

# GUIDING YOUR ORGANIZATION THROUGH COVID-19 and BEYOND



U.S. Small Business  
Administration

## THIS FREE WEBINAR SERIES

offers practical insights about how to help your business or nonprofit organization respond to COVID-19 pandemic and successfully recover from it in the long term. Jointly presented by **California State University, Sacramento and the U.S. Small Business Administration**, the series features experts discussing the short- and long-term implications of the pandemic on data and network security, taxes, workplace health and safety, marketing, risk analysis and mitigation, and business innovation. All sessions are 1 hour long, and include questions and answers from faculty and business experts.

In addition to specialized topics, in each session SBA and CSUS spotlight programs and services to help businesses and nonprofits. SBA provides an overview on federal programs and services, including COVID-19 assistance, standard SBA loan programs, federal contracting programs, small business webinar trainings, and one-on-one business counseling at no cost. CSUS focuses on programs and centers that provide service learning and public programming, including: the Center for Small Business; the Community Engagement Center; and the Carlsen Center for Innovation and Entrepreneurship.

## 7 WEEKLY SESSIONS SUMMARY (Scroll down for session and presenter details):

### 1 **Basic safeguards: Managing data and network security during a pandemic**

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_6YEG45NINzw8PoF](https://csuscba.co1.qualtrics.com/jfe/form/SV_6YEG45NINzw8PoF)  
Wednesday, June 10, 1pm

### 2 **Tax implications of COVID-19 for businesses**

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_6lq4ooVccLUVqYt](https://csuscba.co1.qualtrics.com/jfe/form/SV_6lq4ooVccLUVqYt)  
Wednesday, June 17, 1pm

### 3 **Safely re-opening organizations and lessons for the future**

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_6A3B11OtTsGpwAl](https://csuscba.co1.qualtrics.com/jfe/form/SV_6A3B11OtTsGpwAl)  
Wednesday, June 24, 1pm

### 4 **Managing human and social capital in the pandemic and beyond**

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_38apOKCJe54Pl2d](https://csuscba.co1.qualtrics.com/jfe/form/SV_38apOKCJe54Pl2d)  
Wednesday, July 8, 1pm

### 5 **Marketing lessons from the pandemic and implications for the future**

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_eA7mh6YkYVBfibX](https://csuscba.co1.qualtrics.com/jfe/form/SV_eA7mh6YkYVBfibX)  
Wednesday, July 15, 1pm

### 6 **Tools for planning for the next crisis – risk analysis and mitigation**

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_3jw1MMmoBM5cqql](https://csuscba.co1.qualtrics.com/jfe/form/SV_3jw1MMmoBM5cqql)  
Wednesday, July 22, 1pm

### 7 **Identifying opportunities for business growth through innovation**

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_7R7MtbyBpKxGibP](https://csuscba.co1.qualtrics.com/jfe/form/SV_7R7MtbyBpKxGibP)  
Wednesday, July 29, 1pm

SESSION DETAILS



## SESSION 1: BASIC SAFEGUARDS: MANAGING DATA AND NETWORK SECURITY DURING A PANDEMIC

Wednesday, June 10, 1 pm

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_6YEG45NINzw8PoF](https://csuscba.co1.qualtrics.com/jfe/form/SV_6YEG45NINzw8PoF)

With the shift for many organizations to a virtual environment, many businesses and nonprofits had to make snap decisions about how to support such arrangements. In this talk, **Dr. Joseph Taylor**, Chair of Sacramento State College of Business Administration's Information Systems and Business Analytics Department, discusses how to manage technology risks and address data and network security challenges in an environment where many are working remotely.

**Janelle Green**, Lead Economic Development Specialist for SBA District Office, provides an overview on federal programs and services, including COVID-19 assistance, standard SBA loan programs, federal contracting programs, small business webinar trainings, and one-on-one business counseling at no cost.



**Dr. Joseph Taylor**



**Janelle Green**

## SESSION 2: TAX IMPLICATIONS OF COVID-19 FOR BUSINESSES

Wednesday, June 17, 1 pm

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_6lq4ooVccLUVqYt](https://csuscba.co1.qualtrics.com/jfe/form/SV_6lq4ooVccLUVqYt)

**Selvi Stanislaus**, Executive Officer of the State of California Franchise Tax Board and faculty in the Accounting Department in the College of Business Administration, addresses tax implications for businesses affected by the COVID-19 pandemic including:

- Postponement Period for Filing and Paying Taxes
- Delayed Collection Actions
- Audit and Filing Enforcement Actions
- Claims, Protests, and Appeals
- Nonresident and Nonwage Withholding
- FTB Outreach
- CARES Act Conformity

**Janelle Green**, Lead Economic Development Specialist for SBA District Office, provides an overview on federal programs and services, including COVID-19 assistance, standard SBA loan programs, federal contracting programs, small business webinar trainings, and one-on-one business counseling at no cost.



