



THE OFFICE OF DIVERSITY IN BUSINESS PRACTICES

at the School district of Palm Beach County presents

# Small Business University 2024

*Celebrating our 7th year of empowering  
small business owners through education*

**Brought to  
you by:**



# A Welcome Letter

Dear Small Business Owners,

Welcome to Small Business University (SBU) 2024! We are thrilled to embark on our 7th year of this journey with you as we navigate the dynamic world of entrepreneurship together.

At SBU, our goal is clear: to equip you with essential skills for starting and sustaining a successful business. Whether you're launching a venture or refining your foundational knowledge, our business essential courses provide practical tools and insights to build a strong business foundation.

Furthermore, we are committed to facilitating business growth and expansion. Our growth acceleration courses help you leverage new opportunities, optimize operations, and scale your business effectively in today's competitive landscape.

Throughout our curriculum, expect diverse training sessions covering business planning, marketing strategies, financial management, digital transformation, and more. Led by industry experts, these courses offer real-world experience and insights.

Take full advantage of this opportunity to expand your knowledge, network with fellow entrepreneurs, and gain practical skills that propel your business forward. Our mission is to empower you to achieve your entrepreneurial goals with confidence.

Thank you for choosing Small Business University. Together, let's unlock new possibilities and drive business success in 2024 and beyond!

# Meet the Steering Committee



## Maricel De Leon

Manager: Training, Events & Outreach  
School District of Palm Beach County



## Jeffrey Zalkin

Vice President: Development  
Kaufman Lynn Construction



## Patricia Alvarez

Program Specialist: Supervision and Management  
Palm Beach State College



## Patrick Chrysostome

Director: Office of Diversity in Business Practices  
School District of Palm Beach County



## Stefanie Pectal

Specialist: Training, Events & Outreach  
School District of Palm Beach County

# Office of Diversity in Business Practices Certificate of Completion Explanation

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Participants who attend and engage in six of the eight courses can receive a certificate of completion from the Office of Diversity in Business Practices, School District of Palm Beach County.

In addition to attendance, a short survey must be completed and submitted after each session as part of the requirement to earn the certificate of completion. Those who earn this certification will receive it during the award ceremony on Tuesday, June 25, 2024, at Palm Beach State College, Lake Worth campus.

## Palm Beach State College Digital Badges

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You can earn up to two digital badges from Palm Beach State College. In order to obtain each badge, you must attend and participate in all four of the courses in each series. Series One: Business Essentials; Series Two: Business Growth Acceleration

Badges are a representation of student participation and the successful achievement of learning outcomes as set by the course facilitator(s), as a result of their commitment to stay relevant in the business landscape and their dedication to lifelong learning.

Badges will be sent out via email.

# SBU Course Curriculum Overview

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|                                            |                                                                                                                                                                        |                                                                                                             |                                                                         |                                                                                                                                                                                                                                                                  |
|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Business Essentials</b></p>          | <p>These courses prepare small business owners to develop an understanding about financial, legal, and communication &amp; interpersonal skills.</p>                   | <p>5/02/24<br/>Virtual</p> <p>5/09/24<br/>Virtual</p> <p>5/16/24<br/>Virtual</p> <p>5/23/24<br/>Virtual</p> | <p>Course 101</p> <p>Course 102</p> <p>Course 103</p> <p>Course 104</p> | <p>Developing Meaningful Relationships in Business</p> <p>Contract Essentials: Navigating Legal Terms and Ethical Practices for Business Owners</p> <p>Business Writing and Effective Communication</p> <p>Small Business Financing and Financial Management</p> |
| <p><b>Business Growth Acceleration</b></p> | <p>These courses enhance small business owners' capacity to grow their understanding about decision making and visioning for short and long -term business growth.</p> | <p>5/30/24<br/>Virtual</p> <p>6/06/24<br/>Virtual</p> <p>6/13/24<br/>Virtual</p> <p>6/20/24<br/>Virtual</p> | <p>Course 205</p> <p>Course 206</p> <p>Course 207</p> <p>Course 208</p> | <p>AI Tools for Enhanced Marketing, Procurement and Project Execution</p> <p>Goods &amp; Services Based Project Management</p> <p>Construction Based Project Management</p> <p>Operational Decision Making: Cost/Benefit Analysis &amp; Visioning</p>            |



# BUSINESS ESSENTIALS

Designed to prepare small business owners to develop an understanding about financial, legal, communication, and interpersonal skills to build their business.

