

SMALL BUSINESS & NONPROFIT CONFERENCE

October 4–6, 2023



PROGRAM SCHEDULE



St. Louis County **Library**



ST. LOUIS
PUBLIC
LIBRARY

SMALL BUSINESS & NONPROFIT CONFERENCE

October 4–6, 2023

St. Louis County Library and St. Louis Public Library are hosting a free conference for aspiring small business owners. Join us for three days of virtual and in-person networking and education on a variety of business-critical skills and strategies.

Adults. Registration required.

LOCATIONS & REGISTRATION



WEDNESDAY PROGRAMS

**St. Louis Public Library
Central Library**

1301 Olive St., St. Louis, MO 63103

Registration is required by visiting www.slpl.org or calling 314-241-2288.



THURSDAY PROGRAMS

**St. Louis County Library
Florissant Valley Branch**

195 N New Florissant Rd., Florissant, MO 63031

Registration required by visiting www.slcl.org/events or calling 314-994-3300.



FRIDAY PROGRAMS

Virtual

Registration required by visiting www.slcl.org/events or calling 314-994-3300.

Participants will receive Zoom information via email immediately after registering.

WEDNESDAY PROGRAMS – SLPL

Registration is required by visiting www.slpl.org or calling 314-241-2288.

Wednesday, October 4, 11:00 a.m.

NUTS & BOLTS OF STARTING A NONPROFIT

Presented by Legal Services of Eastern Missouri

Learn about the various steps involved in starting a nonprofit organization, from state incorporation to applying for 501(c)(3) tax-exempt status from the IRS and everything in between, as well as how to stay in good standing once your nonprofit is up and running.

Wednesday, October 4, 11:00 a.m.

SOCIAL MEDIA MARKETING 101

Presented by Missouri SBDC

Emmanuel Joshua from the Missouri SBDC will provide current and future business owners a framework for creating a marketing strategy in a growing online marketplace. Learn what information is needed to successfully choose marketing tools for your brand and create a strong online business model.

Wednesday, October 4, 11:00 a.m.

GRAPHIC DESIGN: LOGOS & MARKETING

Learn how to design an eye-catching logo that represents your business and how you can market your services with banners or posters you can make in Creative Experience.

Wednesday, October 4, 12:00 p.m.

“I HAVE A GREAT IDEA! NOW WHAT?”

Presented by Toastmasters

You’ve spent time creating the concept, what it looks like, and what goes into it; now it’s time to tell your story and get the word out to the buying public, and who better to tell it than you? This talk will cover some of the basic steps in the art of communication, a basic outline and key ideas to help promote your business.

Wednesday, October 4, 12:00 p.m.

INTELLECTUAL PROPERTY BASICS 101

Learn the difference between copyright, trademark, patents, and trade secrets, and how each of these can help your organization or business.

Wednesday, October 4, 12:00 p.m.

MARKETING ON ANY BUDGET

Learn how to create your own customized list of potential customers in any area by income, consumer habits, lifestyle, age and more. Research your target market and explore free online courses with tips and tricks for social media and traditional marketing on any budget.

Wednesday, October 4, 12:15 p.m.

DESIGNING PROMOTIONAL MATERIALS

Discover how you can use 3D printers, laser cutters, and Cricuts to create promotional items for your business.

Wednesday, October 4, 1:00 p.m.

NONPROFIT BOARD BASICS

Presented by St. Louis Volunteer Lawyers and Accountants for the Arts

Learn about the roles and responsibilities of nonprofit board members, how to recruit, boost board engagement, and tips for better board meetings. Our speaker is Sue Greenberg, executive director, St. Louis Volunteer Lawyers and Accountants for the Arts.

Wednesday, October 4, 1:00 p.m.

BUSINESS OWNERSHIP MADE EASY

Presented by VetBiz

Owning your own business can be a rewarding, yet multi-faceted process. Join VetBiz and the St. Louis Public library for an interactive program designed to give you actionable items and save your valuable time to move forward with your business or refine those ideas you may already have!

