DBIA Webinar Series

Webinar #1 – October 20, 2020, 1:30 PM
Title: An Introduction to DBIA and How it Can Help You Realize Your Ideas
Tag: Let’s get this business started
Its content will answer the following types of questions:
- What is DBIA and how can it help me?
- What should I know about CDR and WCMA that could help me start/expand my business?
- A simple methodology to help answer the following question “I know I need to diversify, but how do I decide what to do?”

Webinar #2 – October 27, 2020, 1:30 PM
Title: Getting Set up as a Business
Tag: I know my idea needs a business around it – How? And Who can help me do that?
- Get a better understanding of how federally funded SBDC’s can help you with your new business, including how to write a business plan, set up an accounting system, learn marketing strategies, etc., usually on a no cost basis.
- Your state’s SBDC network and how to contact them.
- A discussion on start-up legal decisions small businesses need to make to financially protect themselves and their family assets.
- A real life interview with one of your peers who has used SBDC services.

Webinar #3 – November 10, 2020, 1:30 PM
Title: Marketing Accessing Market Information and Developing a Plan
Tag: I think my idea is good – How can I back that up?
- An update on dairy product trends.
- How can I access available marketing information and resources?
- Branding – What is it, what does it do and why should I care?
- Real Life Interviews – lessons learned from going through the branding and marketing process.

Webinar #4 – November 17, 2020, 1:30 PM
Title: Product Development – Concept to Prototype
Tag: I know what I’d like to make – How do I get it developed and ready to sell?
- The prototype development process – or how can I get from developing my idea to making money?
- Real Life interviews – lessons learned when going through this process.

Webinar #5 – December 1, 2020, 1:30 PM
Title: Regulatory Concerns in a Food or Beverage Start-up
Tag: “I know there are regulations I need to follow – Where do I find them?”
- Training requirements, licenses and how not to get into trouble.
- A how to in developing regulatory processes.
- Real Life Interview – lessons learned.

Webinar #6 – December 8, 2020, 1:30 PM
Title: Food Safety and Quality
Tag: “I know I need to keep my products safe – what do I need to do that?”
- What do I need to do to be safe for myself, my family and customers?
- Real Life Interviews – lessons learned.
**Webinar #7** – January 5, 2021, 1:30 PM  
Title: Understanding and Accessing Economic Development Financing  
Tag: “I know I need financial assistance – How do I get it?”  
- What is it? How can it benefit me? How can I access it?  
- Federal/State program examples.  
- Real Life Interviews – lessons learned.

**Webinar #8** – January 19, 2021, 1:30 PM  
Title: Exporting Dairy Products  
Tag: “I think my products could be exported – how do I go about doing that?”  
- Exporting – Why should I be interested?  
- How/When should I get started?  
- Federal/state resources.  
- Real Life Interviews – lessons learned