

Chatham County Small Business Center

All seminars are free. However, we ask you to call (919) 545-8044 to pre-register beforehand.

Financing Your Small Business

All businesses need money to operate and grow. Most start-ups use their own money to initially get off the ground, then use profit from operations to finance their growth. But sometimes that doesn't happen or isn't enough. This course is all about two issues: Where do you find the money? And, what do you need to do to obtain it?

Seminar Date: 09/15/11
Day: Th **Time:** 6:30P – 8:30P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Conf Rm 2
Instructor: Mary Cox

Seminar Date: 10/19/11
Day: W **Time:** 3:00P – 5:00P
Cost: Free **Location Code:** SCC
Building Location: Main Bldg Rm 230
Instructor: Mary Cox

Marketing/Planning

All businesses must be great marketers. Learn how to conduct market research and write a thorough marketing (and sales) plan for your business. We will cover how to better understand your customer, how to develop your brand, how to write a compelling marketing message, how to effectively deliver and communicate your marketing message to your target audience and how to write a sales plan.

Seminar Date: 09/28/11
Day: W **Time:** 6:30P – 9:00P
Cost: Free **Location Code:** PMC
Building Location: Library Meeting Rm
Instructor: Carl Baumann

Seminar Date: 11/02/11
Day: W **Time:** 3:00P – 5:30P
Cost: Free **Location Code:** SCC
Building Location: Main Bldg Rm 230
Instructor: Carl Baumann

Starting a Business

A broad overview of key issues to address when you're contemplating starting a business including: self-evaluation, viability of your business idea, why write a business plan as well as marketing, financial, and operational issues you must first address.

Seminar Date: 09/14/11
Day: W **Time:** 6:30P – 9:00P
Cost: Free **Location Code:** PMC
Building Location: Library Meeting Rm
Instructor: Jess Spiller

Seminar Date: 10/13/11
Day: Th **Time:** 3:00P – 5:30P
Cost: Free **Location Code:** SCC
Building Location: Main Building Rm 230
Instructor: Jess Spiller

Taxes & Recordkeeping

Designed to identify records needing to be kept, how they are to be maintained, and the best format to use in doing so. Tax implications covered. Participants will work through the various records in the normal bookkeeping cycle.

Seminar Date: 10/05/11
Day: T **Time:** 6:30P – 8:30P
Cost: Free **Location Code:** PMC
Building Location: Library Meeting Rm
Instructor: Eric DeJong

Seminar Date: 11/09/11
Day: W **Time:** 3:30P – 5:30P
Cost: Free **Location Code:** SCC
Building Location: Main Bldg Rm 230
Instructor: Eric DeJong



Why/How to Write a Business Plan

A well thought out written business plan is the key for successfully starting a new business. Learn why writing a business plan is important and the components of a great plan. You will also learn how to prepare an initial feasibility analysis to determine if your business idea can be viable before you undertake the task of writing a full business plan.

Seminar Date: 09/21/11
Day: W **Time:** 6:30P – 9:00P
Cost: Free **Location Code:** PMC
Building Location: Building 2 Conf Rm
Instructor: Carl Baumann

Seminar Date: 10/26/11
Day: W **Time:** 3:00P – 5:30P
Cost: Free **Location Code:** SCC
Building Location: Main Bldg Rm 230
Instructor: Carl Baumann

Harnett County Small Business Center

All seminars are free. Please call (910) 892-2884 to pre-register.

Are You Ready to Start a Small Business?

If you are thinking of starting a small business, this seminar should be the best part of the business planning phase. Steve Carver will give you guidance and resources to determine if you are ready to start a small business.

Seminar Date: 08/25/11
Day: Th **Time:** 6:00P – 9:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Steve Carver

Best Businesses to Start Now

What would be the best small business for you to start right now? Would it be a service business, retail, manufacturing, or direct marketing? The program will focus on three areas: how to create a business idea that fits you; “hot” businesses that will grow in coming years; and 5 easy-to-use steps to starting a business. If you think the time is right for you to start a business – you’re right! This program will help you get started in the right way.

Seminar Date: 10/18/11
Day: T **Time:** 6:00P – 9:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Mike Collins

How to Market Your Business

Discover the image your business currently projects and find a variety of ways to mold that image. Learn how to choose the right name, how attitude and appearance affect business prosperity, why a marketing strategy is essential, and the ins and outs of effective advertising.

Seminar Date: 11/03/11
Day: Th **Time:** 6:00P – 9:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Steve Carver

How to Start a Veteran Owned Business, Service Disabled Business or 8 (A) Business

This seminar is a guide for Veterans who want to start, manage, and finance a small business. There will also be information for service disabled veterans and how to get 8(A) certified.

Seminar Date: 11/15/11
Day: T **Time:** 6:00P – 9:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Robert Rehder/Lanell Grisson

How to Write a Business Plan

A strong business plan is a critical part of business success. If you fail to plan, you plan to fail. This workshop covers the basics you will need to put together a business plan that will serve as an operating guide or financing proposal.

