

All Seminars are free.

Please call (919) 718-7544 to register or go online:

www.chathambsc.com

www.harnettsbc.com

www.leesbc.com

Our Core Business Seminars, identified as “CBS”, target topics every existing and potential business owner and would-be entrepreneur should know. Attend 5 of these seminars, and receive an “Entrepreneurial Foundation Certificate.”

10 Best Practices Every Small Business Owner Should Know

As a business owner, finding the time to make your business run smoothly and efficiently is a challenge. Fortunately, we can all benefit from the ideas and methods developed by those who came before us. *Presenter: Kelly Klug.*

50 Home Based Businesses for Start-Up Entrepreneurs

This course is designed to provide start up entrepreneurs with the flexibility they seek in career options by exploring the availability of a home based business. Topics will include the startup requirements in North Carolina; the business plan; the marketing plan; and the financial plan. *Presenter: Don Spry.*

ABC’s of Starting a Business (CBS)

What does it take to be an entrepreneur? How do I choose the right legal entity? Do I need a business plan? Where can I get money? Other items include elements of the business plan, putting the business plan to work, assessing results of the business plan, and more. *Presenter: Alyssa Mako.*

Alternative Financing For Your Small Business (CBS)

DID YOU KNOW: Most startups and those in business less than two years can only gain access to capital to start or grow their business through the US Small Business Administration and their affiliated resource partners! This course will provide information about the current US lending environment and issues shaping lending practices of the banking community. *Presenter: Don Spry.*

Art of Marketing and Advertising a Small Business (CBS)

He will be sharing experiences, tips, methods to teach small business owners and managers the art of opportunities of long term marketing, short term advertising fundamentals, and strategies. The primary focus will be on how to develop strategies to make all your marketing investments produce better traffic and increased sales. *Presenter: Steve Carver.*

Attracting and Maintaining Customers

Customers are the lifeblood of your business, therefore it is critical to maximize customer satisfaction. This seminar will give you advice on how to attract and retain customers. *Presenter: Steve Carver.*

Be Free From Debt’s Hold; Prepare for a Bank Business Loan

You will learn about the shams and “quick fixes” that should be avoided and how to properly and legally deal with creditors. Bring a list of your debts with balances and monthly payments and learn how to develop your own debt elimination plan that can be implemented immediately into your lifestyle. *Presenter: Bob Moore.*

Choosing your Business Structure (CBS)

Learn the advantages and disadvantages of sole proprietorships, partnerships, corporations, chapter S-corporations and limited liability companies (LLC’s). Owners need to understand which type of business organization is right for them based on tax laws, risk of lawsuit and capital availability. *Presenter: Dora Owens.*

Creating Your Web Presence

This course will cover the basics of getting your business online. Topics include selecting and registering your domain name, software tools for website creation, site design tips, and optimization methods to improve ranking in Google and other search engines (SEO). *Presenter: Shelly Ryder.*

Doing Business with the Federal Government: “Contracting 101”

Attendees learn the basics of how to sell products, services and construction/engineering services to the federal government. Topics discussed include methods and levels of procurement, marketing to the federal government, socioeconomic small business programs, registering as a federal contractor, locating, identifying and responding to federal business opportunities. *Presenter: Jeff Gowen.*

Do’s and Don’ts of Presenting at a Business Expo

Learn tips and tricks on how to market your business effectively at business expos and meetings. *Presenters: Terry Whittenton & Tammy Williams.*

Dynamite Marketing on a Firecracker Budget (CBS)

Entrepreneurs are looking to manufacturers and suppliers for more help and using tactics that range from flyers and brochures to open houses and sales open only to special customers. This seminar will help you create a low-cost marketing plan for your business. *Presenter: Mike Collins.*

Excel Basics for your Business

I’ve heard from more than one person that their initial reaction the first time they open a spreadsheet program is one of bewilderment. This course is designed for the beginner. The student will learn the basics of creating simple formulas, formatting a worksheet, building a chart, and more. *Presenter: Sharon Syck.*

