

# EXPERTISE MATTERS

*Live!*

TWO OPPORTUNITIES EACH MONTH TO LEARN VALUABLE BUSINESS KNOWLEDGE

## JANUARY 2021

Topic: Starting My Business  
Where Do I Begin?

## FEBRUARY 2021

Topic: Happiness  
Chasing Your Dreams & Being Happy

## MARCH 2021

Topic: Legal Entity  
A Proper Legal Foundation

## APRIL 2021

Topic: Financing  
Money, Money, Money

## MAY 2021

Topic: Startup Alleghenies  
Meeting Your County Coach

## JUNE 2021

Topic: IT  
Using Technology to Make Business  
Safe and Simple

## JULY 2021

Topic: Accounting  
Keeping Uncle Sam Off Your Back

## AUGUST 2021

Topic: HR  
Choosing the Right Team Members

## SEPTEMBER 2021

Topic: Diversity  
Strength in Differences

## OCTOBER 2021

Topic: Payroll  
Paying Yourself and Your People

## NOVEMBER 2021

Topic: Marketing  
Marketing Between the Turkey & Santa

## DECEMBER 2021

Topic: Catch All From 2021  
Things You May Have Missed -  
Your Chance to Ask the Experts

Each month we will feature TWO sessions with an expert in the topic areas. An hour-long webinar dedicated to facts and figures, and a separate hour-long Q&A session to find specific answers you may have about your business. Be on the lookout for additional information and dates for each session!

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