



SMARTstart
A PASCO EDC PROGRAM®

CLASSES & WORKSHOPS



“There are so many opportunities and there are so many things that become available to you that you had no idea existed. I learned more in the first six months working with SMARTstart than I did in 19 years of being on my own.”

-Victoria Watson

The Acting Studio

(pictured above)



SCAN ME

ALL EVENTS REQUIRE REGISTRATION

WEST PASCO ENTREPRENEUR CENTER (WPEC)

4606 Darlington Road, Holiday FL 34690
(813) 701-9807

SMARTstart @ THE GROVE (SSTG)

6013 Wesley Grove Boulevard, Suite 202
Wesley Chapel, FL 33544
(813) 355-0374

EAST PASCO ENTREPRENEUR CENTER (EPEC)

15029 14th Street Dade City, FL 33525
(352) 761-2263



PASCOEDC.COM | SMARTSTARTPASCO.COM

SMARTstart EDUCATION PROGRAMS

CO.STARTERS 9-WEEK COURSE

\$345

Collaborate with other entrepreneurs as you work through your business model with a trained facilitator and discover repeatable steps for success you can use throughout the life of your company. The program equips seasoned and aspiring entrepreneurs with the insights, relationships, and tools needed to turn ideas into action and turn a passion into a sustainable and thriving endeavor.

EDUCATION SERIES BRIDGING THE GAP BETWEEN THEORY AND PRACTICE

FREE | Wednesdays 6:00 - 7:00PM



Calling all start-up and existing businesses to participate in this free learning series taught by industry professionals! Strengthen many of the skills you need to take your business to the next level. See upcoming class topics and schedule to the right.

ENTREPRENEUR ROUNDTABLES

\$150 per year | FREE to Incubator Members

Entrepreneur Roundtables bring small business owners and early-stage venture founders together on a monthly basis for an exchange of information, challenges, and insights. Groups typically include 6 to 10 members from diverse industries, in a confidential setting, to share the challenges and rewards of entrepreneurship and how it impacts life at work and home.

TECH ENTREPRENEUR ROUNDTABLES

\$150 per year | FREE to Incubator Members

Tech Entrepreneur Roundtables bring tech business owners and early-stage tech venture founders together on a monthly basis for an exchange of information, challenges, and insights. You have the opportunity to attend two meetings to decide if this is a right fit for you and your business.



ALL EVENTS REQUIRE REGISTRATION

RSVP ONLINE AT [SMARTSTARTPASCO.COM/EVENTS](https://smartstartpasco.com/events) OR



SCAN ME

RELATIONSHIP CURRENCY

Rosie Paulsen's "Relationship Currency" framework teaches leadership through trust, collaboration, and networking to build strong, lasting professional and personal relationships.

Presentation By: Rosie Paulsen, Rosie Paulsen Enterprises

WPEC 05/07/25
SSTG 06/11/25
EPEC 07/16/25

5 TIPS TO SUCCESSFUL MEDIA COVERAGE: IT'S NOT AS HARD AS YOU THINK

Learn how to pitch stories effectively to reporters and gain positive media coverage to enhance your brand's credibility and visibility.

Presentation By: Diane Jones, DJ Public Relations

SSTG 05/14/25

SMART & HEART GOALS: ALIGNING SUCCESS WITH WELL-BEING

Dr. Tanya Lea shares strategies to set meaningful, achievable goals, reducing stress while aligning ambitions with personal well-being for long-term success.

Presentation By: Dr. Tanya Lea, Consciously Aware

EPEC 05/21/25

SIZEUP: BIG DATA PERSONALIZED FOR SMALL BUSINESS

Explore SizeUp's data-driven tools to research, start, or grow your business with valuable insights and strategic planning.

Presentation By: J.R. Charles, Size Up

VIRTUAL 06/04/25

SOCIAL MEDIA GROWTH MARKETING: IT'S TIME TO GET STRATEGIC

Leverage community groups strategically to build brand awareness, establish authority, and generate leads through organic social media networking.

Presentation By: Shelly Cassin, Just Market It

EPEC 06/18/25
SSTG 07/09/25

THE SECRET TO RAPID CONFIDENCE

Develop confidence, master social interactions, handle conflicts, and make better decisions with practical communication and de-escalation techniques.

Presentation By: John Graden, The Black Belt Coach

WPEC 07/02/25

AI AND AUTOMATION FOR MARKETING

Learn to automate and simplify marketing tasks, expanding your business reach with modern digital tools.

Presentation By: Patricia AndreeWiltens, The Unengaged Agent

WPEC 08/06/25

DREAM BIG, START SMALL

Break big goals into small, achievable steps, executing your vision strategically for long-term success.

Presentation By: Nichole Dube, Dube's Mobile Market

SSTG 08/13/25

COLLABORATION VS COMPETITION

Foster meaningful collaborations to strengthen businesses and communities through shared growth initiatives.