Financial Planning for Your Small Business (CBS)

Understanding your business' financial statements is critical to your success. We will develop a business' financial statements from the start of the business. You will learn how the statements are constructed and how to analyze them to improve business performance. *Presenter: Carl Baumann.*

Finding and Writing Grants

This seminar focuses on how to get organized to prepare grant proposals with grant-writing tips. Topics to be discussed include: identifying funding sources, how to be prepared as an organization, elements of a grant proposal, etc. This is an excellent seminar for Non-Profits. *Presenter: Karen Kennedy.*

Gaining the Advantage of Using Google + and Google Local For Business

This class will outline the best use of Google+ and help you apply the concept of social validation. You will learn about important features of Google+ such as Google Places, Authorship, and Handouts. *Presenter: Martin Brossman.*

Getting it all Done: Time Management for the Small Business Owner and Manager

Trying to get everything done can be impossible in today's up-to-the-minute world. But, what if you could set and meet your priorities, work more effectively with the people around you, dig out from under the paperwork and email avalanche, and move closer to a balanced life, wouldn't that come close to getting it all done? *Presenter: Mike Collins.*

Growing Your Business with Social Media—the New Competitive Advantage

Learn how to get started with free Social Media platforms and web-based directories, and understand which marketing approaches are best for your business. This class will give you real-world examples of small and micro businesses that are successfully using these platforms.

Presenter: Martin Brossman.

Harnett Business Summit

When you attend this summit you will have the opportunity to meet resource providers that are available to you in this area. Representatives from Central Carolina Community College Small Business Centers, Harnett County Economic Development Commission, NC Small Business, US Small Business Administration, USDA-Rural Development, and Center for Economic Empowerment and Development (CEED), and others will be invited. These resource providers can help you start and stay in business.

How to Do Business with the Government

Learn about contract preference programs, who they benefit, and how they work. Get contacts and resources for further advice and assistance should you decide to pursue government business. This seminar will de-mystify government procurement so you can make an informed decision on whether to enter this important market. *Presenter: Jeffrey Gowen.*

How to Raise Your Credit Score to Over 740 Points; Receive That Personal or Business Loan

In this three-hour seminar we will discuss the history of credit scoring, how to read a credit report and what factors are used in calculating your FICO or Beacon score. This seminar will also include information about the importance of maintaining good credit and the positive financial consequences it produces. Using several proven methods, your credit score could increase by 50-100 points. *Presenter: Bob Moore.*

How to Start a Home Based Business (CBS)

Many people find working at home is the "ideal arrangement" and decide to formally set up businesses in their homes. Topics of discussion will include getting started, legal requirements, developing a business plan, and an overview of small business resource providers who can assist in your new venture. *Presenter: Alyssa Mako.*

How to Start a Small Business (CBS)

Learn the basics to get your business up and running. *Presenter: Steve Carver.*

How to Use Social Media and Online Resources to Supercharge Your Business

This course will equip participants with basic knowledge about social media tools and how to use them most effectively: free local directories like Yelp, social media such as Facebook, LinkedIn, and Google+, and mobile marketing. Class time will include computer basics and how to set up accounts for these online tools. *Presenter: Martin Brossman.*

How to Write a Business Plan (CBS)

A strong business plan is a critical part of business success. If you fail to plan, you plan to fail. *Presenter: Nancy Blackman.*

Implementing a Social Media Program for Your Small Business

This class will show you how to create business accounts on the various social media platforms. Classes will focus on Facebook, Google+, creating accounts and online directories, and as many of other platforms as are relevant to the people who attend. *Presenter: Karen Tiede.*

Inexpensive and Creative Ways to Market your Small Business (CBS)

Come learn new, inexpensive, fun and creative ways to market. And find out how to best use one of your most powerful and least expensive marketing tools. You'll leave with over 100 inexpensive and creative ideas and tips to help you grow your business, increase your visibility and connect with your community. *Presenter: Emily Ballance.*