Wednesday, October 4, 1:30 p.m.

RECORDING PODCASTS, JINGLES AND MORE

Explore how to use recording rooms and audio production software to create podcasts, jingles, voiceovers, and advertisements.

Wednesday, October 4, 2:00 p.m.

GRANT WRITING 101

Presented by Amy Lottes, GPC

In Grant Writing 101, nonprofit professionals will learn the basics of grant writing, how to know if their organization is “grant-ready”—and if the answer is “yes,” some do’s and don’ts for writing a winning proposal. Amy Lottes, GPC, a nonprofit consultant with 30 years of experience in nonprofit development and grant writing, will share her wisdom, along with anecdotes about both the successes and failures she has experienced.

Wednesday, October 4, 2:00 p.m.

FAIR LABOR STANDARDS ACT

Presented by HRC Consultants, LLC

The Fair Labor Standards Act (FLSA) prescribes standards for the basic minimum wage and overtime pay, which affects most private and public employment, and requires employers covered by the Act to pay non-exempt employees at least the federal minimum wage and overtime pay of one-and-one-half-times the regular rate of pay. HRC Consultants, LLC will provide small business owners guidance and understanding of regulatory labor compliance obligations.

Wednesday, October 4, 2:00 p.m.

CREDIT FAIR

Presented by St. Louis Regional Financial Empowerment Coalition

Sign up to get a free credit report and a 30-minute consultation with a credit advisor. Prior to your assigned time, you will need to submit a permission form to allow your reports to be pulled.

Wednesday, October 4, 2:45 p.m.

BRANDING PHOTOGRAPHY

Learn about creating content and images that represent your business and showcase what you do to potential customers.

Wednesday, October 4, 3:00 p.m.

WRITING A BUSINESS PLAN

Presented by Center for Emerging Technologies

Writing your own business plan may seem like a daunting task, but with the tips you will learn from the experts at CET (Center for Emerging Technology) it will be much easier. Learn more about writing a business plan and all the other great things CET has to offer during this workshop.

Wednesday, October 4, 3:00 p.m.

INTRODUCTION TO GRANT RESEARCH AND GUIDESTAR

Presented by St. Louis Public Library Grants & Foundation Center

Learn about the resources at SLPL's Grants & Foundation Center to help identify potential nonprofit grant opportunities, including Candid's Foundation Directory grant search database. There will be an overview of Guidestar, Candid's collection of nonprofit profiles that nonprofit organizations can "claim" and update to earn a seal of transparency and more importantly, paint a more accurate picture of the organization.



Wednesday, October 4, 4:00 p.m.

RECRUITING AND RETENTION

Presented by St. Louis Agency on Training and Employment

SLATE will discuss how the agency assists employers with recruitment and retention through services they offer at no cost to employers. Tyanna Broadway with the State of Missouri Business Team will talk about programs from the state end that assist businesses.

Wednesday, October 4, 4:00 p.m.

WHAT BANKS LOOK FOR

Presented by Enterprise Bank & Trust

Be prepared when you go to the bank for a loan. Join Dart Ford from Enterprise Bank & Trust as he explains what banks are looking for, so you can feel confident when you walk in the door.

Wednesday, October 4, 4:00 p.m.

DATABASES FOR GROWING YOUR BUSINESS

Learn how to target your market, find potential customers, research competitors, and more using the Library's free business databases.

Wednesday, October 4, 5:00 p.m.

MEET & GREET

After a day of learning, spend some time interacting one-on-one with presenters and other helpful people in the entrepreneur and nonprofit ecosystem. Light refreshments will be served.

THURSDAY PROGRAMS – SLCL

Registration required by visiting www.slcl.org/events or calling 314-994-3300.

Thursday, October 5, 9:30 a.m.

FREE HEADSHOTS FOR BUSINESS AND CAREER

Whether you are updating your LinkedIn, running a business, or trying to land your dream job, you need a professional photo of yourself. Arrive photo-ready and get a free headshot; digital images will be emailed to you within a week of taking your photo. Plain white shirts are not recommended unless worn under a sweater or blazer. Walk-ins only—first 40 people.

