

# Small Business and COVID-19



EXTENSION  
College of Agriculture,  
Biotechnology & Natural Resources

A Reference for Small Business Owners  
Adapting to Rapid Economic Change

## Common Challenges in Crises

In a crisis, a lot of information comes our way. In some cases it overloads, and necessary information is hard to find. Challenges to small business owners include:

- ◆ Transitioning to online sales and service delivery
- ◆ Understanding government assistance and loan programs
- ◆ Dealing with forced business closure
- ◆ Productivity: working from home
- ◆ Strategic planning/marketing at uncertain times
- ◆ Pivoting and adapting: how your business moves forward
- ◆ Dealing with employee issues

## Webinars: Coping and Adapting

Ask experts and network with other business owners. Every Wednesday, Extension will be hosting the statewide online webinar, **"Coping with COVID-19."** This open forum encourages questions to instructors and guest experts (bankers, consultants). Webinars will be conducted in English in the morning and Spanish in the afternoon. While we are advised to stay home, this is a chance to stay connected. Register and find resources on Extension's business development [page](#).

## Stay Home for Nevada



For a list of small business resources as the crisis develops, please click below to visit our website:

<https://extension.unr.edu/busdev>

- ◆ Register for workshops
- ◆ COVID-19 Resources
- ◆ Small Business Roadmap
- ◆ Bilingual (English & Spanish)

Webinar	Date	Time
Préstamos y Educación para Pequeños Negocios en Época de Crisis: Paycheck Protection Program (PPP)	April 13	9:00 a.m.
Modelo Canvas: ¿Cómo entregar el valor de tu producto a tus clientes?	April 14	5:30 p.m.
<b>Coping with COVID-19:</b> Weekly Town Hall for Small Business Owners	April 15	9:00 a.m.
<b>Cómo Sobrellevar el COVID-19:</b> Webinar Semanal para Dueños de Pequeños Negocios	April 15	2:00 a.m.
<b>Coping with COVID-19:</b> Weekly Town Hall for Small Business Owners	April 22	9:00 a.m.
<b>Cómo Sobrellevar el COVID-19:</b> Webinar Semanal para Dueños de Pequeños Negocios	April 22	2:00 p.m.
Take Control and Improve Your Cash Flow: Webinar Workshop	April 23	3:00 p.m.
Business Credit and Funding: Webinar Workshop	April 25	9:00 a.m.
<b>Coping with COVID-19:</b> Weekly Town Hall for Small Business Owners	April 29	9:00 a.m.
<b>Cómo Sobrellevar el COVID-19:</b> Webinar Semanal para Dueños de Pequeños Negocios	April 29	2:00 p.m.