LinkedIn: Beyond the Profile

As a businessperson, you have probably created a LinkedIn profile, but have you explored other ways LinkedIn can help you? Whether you are just looking to network or are trying to drive more customers to your door, LinkedIn has an entire toolbox to help you. *Presenter: Kelly Klug.*

Marketing Your Business Using Free Online Directories

Two information-packed hours delivering valuable tips and strategies for making the most of the online directories like Google Local that enable businesses to be found when shoppers are searching from their desktop or mobile devices. This class will give you the guidelines for setting up your listings in a way that improves search results and builds a stronger web presence. *Presenter: Martin Grossman.*

Patents, Trademarks and Copyrights

Patent Attorney Daniel Becker explains patents, trademarks, and copyrights, and gives straightforward answers to the most difficult common questions about protecting inventions, creative works, and commercial identities. Individuals can acquire these protections without a lawyer, but knowing what can go wrong is essential. This could be an opportunity to learn how to protect your future business.

Presenter: Dan Becker.

QuickBooks Basics

This seminar will offer participants a basic understanding of the popular QuickBooks accounting software and the benefits of using it in a small business environment. We will cover setting up the system, user interface, common data input, forms and the many useful reports that QuickBooks generates.

Presenter: Lori Stiles.

QuickBooks Basics: Part I

This seminar will cover creating your company file and the very basics to get you started using QuickBooks for your business. *Presenter: Nancy Blackman.*

QuickBooks Basics: Part II

This is the second part of the QuickBooks seminar and will cover setting up customers, vendors, how to prepare invoices, assess finance charges, enter bills, and pay bills.

Presenter: Nancy Blackman.

QuickBooks Basics: Part III

This is the third part of the QuickBooks seminar and will cover payroll, payroll reports, 1099's and W-2's.

Presenter: Nancy Blackman.

QuickBooks Payroll

Payroll really can be easy and accurate with QuickBooks Accounting Payroll. This seminar will cover setting up your QuickBooks file to handle payroll, adding employees, creating paychecks, paying liabilities, creating and filing payroll tax forms, and much more. *Presenter: Lori Stiles.*

Record Keeping and Taxes for Existing and Prospective Small Businesses (CBS)

This seminar will cover basic record keeping and taxation for small businesses including federal and state taxes, employment taxes, depreciation, deductible expenses, recordkeeping systems and software, financial statements, and resources for small businesses. There will be time allowed for questions and answers. *Presenter: Keith Raynor.*

SBA & Its Small Business Resource Programs

In this overview of the SBA, learn about SBA alternative capital lending programs, how to qualify for lending assistance, natural disaster preparation and lending, take advantage of SBA managed procurement programs (HUBZONE and 8a) to help market your business to the federal government for women, minority owned, disabled veterans, and those lacking net worth of under \$250k. *Presenter: Don Spry.*

Should my Business be Certified?

Learn about the various government and private entities that provide certifications and have programs to support Minority/Women/Disadvantaged business Enterprise Certifications.

Presenter: Alyssa Mako

Starting a Small Business (CBS)

At this seminar you will discover: how to find the business that fits you, where to find resources to get started, and how to plan your small business like a big business. You will also learn how to prepare a simple business plan to get started.

Presenter: Mike Collins.

Taxes & Recordkeeping (CBS)

What federal and state taxes must small business owners deal with? Identify the records needing to be kept, for how long, how they are to be maintained and best format to do so. Tax implications covered. Participants will work through the various records in the normal bookkeeping cycle.

Presenter: Dora Owens.

Time Management for Small Businesses

This workshop will help you, find an extra hour a day, set and track priorities, meet timelines and deadlines, deal with crisis and conflict and handle the information avalanche.

Presenter: Mike Collins.