This group of courses is taught in partnership with Palm Beach State College and Kaufman Lynn Construction. Additionally, hear from small business owners and agencies who can provide you with practical insights.

# BUSINESS ESSENTIALS

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## COURSE LIST

**Course  
101**

**Developing Meaningful  
Relationships in Business**

May 2, 2024  
Virtual via ZOOM

**Course  
102**

**Contract Essentials: Navigating  
Legal Terms and Ethical  
Practices for Business Owners**

May 9, 2024  
Virtual via ZOOM

**Course  
103**

**Business Writing and Effective  
Communication**

May 16, 2024  
Virtual via ZOOM

**Course  
104**

**Small Business Financing and  
Financial Management**

May 23, 2024  
Virtual via ZOOM

# Developing Meaningful Relationships in Business

COURSE 101



Thursday, May 2, 2024



4:00 - 6:00 PM



Via ZOOM

## Course Description:

Developing meaningful relationships intentionally with your clients will set you apart from your competitors. In this Q & A style session, learn how to create a plan to maintain strong relationships with existing clients and attract new customers and understand what clients you should be targeting and why.

Facilitated by Kaufman Lynn's vice president, this course will help you gain insights on how to reach and connect in a meaningful way with targeted clients.

## Meet the Instructor:

Jeffrey Zalkin  
Vice President, Development  
Kaufman Lynn Construction



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# Contract Essentials: Navigating Legal Terms and Ethical Practices for Business Owners

COURSE 102



Thursday, May 9, 2024



4:00 - 6:00 PM



Via ZOOM

## Course Description:

In this training, discover the essentials of contracts and ethical business practices. Learn key terminologies, clauses, and strategies to protect your interests. Dr. Zara Joyner offers insights into general contracts, while Josh Atlas of Kaufman Lynn delves into specific contract language. Join us to strengthen your legal knowledge and ethical foundation for business success.

## Meet the Instructors:

Joshua Atlas  
Chief Legal Officer  
Kaufman Lynn Construction

Dr. Zara Joyner  
Professor  
Palm Beach State College



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# Business Writing and Effective Communication

COURSE 103



Thursday, May 16, 2024



4:00 - 6:00 PM



Via ZOOM

## Course Description:

Unlock the power of clear and impactful communication with our interactive course led by Dr. Daniel Creed from Palm Beach State College. In this course, you will delve into the fundamentals of interpersonal communication and business writing, including tools such as the rhetorical triangle, and an exploration of the 7 Cs of effective communication.

Moreover, Claudja Henry, owner of Integrity Consult Solutions, will provide practical insights into crafting compelling public and private contract proposals. With her expertise, you'll learn essential techniques for showcasing your business's strengths and securing lucrative projects.

## Meet the Instructors:

Dr. Daniel Creed  
Professor  
Palm Beach State College

Claudja Henry  
Owner  
Integrity Consult Solutions



Scan or click to register

# Small Business Financing and Financial Management

COURSE 104



Thursday, May 23, 2024



4:00 - 6:00 PM



Via ZOOM

## Course Description:

This course equips small business owners with essential financial management skills, including finding resources for growth, effective capital management, understanding bank funding criteria, mastering the 5 Cs of credit, demystifying the bonding process for new and established businesses, and addressing common misconceptions. Through practical information and examples, participants will learn about optimizing cash flow, navigating financing options, and building strong relationships with financial institutions. By the course's end, attendees will be empowered with tools to make informed financial decisions and propel their businesses toward sustainable growth and success. Led by: Dr. George Charles, Professor from Palm Beach State College, Pamela Stewart, President of the Black Business Investment Corporation and Pathway Capital Funding, and Richard Zimmerman, Surety Bond Consultant from Seubert & Associates.

