



# SMALL BUSINESS EDUCATION PROGRAM



## WELCOME TO THE BIZLIFE PODCAST

*By Farrah Stockett, E-Learning Coordinator*

### How it started

The BizLife Podcast started with the simple idea of bringing together small business experts to share their stories and expertise in an open-dialogue format. Although Extension's Small Business Education Program conducts classes on various small business topics, we felt the business community could benefit from multiple types of small business educational content delivered in varying formats. Thus, the BizLife Podcast was born.

### What it takes

Although equipment is a large portion of getting into podcasting, procuring guests is also an important part of the process (at least for the BizLife Podcast). Luckily, our partner, the Latin Chamber of Commerce, finds a wide variety of guests to invite to the show.

### Where it's going

The BizLife Podcast is currently filming its second season of podcasts at the Latin Chamber of Commerce, which includes the episodes below.

## Our Future East Las Vegas



<https://bit.ly/BizLifeS1E12>

## Good PR Practices



<https://bit.ly/BizLifeS1E13>

Our virtual classroom has over 100 videos to help you start, manage and grow your small business.

[extension.unr.edu/busdev](https://extension.unr.edu/busdev)

## Classroom Highlights

University of Nevada, Reno Extension's Small Business Education Program and SCORE invite you to this ongoing series of workshops to help your small business not only survive, but thrive in a recession. There are five classes in this series:

- Bulletproof Your Finances
- Marketing in a Downturn
- Managing During Tough Times
- Improving Operational Efficiency
- Creating a Recession-Proof Business Plan

### University of Nevada, Reno Extension North Las Vegas

2280 N. McDaniel St., North Las Vegas, NV 89030  
<https://extension.unr.edu/busdev>  
 (702) 388-6104



## Resource Partner Highlight

The Latin Chamber of Commerce is the premier business organization serving Nevada since 1976. The mission of the Latin Chamber of Commerce is to promote the success of small businesses by facilitating positive business, cultural and educational relationships.

### Latin Chamber of Commerce

300 N 13th St, Las Vegas, NV 89101  
<https://www.lvcc.com/>  
 (702) 385-7367



## Virtual Classroom Quick Tip

# Do I Need a State Business License?



Do you need a state business license? The answer is yes — unless you're exempt. All businesses in Nevada are required to have a state business license. How much does it cost to have a state business license? Corporations pay \$500 a year and LLCs pay \$200 a year. If you're late in filing, even one day late, you get assessed a fine of \$100 — so don't be late! You can, however, be exempt from the state business license and there are a few rules to that. You have to meet several qualifications first.

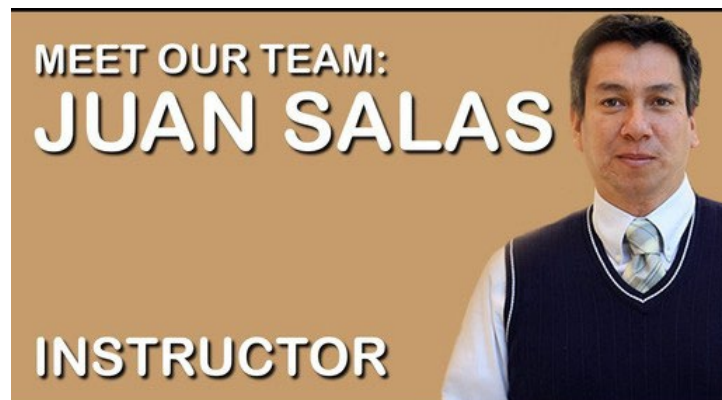
For more information on state business license requirements, check out our video:

<https://bit.ly/BusinessLicenseSBEP>

## Meet Juan Salas

# MEET OUR TEAM: JUAN SALAS

# INSTRUCTOR



Hi, my name is Juan Salas. I am an instructor with the Small Business Education Program. As an instructor, my role is to create and organize content for the classes in finance, management and taxes. I have a bachelor's degree from the University of Kansas in economics. Later, I received my MBA and a designation as an enrolled agent for my areas. As an instructor, I want to use my experience and my education to create educational opportunities for small business owners. I want to contribute to their lifelong learning experience while they open their business and continue to grow. Check out some of our videos on finance, management and taxes; I'll be glad to help you!