Time Management Strategies

Time Management Awareness is a must for any business owner. This 360 Management training segment shares tips and methods to help anyone establish patterns and methods to plan your days and weeks in a way to better serve your tasks and dreams. *Presenter: Steve Carver.*

Understanding and Controlling Cash Flow (CBS)

Understanding the basic concepts of cash flow will help you plan for the unforeseen eventualities that nearly every business faces. This seminar will give you the tools and knowledge to understand budgeting and to learn how to practice good cash flow management in order to keep your small business running at a healthy pace.

Presenter: Keith Raynor.

Using PowerPoint for Your Business Presentations

This seminar will show you how to create and enhance a successful and effective business presentation using PowerPoint. *Presenter: Sharon Syck*

Where Do I Start?! – Introduction to Business Plans (CBS)

In this introductory seminar, you will walk through a sample plan and get a step-by-step strategy for gathering the pieces you need. You'll walk away with tools to create your own plan and the motivation to make it happen! *Presenter: Kelly Klug.*

Writing a Business Plan, Part I (CBS)

Learn why a well thought out written business plan is key for successfully starting a new business. Potential business owners will 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.

Presenter: Carl Baumann.

Writing a Business Plan, Part II (CBS)

Continuing with how to write a complete business plan, we will cover the remaining sections of a business plan with examples for each section. Sections include your marketing & sales, operations, personnel, management, financial and executive summary. *Presenter: Carl Baumann.*

Join us for the FIRST ANNUAL WOMEN'S BUSINESS ROUNDTABLE!!

The Women's Business Roundtable is designed to allow women entrepreneurs and business owners an opportunity to strengthen their business network, learn from their peers, and understand small business resources in a supportive, non-threatening environment. Each of the four sessions will begin with a presentation on a specific topic followed by an open discussion period for participants to ask questions and share information. You can register for all four sessions or individual sessions that are of interest. Seating will be limited to the first 15 who register in each session.

Session 1: "Small Business Resources at the SBA"

The world's largest buyer of goods and services is the Federal Government. The SBA works to create an environment for maximum participation for small businesses. Learn more about SBA programs, resources and certifications that are available for women-owned businesses. *Presenter: Joe Anne Shaeffers, SBA Business Opportunity Specialist.*

Session 2: "Small Business Lending"

This session is designed to help women-owned businesses and entrepreneurs understand how to access credit and capital for their businesses. It will review the six basic principles many lenders use to make credit decisions. Finally, you will learn about the Rural Center's Microenterprise Loan Program and details about its lending criteria and application process. *Presenter: Amanda Sorrells, NC Rural Center.*

Session 3: "Programs and Services of the NC Women's Center"

The U.S. Small Business Administration honored the NC Women's Business Center as the 2014 Women's Business Center of Excellence during National Small Business Week ceremonies held in Washington, DC. Learn first-hand how this organization can help you access services and resources as you start, grow and manage your business.

Presenter: Briles Johnson, Director of NC Women's Center.

Session 4: "Networking and Marketing"

Learn how to use networking, word-of-mouth marketing and community involvement to grow your business. Kelly will share with you tips and best practices on how to incorporate these inexpensive tools into your marketing program.

Presenter: Kelly Klug, Lighthouse Documentation.