## Meet the Instructors:

Dr. George Charles  
Professor  
Palm Beach State College

Richard Zimmerman  
Surety Bond Consultant  
Seubert & Associates

Pamela Stewart  
President  
Black Business  
Investment Corporation



Scan or click to register





# BUSINESS GROWTH ACCELERATION

Designed to enhance small business owners' capacity to further develop their understanding about decision making and visioning for short and long -term business growth.

This group of courses is taught in partnership with Palm Beach State College and Kaufman Lynn Construction. Additionally, hear from small business owners who can provide you with practical insights.

# BUSINESS GROWTH ACCELERATION

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## COURSE LIST

**Course 205**      **AI Tools for Enhanced Marketing, Procurement and Project Execution**

May 30, 2024  
Virtual via ZOOM

**Course 206**      **Goods & Services Based Project Management**

June 6, 2024  
Hybrid: Virtual via ZOOM and in-person at Palm Beach State College, Lake Worth Campus

**Course 207**      **Construction Based Project Management**

June 13, 2024  
Hybrid: Virtual via ZOOM and in-person at Palm Beach State College, Lake Worth Campus

**Course 208**      **Operational Decision Making: Cost/Benefit Analysis & Visioning**

June 20, 2024  
Virtual via ZOOM

# AI Tools for Enhanced Marketing, Procurement and Project Execution

COURSE 205



Thursday, May 30, 2024



4:00 - 6:00 PM



Via ZOOM

## Course Description:

In today's rapidly evolving business landscape, leveraging Artificial Intelligence (AI) has become indispensable for achieving a competitive advantage. This comprehensive course, "AI Tools for Enhanced Marketing, Procurement, and Project Execution," equips participants with the knowledge and skills necessary to harness the power of AI in three critical areas: marketing, procurement, and project execution. Throughout the course, participants will delve into AI techniques specifically for optimizing marketing campaigns, streamlining procurement processes, and enhancing project management efficiency. Through discussion, participants will explore cutting-edge AI tools and strategies designed to drive better decision-making, improve resource allocation, and boost overall organizational performance.

## Meet the Instructors:

Ryan Reiter  
Director of Government Relations  
Kaufman Lynn Construction

Prof. Debbie Beres  
Professor  
Palm Beach State College



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# Goods & Services Based Project Management

COURSE 206



Thursday, June 6, 2024



4:00 - 6:00 PM



Via ZOOM

## Course Description:

Project Management offers a comprehensive understanding of how to efficiently organize and oversee projects to ensure they deliver the intended products or services while meeting the expectations of customers and stakeholders. Projects, by their nature, are temporary endeavors requiring careful management and control to achieve their defined objectives. This course caters specifically to goods and services vendors, yet its principles are universally applicable across industries. Led by Professor Hector Hernandez from Palm Beach State College, participants will delve into the five crucial phases of project management. Moreover, they will benefit from practical insights and real-world examples shared by Hugo Centeno, owner of Hugo's Gourmet Catering, a small business. Through interactive discussions and tangible examples, attendees will acquire the skills needed to navigate projects seamlessly from initiation to completion.

## Meet the Instructors:

Hector Hernandez  
Professor  
Palm Beach State College

Hugo Centeno  
Owner  
Hugo's Gourmet Catering



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# Construction Based Project Management

COURSE 207



Thursday, June 13, 2024



4:00 - 6:00 PM



Via ZOOM

## Course Description:

This second project management course caters specifically to subcontractors operating within the construction sector, offering insights that are widely adaptable across industries. Guided by Professor Hector Hernandez of Palm Beach State College, participants will delve into an examination of each fundamental phase of project management, with a side-by-side, real-world example and practical insights from Marc Savoy, an accomplished project manager from Kaufman Lynn Construction. Through interactive discussions and relatable examples, participants will acquire the practical skills necessary to navigate projects seamlessly from inception to completion.

