



MINORITY AND WOMEN-OWNED
BUSINESS DIVISION

RESOURCE PARTNER CALENDAR JANUARY 2023

January 9th - 13th

Jan. 9, 12 - 2 PM | Arkansas Business Navigator - [Effective Digital Marketing With Canva](#)

Location: CALS Main Library, Little Rock

Learn to use Canva to easily create great-looking promotion material for your event, small business, or organization. Its free, web-based, and easy to use on all your social media platforms. Plus, explore effective branding, and marketing while learning to create graphics, posters, printed documents, and even presentations.

Jan. 10, 12 - 2 PM | Arkansas Business Navigator - [Build A Simple Website With Google Sites](#)

Location: CALS Main Library, Little Rock

Need to drive traffic to your service-based small business? Make a website! It's easy with this in-depth tour of Google Sites, a website-building platform that allows you to create a website without having to know how to code it yourself. Dig into how to use the intuitive Google Sites website builder to customize your site and even connect it to your social media

Jan. 10, 2 - 3:30 PM | ASBTDC - [Starting A Business In Arkansas](#)

Location: ASBTDC, Little Rock

If you are just starting out on your journey as an entrepreneur, this in person seminar is perfect for you. We will help you outline how to start your business successfully in the new year. Join us as we discuss essential startup steps, legal business structure, regulations, licensing requirements, and other key issues.

Jan. 11, 12 - 2 PM | ABN - [Microsoft Excel: Build On A Budget](#)

Location: CALS Main Library, Little Rock

Need to build a budget for your small business? Microsoft Excel offers a whole host of useful tools to make your budget and small business data easy to manage-and easy to understand! In this session, you'll learn to let Excel do the math, use copy, paste and autofill to move and duplicate information and formulas, to avoid common formula problem, and create eye-catching charts with your data. All of which will help you organize and sort data into meaningful categories, including expenses, worked hours, and the organization of workforce activities.

Jan. 12, 12 - 2 PM | ABN - [Make An E-Commerce Website With Weebly](#)

Location: CALS Main Library, Little Rock

E-commerce accounts for an increasing percentage of retail purchases each year; and there are tools available to help small businesses bridge the digital divide. Get a handle on Weebly's tools to build and promote your website and grow your business! Weebly is a free website builder you can use to create an online store, and this class will help get you started.



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Jan. 12, 2 - 3 PM

SBA - [Woman-Owned Small Business Federal Contracting Program](#)

Location: Virtual

Join the SBA Arkansas District Office & SBA Resource Partners as we explain the Women-Owned Small Business Federal Contracting Program! Did you know that you can grow your business exponentially by competing for federal contracts? As a woman-owned small business, you can obtain federal contracts with less competition if you qualify. Join Suzanne Terrazas with the SBA Arkansas District Office to learn more about how to register or continue operating as a WOSB and take advantage of contracting opportunities to build and grow your business!

Jan. 13, 12 - 2 PM

Arkansas Business Navigator - [Customer Communication with Mailchimp](#)

Location: CALS Main Library, Little Rock

Did you know about 80% of your marketing communications should engage with your clients and only 20% should be promotional? Email marketing can get your more opens, clicks, and sales, but it can also help build a connection between you and your customers. In this session, we'll show you how to use the mass email marketing service Mailchimp to boost your customer loyalty, get to know your clients better, and send the right messages at the right times.

January 16th - 20th

Jan. 19, 10 AM - 12 PM

PTAC - [AEDC - Minority And Woman Owned Business Enterprise Certification](#)

Location: ASBTDC, Little Rock

Would you like to increase the opportunity for your minority or women-owned business to sell products and services to the State of Arkansas? The Minority and Women-Owned Business Enterprise (MWOBE) Certification program is a review process designed to ensure that a minority or women-owned business is owned, controlled, and operated by the applicants and meets the eligibility criteria of the program. Join the Arkansas Procurement Technical Assistance Center (PTAC) as we host Karen Castle of the Arkansas Economic Development Commission (AEDC) to teach about how to become certified MWOBE with the State of Arkansas. We will also have representatives from the Office of State Procurement present to discuss how being MWOBE certification will help your business in selling to the State of Arkansas.



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January 23rd - 27th

Jan. 25, 9 AM - 3 PM

ASBTDC - [Marketing Boot Camp](#)

Location: ASBTDC, Bentonville

Small business marketing is a non-negotiable, but it can be one of the hardest things for owners to execute. How do you find the time? How do you know what to post? How often to post? Do you need to Tik Tok? Join Marketing consultant Lindsey Ramsey for an in-person, hands on Marketing Boot Camp. She will focus on foundation, framework, execution, and business owners will leave with a plan and how to execute it!

Jan. 25, 11 AM - 1 PM

Arkansas Business Navigator - [Mi Negocio, Impuestos Y Seguro \(In Spanish\)](#)

Location: UALR, Little Rock

As a small business owner or entrepreneur, preparing your taxes can be confusing. Please join our professionals as they explain ins and outs of small business tax preparation, insurance, and how this effects your business. **To register for this event, text [501-804-6771](tel:501-804-6771).**

Jan. 26, 5:30 - 7:30 PM

PTAC - [Small Business Interest Meeting Monroe County](#)

Location: Brinkley

Do you need help growing or expanding your business? Is your business looking for financial assistant, but you do not know what your options are? Is your inner entrepreneur in need of some guidance? Join the Brinkley County Chamber of Commerce for a special meeting featuring Arkansas Small Business Technology and Development Center's (ASBTDC) newest program, Arkansas Business Navigator (ABN). ABN is an initiative focused on supporting small business owners and entrepreneurs across Arkansas with an emphasis in supporting rural, women-owned, veteran-owned, and minority-owned businesses across southwest Arkansas.

January 30th - 31st

Jan. 31, 9 - 10:30 AM

PTAC - [Introduction To Government Contracting](#)

Location: Heber Springs

This class is for established businesses interested in selling to the government. Businesses can diversify their revenues and customer base by expanding into sales to the government. This presentation covers federal, state, and local procurement processes; registration requirements; the role of certifications; sales and marketing strategies; and steps you can take now to begin positioning yourself for eventual success in the government marketplace. Kimberly Randle will be available for one-on-one counseling after the event. Contact her for an appointment at krandle@uada.edu.