SMALL BUSINESS CENTER

Seminar Name	Course #	Hours	Start - End Dates	Day(s)	Time	Cost	Location	City	Building
CHATHAM COUNTY									
10 Best Practices Every Small Business Owner Should Know	-	2	9/16	T	6:30p - 8:30p	Free	SCC	Siler City	Rm 230
ABC's of Starting a Business (CBS)	-	2	9/4	Th	6:30p - 8:30p	Free	SCC	Siler City	Rm 230
Choosing your Business Structure (CBS)	-	2.5	11/11	T	6:30p - 9:00p	Free	PMC	Pittsboro	Bldg 1 Rm 229
Creating Your Web Presence	-	2.5	10/21	T	6:30p - 9:00p	Free	PMC	Pittsboro	Bldg 1 Rm 229
Financial Planning For your Small Business (CBS)	-	2.5	10/7	T	6:30p - 9:00p	Free	SCC	Siler City	Rm 230
Growing Your Business with Social Media - The New Competitive Advantage	-	3	10/9	Th	6:00p - 9:00p	Free	PMC	Pittsboro	Bldg 2 Rm 109
Implementing a Social Media Program for your Small Business	-	3	10/28	T	6:00p - 9:00p	Free	PMC	Pittsboro	Bldg 1 Rm 229
Inexpensive and creative ways to Market your Small Business (CBS)	-	2.5	10/14	T	6:30p - 9:00p	Free	PMC	Pittsboro	Bldg 1 Rm 229
Quickbooks Basics	-	2	11/13	Th	6:00p - 8:00p	Free	PMC	Pittsboro	Bldg 1 Rm 223
Quickbooks Payroll	-	2	11/20	Th	6:00p - 8:00p	Free	PMC	Pittsboro	Bldg 1 Rm 223
Taxes and Recordkeeping (CBS)	-	2.5	11/4	T	6:30p - 9:00p	Free	PMC	Pittsboro	Bldg 1 Rm 229
Writing a business Plan, Part I (CBS)	-	2.5	9/23	T	6:30p - 9:00p	Free	SCC	Siler City	Rm 230
Writing a Business Plan Part II (CBS)	-	2.5	9/30	T	6:30p - 9:00p	Free	SCC	Siler City	Rm 230
HARNETT COUNTY									
Attracting and Maintaining Customers	-	2.5	10/16	Th	6:30p - 9:00p	Free	HHSC	Lillington	Harnett Health Sciences Center
Be Free From Debt's Hold; Prepare for a Bank Business Loan	-	2.5	8/26	T	6:00p - 8:30p	Free	TSEC	Dunn	Rm 106
Do's and Don'ts of Presenting at a Business Expo	-	2	8/19	T	11:00a - 1:00p	Free	TSEC	Dunn	Rm 106
Excel Basics for your Business	-	2.5	8/28	Th	6:00p - 8:30p	Free	TSEC	Dunn	Rm 106
Harnett Business Summit	-	3	9/4	Th	4:00p - 7:00p	Free	TSEC	Dunn	Rm 106
How to do Business with the Government	-	2	9/18	Th	3:00p - 5:00p	Free	TSEC	Dunn	Rm 106
How to Start a Small Business (CBS)	-	2.5	9/23	T	6:30p - 9:00p	Free	HHSC	Lillington	Harnett Health Sciences Center
How to Use Social Media and online Resources to supercharge Your Business	-	3	9/16	T	6:00p - 9:00p	Free	TSEC	Dunn	Rm 106
How to Write a Business Plan (CBS)	-	2.5	9/11	Th	6:00p - 8:30p	Free	TSEC	Dunn	Rm 106
Patents, Trademarks and Copyrights	-	2	10/28	T	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
Quick Books Basics: Part I	-	2.5	10/23	Th	6:00p - 8:30p	Free	TSEC	Dunn	Rm 102
QuickBooks Basics: Part II	-	2	10/30	Th	6:00p - 8:00p	Free	TSEC	Dunn	Rm 102
QuickBooks Basics: Part III	-	2.5	11/4	T	3:00p - 5:30p	Free	TSEC	Dunn	Rm 102
Record Keeping and Taxes for Existing and Prospective Small Business (CBS)	-	2.5	9/25	Th	6:00p - 8:30p	Free	TSEC	Dunn	Rm 229
SBA & Its Small Business Resource Programs	-	1	9/4	Th	4:00p - 5:00p	Free	TSEC	Dunn	Rm 106
Time Management for Small Business	-	2.5	9/10	W	11:00a - 1:30p	Free	TSEC	Dunn	Rm 106
Understanding and Controlling Cash Flow (CBS)	-	2	11/6	Th	6:00p - 8:00p	Free	TSEC	Dunn	Rm 106
Using Power Point for Your business Presentations	-	2.5	9/30	T	6:00p - 8:30p	Free	TSEC	Dunn	Rm 106