Seminar Date: 09/15/11
Day: Th **Time:** 11:00A – 1:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Nancy Blackman

Seminar Date: 12/01/11
Day: Th **Time:** 6:00P – 8:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Nancy Blackman

Marketing to a New Generation

This seminar covers aspects of Internet marketing for those who have a low marketing budget. Topics include domination of competition on web searched, basic fundamentals of Internet marketing, some do's and don'ts, and how to generate leads and not just clicks on your site. Great for start ups and mature businesses.

Seminar Date: 09/29/11
Day: Th **Time:** 6:00P – 9:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Daniel Glover

QuickBooks Basics for Your Business

This seminar covers the very basics of QuickBooks to include setting up a chart of accounts, creating invoices, writing checks, and formulating reports.

Seminar Date: 10/13/11
Day: Th **Time:** 6:00P – 8:30P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Nancy Blackman

Seminar Date: 10/18/11
Day: T **Time:** 2:30P – 5:30P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Nancy Blackman

QuickBooks Payroll for Your Business

This seminar covers how to add employees, how to do paychecks, create payroll reports, and how to prepare tax forms 940 and 941.

Seminar Date: 11/08/11
Day: T **Time:** 6:00P – 8:30P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Nancy Blackman

What Works and What Doesn't With a Website

This seminar will help you to better understand how to improve your online presence. Plan to take some of these ideas back to your office for immediate use or to pass on to your web designer to improve your online presence.

Seminar Date: 09/15/11
Day: Th **Time:** 6:00P – 9:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Curtis Parker

Year End Tax Planning Strategy

This seminar is just in time for you to take advantage of year end strategies to save on your business or personal income taxes.

Seminar Date: 12/08/11
Day: Th **Time:** 6:00P – 8:30P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Matthew Smith



Lee County Small Business Center

“Small Business Basic” Seminar Series

Central Carolina Community College Small Business Center/Lee County is excited to present the “Small Business Basic” Seminar Series for Fall. Each series (3) consists of 5 seminars targeting topics every existing and potential business owner and would-be entrepreneur should know. We are presenting the series 3 times in the Fall, August – December, and you are welcome to attend just one or all even in a different series. All are free and will be held at the Dennis A. Wicker Civic Center during the day and in the evening. Check the schedule below for which seminars best fit your schedule and call (919) 774-6442 or e-mail sbc@cccc.edu to register.

Financing Your Existing or Prospective Small Business

Seminar Date: 08/23/11
Day: T **Time:** 10:30A – 12:00P
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Floria Oats – Williams

Seminar Date: 09/27/11
Day: T **Time:** 6:30P – 8:00P
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Floria Oats – Williams

Seminar Date: 11/10/11
Day: Th **Time:** 6:30P – 8:00P
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Floria Oats – Williams

How to Start a New Business or Improve an Existing One

Seminar Date: 08/09/11
Day: T **Time:** 2:00P – 5:00P
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Mike Collins

Seminar Date: 10/04/11
Day: T **Time:** 6:30P – 9:00P
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Jess McLamb

Seminar Date: 12/14/11
Day: W **Time:** 6:30P – 9:00P
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Kelly Klug

How to Write a Business Plan for Existing and Prospective Small Businesses

Seminar Date: 09/01/11
Day: Th **Time:** 9:00A – 11:30A
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Kelly Klug

Seminar Date: 10/12/11
Day: W **Time:** 6:00P – 9:00P
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Mike Collins

Seminar Date: 11/16/11
Day: W **Time:** 6:30P – 9:00P
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Kelly Klug

Market Research & Marketing for Existing and Prospective Small Businesses

Seminar Date: 08/18/11
Day: Th **Time:** 1:00P – 3:00P
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Karen Tiede

Seminar Date: 10/26/11
Day: W **Time:** 6:30P – 9:00P
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Kelly Klug

Seminar Date: 12/08/11
Day: Th **Time:** 6:00P – 9:00P
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Mike Collins

In addition to the Small Business Basic Series seminars, many additional new and interesting seminars will be coming in the Fall. Please visit our websites, CCCC Facebook page, local print media, your city chambers, and Internet community sites.

Your attendance is always welcome and appreciated; as we, at the SBC continue to serve your needs.

We would also like to remind everyone the Small Business Centers provide one on one counseling sessions to assist prospective and existing small businesses owners at our 3 county locations. Small businesses are defined as any business with 1-500 employees.

Record Keeping and Taxes for Existing and Prospective Small Businesses

Seminar Date: 09/08/11
Day: Th **Time:** 9:00A – 11:00A
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Lori Stiles

Seminar Date: 10/18/11
Day: T **Time:** 6:30P – 8:30P
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Lori Stiles

Seminar Date: 11/29/11
Day: T **Time:** 6:30P – 8:30P
Cost: Free **Location Code:** DAWCC
Building Location: Dennis Wicker Civic Center
Instructor: Lori Stiles