## Technical and Economic Assistance Program Launch



The Technical and Economic Assistance Program will provide eligible small business owners and non-profits negatively impacted by the COVID-19 pandemic with funding and one-on-one technical assistance. Program grantees will receive a grant investment award and will be assigned to work with a technical advisor for 13 months. During the duration of the program, grantees will develop and implement a strategic work plan to help strengthen and improve their operations.

## Business and Industry



## Taste of Extension



University of Nevada, Reno President Brian Sandoval and University of Nevada, Las Vegas President Keith Whitfield hosted a reception with leadership, faculty and staff from both institutions in Clark County on September 13. Presidents and provosts of both universities joined faculty and staff in launching partnerships between UNLV and the University of Nevada, Reno Extension designed for greater impact in Clark County.

Extension's Small Business Education Program, along with other Nevada resource partners, were invited to participate in a presentation at the State of Nevada Business and Industry conference about opportunities for small business owners. The Small Business Education Program team shared information about the Virtual Classroom, which showcases relevant information for small business owners about its core business subjects such as finance, marketing, management, operations, and startup. The event was organized by LIFT (Looking Inward for Tomorrow), a consulting company that helps small businesses with financial assessments and growth opportunities.



## Small Business Blog



By Mike Bindrup, Community and Economic Development Coordinator

### The frustration is real for small business owners

It's often said that it's lonely at the top. Great responsibility is assumed when you go from signing the back of the check to signing the front. You've become a capitalist, and you're working toward financial prosperity every day. Your friends won't understand—they think that you're working way too hard and aren't around to have fun with them like you used to. Your journey is different from the other 99% of the population. You feel alone. Guess what? You're not alone. These feelings of stress and isolation are real, and I want you to know that every business owner has these feelings.

### Overcoming stress through collaboration

It's become more important than ever to make sure we have an emotional support system to help us stay healthy during these trying times. Self-care begins by not isolating yourself; you must find someone to talk to. Whether this person is a mentor, business advisor or just a friend, it's essential to have someone with whom you can be vulnerable. Being vulnerable makes this problematic; you may not feel comfortable being openly vulnerable to your employees, family, or friends. We all need a shoulder to cry on — sometimes literally. Meeting up with other small business owners or joining a networking group may be precisely the outlet you need to help you feel healthier emotionally. The important thing is that you don't isolate yourself but rather put yourself in a collaboration mentality. Remember that as an entrepreneur, you see things differently than other people. That different perception is why you got into business in the first place. Make sure to take care of yourself emotionally by reducing stress in your life.

### Small business resources

As for small business resources, there are a ton! Don't forget to check out the Nevada Department of Business and Industry's website below. Led by the State of Nevada, Business and Industry encourages and promotes the development and growth of businesses to protect consumers by managing a fair and competitive regulatory environment. Similarly, the Nevada Small Business Development Center is also a statewide resource for business assistance; you can visit their website below. Nevada Grow also offers access to economic and demographic data and assistance via the Small Business Development Center. And if you need specific mentoring, SCORE can help your small business (they offer workshops, too!). As always, the Small Business Education Program provides a fully-stocked digital library of educational videos to help you start (and grow) your small business. We offer 24/7 access to our virtual classroom to supplement your small business needs!

<https://business.nv.gov/>  
<https://nevadasbdc.org/>  
<https://nvgrow.org/>  
<https://www.score.org/>  
<https://extension.unr.edu/busdev/>

## THE TEAM

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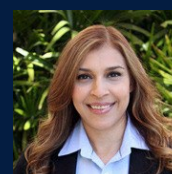


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### Virtual Classroom (English):

<https://bit.ly/VirtualClassroomENG>

### Virtual Classroom (Spanish):

<https://bit.ly/AulaVirtualSPN>

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