Thursday, October 5, 9:45 a.m.

BUSINESS PLAN BASICS

Presented by Small Business Development Center

So you have a business idea, or you're ready to pivot in a new direction. Participants will learn the importance of writing, the various components of a business plan, and how to use it to attract funding and as a business management tool.

Thursday, October 5, 9:45 a.m.

DEMOGRAPHICS 101

Business owners need to know the demographics of their market and the area they serve. Learn how to navigate some of the best library resources for demographics and discover how they can help with your business decision-making and planning.

Thursday October 5, 11:00 a.m.

GRANTWRITING: THIS IS HOW WE DO IT!

Presented by CP Davis Consulting LLC

This workshop will give participants an introduction to the grant writing process including how to create a grant strategy, grant prospecting, and an introduction to grant writing.

Thursday October 5, 11:00 a.m.

INTRODUCTION TO TRADEMARKS

Learn about the process for registering and maintaining a federal trademark, as well as why you would want to go to the trouble.

Thursday October 5, 11:00 a.m.

EMPOWER HER: AN INTRODUCTION TO THE WOMEN'S BUSINESS CENTER

Presented by Women's Business Center

Whether you're already a woman-owned business or considering starting one, the Women's Business Center will equip you with the knowledge and resources to thrive in the business world while fostering a supportive community of like-minded individuals. Learn about their women-owned certification series, preplanning a business, and business essentials to be successful.

Thursday, October 5, 12:15 p.m.

SMALL BUSINESS FUNDING AND FINANCING

Presented by Enterprise Bank & Trust

A panel of financial experts and small business owners will share key financial knowledge and stories on how to prepare to seek funding and where to access capital for your small business.

Thursday October 5, 12:15 p.m.

OLDER ADULTS IN BUSINESS AND THE WORKFORCE

Presented by Oasis

Join us for a conversation on small business and labor trends of older adults continuing, reentering, or shifting the workforce. Learn about the resources, technical and other practical skills and connect with others who have gone through the process.



Thursday October 5, 12:15 p.m.

THE START-UP ROADMAP

Presented by the Hispanic Chamber of Commerce

Join us for panel discussion with Hispanic professionals and learn what you need to know about Accounting, Taxes and Insurance for your startup. This program will be presented in both Spanish and English.

Thursday, October 5, 1:00 p.m.

CREDIT FAIR

Presented by St. Louis Regional Financial Empowerment Coalition.

Sign up to get a free credit report and a 30-minute consultation with a credit advisor. Prior to your assigned time, you will need to submit a permission form to allow your reports to be pulled.

Thursday October 5, 1:30 p.m.

CREDIT BUILDING AND YOUR FINANCIAL FUTURE

Presented by Beyond Housing

Understand credit and its usage. Gain helpful tips and resources on how to rebuild or establish strong credit to reach your personal and business goals.



Thursday October 5, 1:30 p.m.

STARTUP 101

Presented by SCORE

You have a great idea for a startup business, but where do you begin?! This fast-paced session will help you on your way.

Thursday October 5, 2:45 p.m.

PROSPECTING CUSTOMERS AND DONORS

Discover how you can use library resources to make free marketing lists and maps of potential customers. Customize your search to match your target market and save money doing the research yourself.

Thursday October 5, 4:00 p.m.

HOW TO WRITE A BUSINESS PLAN

Presented by Brownpreneurs

A business plan is the first step to successfully starting a business. Discover the eleven steps you need to take to get your business started off on the right track.

FRIDAY PROGRAMS – VIRTUAL

Registration required by visiting www.slcl.org/events or calling 314-994-3300.

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Friday, October 6, 9:45 a.m.

TIPS FOR BUSINESS GROWTH – INTERNATIONAL AND LOCAL RESOURCES

Presented by the World Trade Center of St. Louis

Learn about how the St. Louis World Trade Center works within the community to increase trade, attract investments, and connect business owners to other organizations.

Friday, October 6, 10:00 a.m.