Presentation By: Nichole Dube, Dube's Mobile Market

EPEC 08/20/25

MAXIMIZE YOUR LOCAL ONLINE PRESENCE

Improve local search rankings, optimize Google My Business, and attract more customers in this hands-on workshop.

Presentation By: Beth Devine, Devine Solutions Group

WPEC 09/03/25

BOOST LOCAL VISIBILITY WITH SEO

Master local SEO techniques to dominate search results, drive targeted traffic, and grow your business effectively.

Presentation By: Beth Devine, Devine Solutions Group

SSTG 09/10/25

WINNING LOCAL SEARCH STRATEGIES

Learn to boost online visibility, increase local search rankings, and maximize conversions through effective local SEO strategies.

Presentation By: Beth Devine, Devine Solutions Group

EPEC 09/17/25





UPCOMING SCHEDULE: CLASSES & WORKSHOPS

MAY	DATE	TIME	PLACE
Relationship Currency	5/7/25	6:00-7:00PM	WPEC
Entrepreneur Roundtable*	5/8/25	3:00-4:00PM	WPEC
Entrepreneur Roundtable*	5/13/25	3:00-4:00PM	EPEC
5 Tips to Successful Media Coverage: It's Not As Hard As You Think	5/14/25	6:00-7:00PM	SSTG
Entrepreneur Roundtable*	5/15/25	12:30-1:30PM	SSTG
Tech Entrepreneur Roundtable*	5/21/25	9:00-10:30AM	TEAMS
SMART & HEART Goals: Aligning Success with Well-Being	5/21/25	6:00-7:00PM	EPEC

JUNE	DATE	TIME	PLACE
SizeUp: Big Data Personalized For Small Business	6/4/25	6:00-7:00PM	TEAMS
Entrepreneur Roundtable*	6/10/25	3:00-4:00PM	EPEC
Relationship Currency	6/11/25	6:00-7:00PM	SSTG
Entrepreneur Roundtable*	6/12/25	3:00-4:00PM	WPEC
Tech Entrepreneur Roundtable*	6/18/25	9:00-10:30AM	TEAMS
Social Media Growth Marketing: It's Time to Get Strategic	6/18/25	6:00-7:00PM	EPEC
Entrepreneur Roundtable*	6/19/25	12:30-1:30PM	SSTG

JULY	DATE	TIME	PLACE
The Secret to Rapid Confidence	7/2/25	6:00-7:00PM	WPEC
Entrepreneur Roundtable*	7/8/25	3:00-4:00PM	EPEC
Social Media Growth Marketing: It's Time to Get Strategic	7/9/25	6:00-7:00PM	SSTG
Entrepreneur Roundtable*	7/10/25	3:00-4:00PM	WPEC
Tech Entrepreneur Roundtable*	7/16/25	9:00-10:30AM	TRIP
Relationship Currency	7/16/25	6:00-7:00PM	EPEC
Entrepreneur Roundtable*	7/17/25	12:30-1:30PM	SSTG

AUGUST	DATE	TIME	PLACE
AI and Automation for Marketing	8/6/25	6:00-7:00PM	WPEC
Entrepreneur Roundtable*	8/12/25	3:00-4:00PM	EPEC
Dream Big, Start Small	8/13/25	6:00-7:00PM	SSTG
Entrepreneur Roundtable*	8/14/25	3:00-4:00PM	WPEC
Tech Entrepreneur Roundtable*	8/20/25	9:00-10:30AM	TEAMS
Collaboration vs Competition	8/20/25	6:00-7:00PM	EPEC
Entrepreneur Roundtable*	8/21/25	12:30-1:30PM	SSTG

SEPTEMBER	DATE	TIME	PLACE
Maximize Your Local Online Presence	9/3/25	6:00-7:00PM	WPEC
Entrepreneur Roundtable*	9/9/25	3:00-4:00PM	EPEC
Boost Local Visibility with SEO	9/10/25	6:00-7:00PM	SSTG
Entrepreneur Roundtable*	9/11/25	3:00-4:00PM	WPEC
Tech Entrepreneur Roundtable*	9/17/25	9:00-10:30AM	TEAMS
Winning Local Search Strategies	9/17/25	6:00-7:00PM	EPEC
Entrepreneur Roundtable*	9/18/25	12:30-1:30PM	SSTG

*Paid event. Please refer to the inside of the brochure for costs or reach out to us as scholarships may be available.

LOCATION KEY

SSTG: SMARTstart @ the Grove

EPEC: East Pasco Entrepreneur Center

WPEC: West Pasco Entrepreneur Center

TEAMS: Microsoft Teams Meeting, Virtual

TRIP: Field Trip TBD - Check website for updated location