



# OFFICE OF THE GOVERNOR

**ECONOMIC DEVELOPMENT & TOURISM**

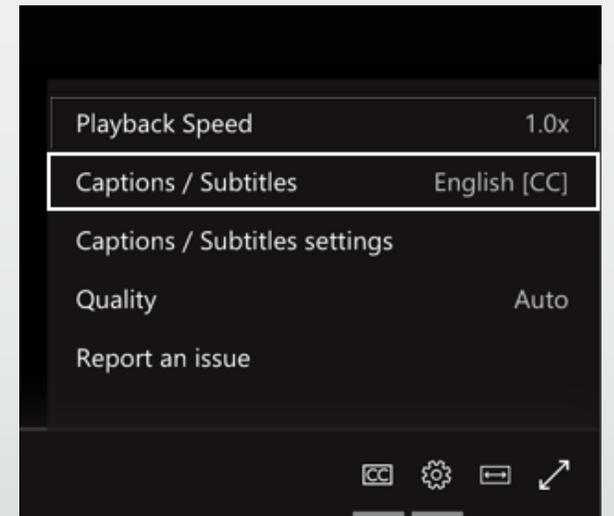
**Business Strategies for an Evolving Future**

**Small Business Assistance Team**

**Aug 5<sup>th</sup>, 2020**

# ACCOMMODATIONS NOTICE

- The streaming text link will be posted in the “Featured” feed - <https://tcc.1capapp.com/event/gov2/>
- This webinar offers live captioning and subtitles in English, Spanish, Chinese (Traditional & Hong Kong S.A.R.), Arabic, French, and Vietnamese
- To turn on live captions and subtitles, select **Captions/Subtitles On**  in your video controls
- To change the caption language, select **Settings**  > **Captions / Subtitles**, and choose your language
- **To request a transcript, please email [smallbusiness@gov.texas.gov](mailto:smallbusiness@gov.texas.gov) at the conclusion of the event**



[gov.texas.gov/business](http://gov.texas.gov/business)

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# PANELISTS



**Liza Heyman**

**Facebook**

Small Business Policy  
and Programs



Small Business Development Center  
**COVID Business  
Recovery Accelerator**

South-West Texas Border SBDC Network  
**UTSA** The University of Texas at San Antonio

**Jaime Martinez**

**SBDC COVID Business  
Recovery Accelerator**

Senior Project Manager



**Alexis Gallivan**

**ebay**

Small Business Marketing  
and Engagement



**Elsa Ramos**

**Texas Workforce  
Commission (TWC)**

Legal Counsel



# PANEL QUESTIONS





# Please ask questions.....

- We will open the live feed for questions shortly
- You can submit questions in the live Q&A feed, **BUT**.....
- Watch the “Featured” or “Published” live Q&A feed
- Check if your question has already been asked
- “Like” the questions you would like answered
- Questions with the most “likes” will be prioritized
- **Unfortunately we will not get to all questions...**



# Frequently Asked Questions



1. Some small businesses may be wondering how to best use the digital tools available to them. How does Facebook help small businesses become more efficient online?
2. Because of COVID 19, many small businesses have had to completely change their way of operating. What solutions does Facebook have to support this transition?



# Frequently Asked Questions



3. There are many online ecommerce platforms so how does a small business choose the best one for them?

What is unique or special about eBay, from a small business point of view?

# What to look for in your ecommerce partner

## PARTNERSHIP

- We don't compete with our sellers; we win when they win
- Clear policies and fair enforcement
- Seller protections

## REACH

- 180M+ active buyers in 190 markets
- Unmatched variety in products – from new to vintage, commodity to luxury

## FLEXIBILITY

- Free and accessible for businesses of all types and sizes
- Opportunity to grow at your own pace on your own terms

## PRICING

- Fair fees
- Transparent pricing structures
- Optional fees for enhanced features and promotion

## TOOLS

- Tools to help reach and ship worldwide
- Powerful analytics and marketing tools
- Logistics tools integration



# Frequently Asked Questions



4. eBay has many programs and tools to help small businesses make the most of the platform. Can you talk about the ones that are most helpful to a small businesses new to ecommerce?

