



TEXAS ECONOMIC DEVELOPMENT COUNCIL

**October 9, 2019**  
**9:00 AM to 3:00 PM**  
**Westin Riverwalk Hotel**  
**San Antonio, TX**

## **WHAT ECONOMIC DEVELOPERS NEED TO KNOW ABOUT SMALL BUSINESS FINANCING**

### **Introduction**

This program is designed to assist economic developers who need to know more about small business financing. Participants who attend this session will learn to ask the right questions of business borrowers and to recommend the correct lending products for their clients' needs. Emphasis will also be placed on the process that small businesses undertake on a regular basis when they make financial decisions.

### **Sample Topics**

- Identifying the characteristics of small business owners
- Understanding the borrowing needs of small business clients
- Recognizing the symptoms associated with various types of borrowing needs
- Analyzing client loan requests effectively in order to match specific loan products to small business clients and their needs
- Understanding the basic financial concepts that impact the health of small businesses
- Speaking the language of small business owners through an understanding of basic small business financial terminology

### **Intended Audience**

- Economic Developers
- Small Business counselors
- Governmental officials who interact with businesses