SMALL BUSINESS CENTER (CONTINUED)

Seminar Name	Course #	Hours	Start - End Dates	Day(s)	Time	Cost	Location	City	Building
LEE COUNTY									
10 Best Practices Every Small Business Owner Should Know	-	2	10/16	Th	6:30p - 8:30p	Free	DWCC	Sanford	Board Rm
50 Home Based Businesses for Start-up Entrepreneurs	-	2	10/29	W	3:00p - 5:00p	Free	DWCC	Sanford	Board Rm
Alternative Financing For your Small Business (CBS)	-	2	9/8	M	3:00p - 5:00p	Free	DWCC	Sanford	Board Rm
Art of Marketing and Advertising a Small Business (CBS)	-	2	9/9	T	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
Creating Your Web Presence for Small Business Owners	-	2	10/23	Th	6:30p - 8:30p	Free	NCST	Sanford	Conference Rm
Doing Business with Federal Government	-	2	10/2	Th	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
Dynamite Marketing On a Firecracker Budget (CBS)	-	3	10/21	T	6:00p - 9:00p	Free	DWCC	Sanford	Board Rm
Finding and Writing Grants	-	2.5	9/25	Th	6:30p - 9:00p	Free	DWCC	Sanford	Board Rm
Gaining the Advantage of Using Google+ and Google Local for Business	-	3	10/7	T	6:00p - 9:00p	Free	DWCC	Sanford	Board Rm
Getting it all Done: Time Management for the Small Business Owner	-	2	10/21	T	9:00a - 11:00a	Free	DWCC	Sanford	Rm 103
How to Raise Your Credit Score to Over 740 Points	-	3	9/4	Th	6:00p - 9:00p	Free	DWCC	Sanford	Board Rm
How to Start a Home Based Business (CBS)	-	2	10/30	Th	5:30p - 7:30p	Free	DWCC	Sanford	Board Rm
LinkedIn: Beyond the Profile	-	2	11/13	Th	6:30p - 8:30p	Free	DWCC	Sanford	Board Rm
Marketing your Business Using Free Online Directories	-	2	10/7	T	1:00p - 3:00p	Free	DWCC	Sanford	Board Rm
Patents, Trademarks and Copyrights	-	3	10/28	T	6:00p - 9:00p	Free	DWCC	Sanford	Board Rm
Quickbooks Basics	-	2	10/14	T	6:30p - 8:30p	Free	DWCC	Sanford	Computer Lab
Quickbooks Payroll	-	2	11/18	T	6:30p - 8:30p	Free	DWCC	Sanford	Computer Lab
Record Keeping and Taxes for Existing and Prospective Small Businesses (CBS)	-	2	9/16	T	6:30p - 8:30p	Free	DWCC	Sanford	Board Rm
Should my Business be Certified	-	2	11/20	Th	5:30p - 7:30p	Free	DWCC	Sanford	Board Rm
Starting a Small Business (CBS)	-	3	8/25	M	6:00p - 9:00p	Free	DWCC	Sanford	Rm 103
Time Management Strategies	-	2	9/30	T	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
Where Do I Start? Introduction to Business Plans	-	3	9/11	Th	6:00p - 9:00p	Free	DWCC	Sanford	Board Rm
Women's Business Roundtable: "Small Business Resources at the SBA"	-	2	12/2	T	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
Women's Business Roundtable: "Small Business Lending"	-	2	12/4	Th	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
Women's Business Roundtable: "Programs and Services of the Women's Center"	-	2	12/9	T	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm
Women's Business Roundtable: "Networking and Marketing"	-	2	12/11	Th	6:00p - 8:00p	Free	DWCC	Sanford	Board Rm