***LIVE Q&A FEED NOW OPEN***

# How to get started on eBay



## Small Business Central

Find all you need to launch and grow your eBay business



## eBay Seller School

Learn at your own pace, anytime, anywhere for free



## Community

Share selling tips, get support, and make friends



# Frequently Asked Questions

***LIVE Q&A FEED NOW OPEN***

5. If I bring my employees back, but have to lay them off again, do they have to file a new claim? Will my business be charged for benefits?
6. The SBA has given additional funding to help SBDCs better serve the small business community. Tell us about the new services the SBDC COVID 19 Recovery Accelerator offers?

# UTSA SBDC COVID Business Recovery Accelerator



Small Business Development Center  
**COVID Business  
Recovery Accelerator**

South-West Texas Border SBDC Network  
The University of Texas at San Antonio

<https://txsbdc.org/businessrecovery/>  
[businessrecovery@utsa.edu](mailto:businessrecovery@utsa.edu)  
**(210) 458-2272**

# UTSA SBDC COVID Business Recovery Accelerator



Small Business Development Center  
**COVID Business Recovery Accelerator**  
South-West Texas Border SBDC Network  
**UTSA** The University of Texas at San Antonio

Our vision for this program is to help small businesses through Relief, Rebooting, Recovery and Resiliency during and after the COVID-19 pandemic.



# Supports a 79-county SBDC Network covering the following areas:



Small Business Development Center  
**COVID Business  
Recovery Accelerator**  
South-West Texas Border SBDC Network  
**UTSA** The University of Texas at San Antonio

- San Antonio
- Alpine
- Austin
- Corpus Christi
- Eagle Pass
- El Paso
- Laredo
- Rio Grande Valley
- San Angelo
- Victoria

# Services provided include training and business advising to small businesses on:

- Employer Resources
- Cybersecurity
- Workplace Safety
- Funding
  - Paycheck Protection Program (PPP) loans
  - SBA Economic Injury Disaster Loans (EIDL)
  - SBA and non-SBA loan programs



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# LIVE QUESTIONS & ANSWERS





# Contact Information & Resources

## The Governor's Small Business Assistance Contacts & Resources

Connect with us:

[gov.texas.gov/business](http://gov.texas.gov/business)



- Governor's Small Business Assistance Team
  - Kelly Spillane, Small Business Advocate
  - Jarvis Brewer, Business Assistance Specialist
  - Sam Schornack, Business Assistance Specialist
- Governor's Small Business COVID-19 [gov.texas.gov/business/page/coronavirus](http://gov.texas.gov/business/page/coronavirus)
- Event Calendar: [gov.texas.gov/business/events](http://gov.texas.gov/business/events)
- Request a webinar transcript from [smallbusiness@gov.texas.gov](mailto:smallbusiness@gov.texas.gov)



# Contact Information & Resources

## From our Panelists

- Facebook Small Business Hub:  
<https://www.facebook.com/business/resource>
- Facebook Blueprint  
(free online marketing courses):  
<https://www.facebook.com/business/learn>
- Facebook Business Help Center:  
<https://www.facebook.com/business/help>
- UTSA SBDC COVID Business Recovery Center  
[businessrecovery@utsa.edu](mailto:businessrecovery@utsa.edu) (210) 458-2272
- eBay small business welcome site:  
<http://www.ebay.com/smallbusiness>
- eBay Seller School  
(free e-learning resources):  
<http://sellerschool.ebay.com>
- Texas Workforce Commission (TWC)  
<https://www.twc.texas.gov/businesses>  
email: [employerinfo@twc.state.tx.us](mailto:employerinfo@twc.state.tx.us)  
(800) 832-9394 (option 4) or  
(512) 463-2826

# THANK YOU



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