers and even monetize your YouTube channel.

*West Pasco- September 18, 2019*

*East Pasco- September 25 2019*

*Presentation by:*

Alex Wadsworth, YouTuber- The Wads

#### GROWING YOUR INFLUENCE THROUGH SOCIAL MEDIA

Learn how your business can tap into this potential gold mine of sales, shared information and relationship building. See what works, and more importantly, what to avoid on social media networks.

*West Pasco- October 16, 2019*

*East Pasco- October 23, 2019*

*Presentation by:*

Jennifer Frasier, The Creative Stable, Inc.

ALL CLASSES ARE HELD FROM **6:00 - 7:30 PM**  
**RSVP ONLINE AT [SMARTSTARTPASCO.COM/EVENTS](http://SMARTSTARTPASCO.COM/EVENTS)**

#### **EAST PASCO ENTREPRENEUR CENTER**

15029 14th Street  
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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### NETWORKING & THE SECRETS OF BODY LANGUAGE

Learn how to network like a pro, and understand nonverbal cues and how to ensure your body language is sending the message you want.

*West Pasco- November 13, 2019*

*Presentation by:*

Jackie Eden, Assistant Director of Career & Testing Services PHSC

### FOOD IS THE BIGGEST BUSINESS

Engage with a panel of area food industry experts to discuss how to start, grow and support the food businesses in Pasco County.

*East Pasco- November 20, 2019*

*Presentation by:*

Jeff Philbin, Celebrity Chef & Hospitality Consultant, PPK

### RISK MANAGEMENT FOR ENTREPRENEURS

Learn about avoiding, reducing and insuring against threats to your businesses potential success.

*West Pasco- December 18, 2019*

*Presentation by:*

Leslie Saland, A.L. Saland Insurance Inc.

### BUILDING A CYBER WALL- SECURING YOUR NETWORKS, DATA AND BUSINESS

Learn how to protect your most valuable asset [your customer's information] from Cyber threats.

*West Pasco- January 15, 2020*

*East Pasco- January 22, 2020*

*Presentation by:*

Thomas Giella, CEO of Complete I.T.

### ALIGNING YOUR COMPANY'S CORE

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

*West Pasco- February 19, 2020*

*East Pasco- February 26, 2020*

*Presentation by:*

Dr. Russ Barnes, Systro Solutions

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