



PVAMU OFFERING FREE WEBINAR TO HELP SMALL BUSINESSES SUCCESSFULLY ADAPT TO SOCIAL CONSCIOUSNESS

"The Raw Truth™: 'Protests, Pivots, and Profits'" Zoom webinar is Thursday, September 24, 2020.

HOUSTON (September 23, 2020) – Many small business owners are trying to cope with social unrest occurring across the nation while also trying to keep their business afloat during the COVID-19 pandemic.

Adjusting a business model that is socially responsible, inclusive, and appeals to a more diverse customer base is the focus of "The Raw Truth™: Protests, Pivots, and Profits. This collaboration between Prairie View A&M University's Office of Continuing Education (OCE), [Blue Palmetto Training](#) of North Texas, and PVAMU Small Business Development Center (PVAMU SBDC), along with PVAMU Northwest Houston Center Executive Director Tyrone Tanner, Ed.D., as the guest speaker, is focused on giving small business owners knowledge and free resources.

"Small businesses don't typically have access to support or resources to face some of the social challenges they are facing in the market place. So, this webinar is going to give them some tangible tools they can use to start putting change in place," said Jasmin Espy, PVAMU SBDC program manager.

Read more about The Raw Truth™ webinar [here](#).

Event: The Raw Truth™: Protests, Pivots, And Profits
Date: Thursday, September 24, 2020
Time: 11 a.m. – Noon
How to register: <https://www.pvamu.edu/oce/event/the-raw-truth/>

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About Prairie View A&M University: Designated an institution of "the first class" in the Texas Constitution, Prairie View A&M University is the second-oldest public institution of higher education in the state. With an established reputation for producing engineers, nurses, and educators, PVAMU offers baccalaureate degrees, master's degrees, and doctoral degree programs through eight colleges and schools. A member of The Texas A&M University System, the university is dedicated to fulfilling its land-grant mission of achieving excellence in teaching, research, and service. For more information regarding PVAMU, visit www.pvamu.edu.

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