## Meet the Instructors:

Hector Hernandez  
Professor  
Palm Beach State College

Marc Savoy  
Senior Project Manger  
Kaufman Lynn Construction



Scan or click to register





# Operational Decision Making: Cost/Benefit Analysis & Visioning

COURSE 208



Thursday, June 20, 2024



4:00 - 6:00 PM



Via ZOOM

## Course Description:

Decision making is at the core of business success both short and long term. During this insightful panel discussion you'll hear from our moderator, Dr. Blair as he inquires to the panel about the challenges and successes of operational decision making when considering cost/benefit analysis and how visioning supported their growth.

## Meet the Panel:

Dr. Roger Blair  
Professor  
Palm Beach State College

Panelist- TBD

Jeffrey Zalkin  
Vice President, Development  
Kaufman Lynn Construction

Panelist- TBD



Scan or click to register

JOIN US FOR



# Small Business University Closing Ceremony and Networking

Engage in this gathering of SBU attendees and instructors aimed at building valuable business relationships and support networks that can propel your ventures forward

## *In Person*

Tuesday, June 25, 2024  
4:00-6:00PM

Palm Beach State College  
CBP 103 Lecture Room  
4200 Congress Avenue,  
Lake Worth, FL 33461



Scan or click on the  
QR code to register

Contact: Maricel De Leon, Manager  
maricel.deleon@palmbeachschools.org  
561.681.2406

# The Evening's Agenda

## Awarding

- Welcome Address
  - Office of Diversity in Business Practices, SDPBC
  - Kaufman Lynn Construction
  - Palm Beach State College
- Recognition Ceremony
  - Certificate of Completion/Achievement
  - Badges

## Networking and Procurement

- Learn about procurement opportunities with ...
  - SDPBC
  - KL Construction
  - PBSC
- Connect to unlock the gateway to endless possibilities with all passionate SBU attendees and presenters





# INSTRUCTOR DIRECTORY

## Business Essentials

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**Course 101 & 208**  
Jeff Zalkin  
Kaufman Lynn Construction



**Course 103**  
Claudja Henry  
Integrity Consult Solutions



**Course 102**  
Joshua M. Atlas, Esq.  
Kaufman Lynn Construction



**Course 104**  
Dr. George Charles  
Palm Beach State College



**Course 102**  
Dr. Zara Joyner  
Palm Beach State College



**Course 104**  
Pamela Stewart  
Black Business Investment  
Corp, Pathway Capital  
Funding



**Course 103**  
Dr. Daniel Creed  
Palm Beach State College



**Course 104**  
Richard Zimmerman  
Seubert & Associates



# INSTRUCTOR DIRECTORY

## Business Growth Acceleration



**Course 205**  
Ryan Reiter  
Kaufman Lynn Construction



**Course 207**  
Marc Savoy  
Kaufman Lynn Construction



**Course 205**  
Prof. Debbie Beres  
Palm Beach State College



**Course 208**  
Dr. Roger Blair  
Palm Beach State College



**Course 206 & 207**  
Prof. Hector Hernandez  
Palm Beach State College



**Course 208**  
TBD



**Course 206**  
Hugo Centeno  
Hugo's Gourmet Catering



**Course 208**  
TBD

# Our Vision

**The Office of Diversity in Business Practice's (ODBP) vision is to create a culture of diversity and inclusion where employees, vendors/suppliers and external partners feel heard and feel valued for their unique contributions, empowered and trusted to handle greater responsibilities, respected for who they are and supported to perform their duties.**





# The Office of Diversity in Business Practices

## The School District of Palm Beach County

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*Developing sustainable business opportunities  
for small business owners*

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Office of Diversity in  
Business Practices



Office of Diversity in  
Business Practices



@PBCSDdiversity

***Connect with us!***

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# Small Business University 2024



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