BUSINESS OWNERSHIP MADE EASY

Presented by Vet Biz

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Friday, October 6, 11:00 a.m.

STATISTA FOR SMALL BUSINESS

Presented by Statista

Statista is one of the world's leading portals offering access to statistics and studies on 80,000 topics and 170 industries worldwide. Learn the various data tools available on the Statista platform and look at real-life examples of how many businesses utilize their data.

Friday, October 6, 11:00 a.m.

LEGAL OFFICE HOURS FOR ENTREPRENEURS

Presented by Legal Services of Eastern Missouri

Have a legal question about starting a business or nonprofit? Have you started a company and wondered what comes next? Join one of our community virtual legal clinics to have a chance to speak to an attorney one-on-one for 30 minutes.

Friday, October 6, 11:00 a.m.

COMMUNITY-CENTRIC FUNDRAISING

Presented by Gladiator Consulting

Community-Centric Fundraising (CCF) is a movement to encourage fundraisers and other nonprofit professionals to re-examine every fundraising philosophy and practice they have been taught through a lens of radical collaboration, racial equity, social justice, and decolonization; engage in vigorous ongoing conversations; and explore doing fundraising in ways that reduce harm and further social justice. Rachel D'Souza, MPPA, founder of Gladiator Consulting, has served as an innovator and pioneer in the CCF movement, and is a member of the CCF Global Council.

Friday, October 6, 12:00 p.m.

NONPROFIT STRATEGIC PLANNING

Presented by Andy Thorp, formerly Executive Director, Miriam Foundation and Coro Leadership Center

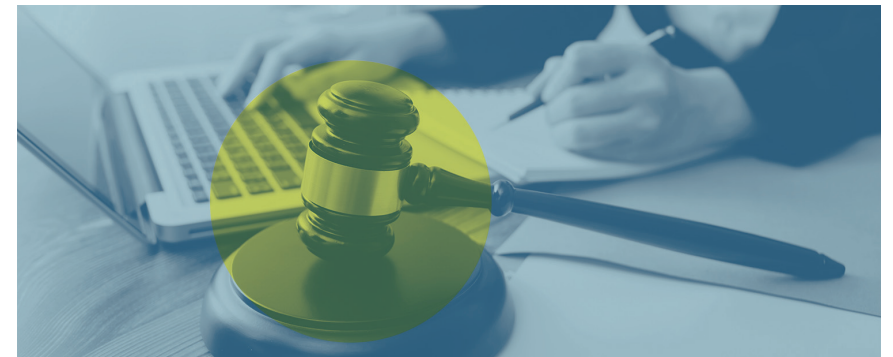
A strategic plan serves as a nonprofit organization's road map for accomplishing its mission, but to be useful it must be well crafted with input from all involved stakeholders and then be consulted regularly—not left on the proverbial shelf, collecting dust. Learn the basics of nonprofit strategic planning from Andy Thorp, who has decades of experience leading nonprofit organizations, including overseeing several strategic plans.

Friday, October 6, 12:00 p.m.

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REFERENCE SOLUTIONS: FOR BUSINESS EXPANSION

Presented by Reference Solutions

Learn to use the U.S. Business and Consumer Modules to target specific groups of businesses or individuals who may be interested in their products or services, identify the ideal geography of potential new customers, research competitors, identify sales leads, marketing intelligence, and build a business plan.

Friday, October 6, 2:00 p.m.

WHICH SOCIAL MEDIA IS RIGHT FOR YOUR BUSINESS?

Join us to discuss the difference between various social media platforms and get some insight on which one will be the best for your business.

Friday, October 6, 3:00 p.m.

BUILD YOUR FREE LINKTR.EE LANDING PAGE

Discover the trending software that allows you to put all your links in one place! Connect your socials, website, store, videos, music, podcast, events and more.

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Program sites are accessible. With at least two weeks' notice, accommodations will be made for persons with disabilities. For SLCL, call 314-994-3300 or visit www.slcl.org.
For SLPL, call 314-241-2288 or visit www.slpl.org.