**Selvi Stanislaus**



**Janelle Green**

### SESSION 3: SAFELY RE-OPENING ORGANIZATIONS AND LESSONS FOR THE FUTURE

Wednesday, June 24, 1 pm

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_6A3B11OtTsGpwAl](https://csuscba.co1.qualtrics.com/jfe/form/SV_6A3B11OtTsGpwAl)

As the state moves to ease stay at home orders, what can organizations do to ensure that they are protecting the health and safety of their workers and their clients? In this talk, **Dr. Nitin Roy**, Assistant Professor of Public Health, discusses workplace health and safety best practices to reduce the spread of infectious disease and potential long-term changes for workplaces resulting from the pandemic.

**Janelle Green**, Lead Economic Development Specialist for SBA District Office, provides an overview on federal programs and services, including COVID-19 assistance, standard SBA loan programs, federal contracting programs, small business webinar trainings, and one-on-one business counseling at no cost.



**Dr. Nitin Roy**



**Janelle Green**

### SESSION 4: MANAGING HUMAN AND SOCIAL CAPITAL IN THE PANDEMIC AND BEYOND

Wednesday, July 8, 1 pm

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_38apOKCJe54Pl2d](https://csuscba.co1.qualtrics.com/jfe/form/SV_38apOKCJe54Pl2d)

The COVID-19 pandemic has changed how people work and interact with each other. **Dr. Sharyn Gardner**, Associate Professor of Management and Organizations and Faculty Coordinator of the Center for Small Business, and **Dr. Sargam Garg**, Assistant Professor of Management and Organizations, discuss how to foster positive workplace connections and how to motivate and develop employees during the pandemic and in the future.

**Janelle Green**, Lead Economic Development Specialist for SBA District Office, provides an overview on federal programs and services, including COVID-19 assistance, standard SBA loan programs, federal contracting programs, small business webinar trainings, and one-on-one business counseling at no cost.



**Dr. Sharyn Gardner**



**Dr. Sargam Garg**



**Janelle Green**

## SESSION 5: MARKETING LESSONS FROM THE PANDEMIC AND IMPLICATIONS FOR THE FUTURE

Wednesday, July 15, 1 pm

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_eA7mh6YkYVBfibX](https://csuscba.co1.qualtrics.com/jfe/form/SV_eA7mh6YkYVBfibX)

The uncertainty generated by COVID-19 has shifted consumer needs and their expectations. Those businesses built on strong foundations of marketing strategy, fueled by creativity, have been more effective at adapting. In this webinar, **Barbara Read**, CSUS marketing faculty, and marketing consultant for the Capital Region and Sierra Small Business Development Centers, addresses how to create a resilient marketing strategy by: understanding our customers and trends, building strong customer relationships, and creating, communicating, and delivering superior value.

**Janelle Green**, Lead Economic Development Specialist for SBA District Office, provides an overview on federal programs and services, including COVID-19 assistance, standard SBA loan programs, federal contracting programs, small business webinar trainings, and one-on-one business counseling at no cost.



**Barbara Read**



**Janelle Green**

## SESSION 6: TOOLS FOR PLANNING FOR THE NEXT CRISIS – RISK ANALYSIS AND MITIGATION

Wednesday, July 22, 1 pm

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_3jw1MMmoBM5cqq1](https://csuscba.co1.qualtrics.com/jfe/form/SV_3jw1MMmoBM5cqq1)

Crises often lay bare the weaknesses in our systems. They also present opportunities. The COVID-19 pandemic is no exception – revealing issues with supply chains, information systems, and organizational policies, for example, and opportunities to learn from them. In this presentation, **Dr. Joseph Taylor** (Associate Professor, Dept. Chair of Information Systems and Business Analytics) and **Dr. Ryan Fuller** (Assistant Professor of Management and Organizations) address how businesses can recognize risks to mitigate and minimize the effects of future crises.

**Janelle Green**, Lead Economic Development Specialist for SBA District Office, provides an overview on federal programs and services, including COVID-19 assistance, standard SBA loan programs, federal contracting programs, small business webinar trainings, and one-on-one business counseling at no cost.



**Dr. Joseph Taylor**



**Dr. Ryan Fuller**



**Janelle Green**

## SESSION 7: IDENTIFYING OPPORTUNITIES FOR BUSINESS GROWTH THROUGH INNOVATION

Wednesday, July 29, 1 pm

Registration link: [https://csuscba.co1.qualtrics.com/jfe/form/SV\\_7R7MtbyBpKxGibP](https://csuscba.co1.qualtrics.com/jfe/form/SV_7R7MtbyBpKxGibP)

COVID-19 has sent major shockwaves through the U.S. and global economies. At the same time, the pandemic has demonstrated the creativity and innovation of business leaders who have fought for their survival and identified opportunities for growth in the recovery. In this session, **Cameron Law**, Executive Director of the Carlsen Center for Innovation and Entrepreneurship, and **Brian Gladden**, Entrepreneur in Residence for the Carlsen Center, take a forward-looking view and discuss how businesses can make strategic shifts and innovate during the recovery.

**Janelle Green**, Lead Economic Development Specialist for SBA District Office, provides an overview on federal programs and services, including COVID-19 assistance, standard SBA loan programs, federal contracting programs, small business webinar trainings, and one-on-one business counseling at no cost.



**Cameron Law**



**Brian Gladden**



**Janelle Green**