

Chatham County Small Business Center

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

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Is Entrepreneurship for You?

Evaluate your strengths and weaknesses as the future owner and manager of a small business. Also, take an entrepreneur's inventory to determine your potential for success.

Seminar Date: 01/17/12
Day: T **Time:** 3:00P – 5:00P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Rm 108

Instructor: Alyssa Mako, The Women's Business Center of NC

Getting a Loan For Your Business

We'll talk about what you need to obtain a business loan from a credit union or bank and what a lender will look for in your loan application. Self-Help is the agency which administers the Chatham County Economic Development Corporation Revolving Loan Fund, and we will cover the terms of the business loans offered by the County.

Seminar Date: 01/24/12
Day: T **Time:** 3:00P – 5:00P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Rm 108

Instructor: Louis Caditz-Peck, Self-Help Credit Union

The ABC's of Starting a Business

Discussion will include, 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; Who are grants for, and much more.

Seminar Date: 01/31/12
Day: T **Time:** 3:00P – 5:00P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Rm 108

Instructor: Alyssa Mako, the Women's Business Center of NC

Business Plan Basics

Learn why writing a business plan is important and the key elements of developing your own.

Seminar Date: 02/09/12
Day: Th **Time:** 3:00P – 5:00P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Rm 108

Instructor: Alyssa Mako, the Women's Business Center of NC

Doing Your Research

Understanding your business environment and your customers are a critical part of your marketing plan. Learn why this is important and the questions and information sources to completely research your industry and your competition as well as how to research and develop a customer profile.

Seminar Date: 02/14/12
Day: T **Time:** 3:00P – 5:30P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Rm 108

Instructor: Carl Baumann

Choosing your Business Structure

Learn the advantages and disadvantages of sole proprietorships, partnerships, corporations, chapter S-corporations and limited liability companies (LLC's). Learn which type of business organization is right for you based on tax laws, risk of lawsuit and capital availability.

Seminar Date: 02/21/12
Day: T **Time:** 3:00P – 5:00P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Rm 108

Instructor: Volunteer Attorney, NC LEAP

Operations Planning

Operations Planning is concerned with delivering efficient and effective organization performance which will result in superior customer satisfaction yielding maximum profits. Learn how to develop and implement your operations plan and how to analyze your business operations using key performance metrics.

Seminar Date: 02/28/12
Day: T **Time:** 3:00P – 5:30P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Rm 108

Instructor: Carl Baumann

What Every Business Owner Needs to Know about Contracts

Learn the basic elements of a contract: When a written contract is required and what constitutes a written contract. Learn about some specialized contracts such as commercial leases, contractor agreements, employment agreements, and purchase orders/confirmations.

Seminar Date: 03/01/12
Day: Th **Time:** 3:00P – 5:30P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Rm 108
Instructor: Volunteer Attorney, NC LEAP

Taxes & Recordkeeping

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

Seminar Date: 03/13/12
Day: T **Time:** 3:00P – 5:00P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Rm 108
Instructor: Eric DeJong

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). Time will be set aside for quick SEO tips on participants' websites.

Seminar Date: 03/13/12
Day: T **Time:** 6:30P – 9:00P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Rm 108
Instructor: Shelly Ryder

Financial Planning

Learn to develop an initial financial plan that defines how much funding you need to start your business and alternatives for getting those funds. We will cover the essentials of the start-up funding statement and how to develop your projected beginning balance sheet, three-year income and cash flow statements all of which become your financial plan.

Seminar Date: 03/14/12
Day: W **Time:** 3:00P – 5:30P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Rm 108
Instructor: Carl Baumann

Marketing on a Shoestring Budget

Explore innovative ways to market and advertise your business effectively on a limited budget. Understand key points of an effective website, networking, getting the most out of your money with radio/print advertising and using "word of mouth" to your advantage. Learn how to be visible and branded in the community and low-cost alternatives for designing logo, brochures, and business cards.

Seminar Date: 03/20/12
Day: T **Time:** 10:00A – 12:00P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Rm 108
Instructor: Laura Solano, Center for Economic Empowerment and Development (CEED)

Doing Business with the Government

Learn the basics of government contracting, including how to prepare bids/proposals, find government contracts on the Internet and Government Preference Programs that might help you land that contract.

Seminar Date: 03/27/12
Day: T **Time:** 3:00P – 5:00P
Cost: Free **Location Code:** PMC
Building Location: Bldg 2 Rm 108
Instructor: Rebecca Barbour, Procurement Technical Assistance Center, SBTDC



Harnett County Small Business Center

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

*Small Business Center: Harnett Seminars
To be presented at Triangle South Enterprise Center
600 S. Magnolia Avenue, Dunn, NC
Call (919) 892-2884 to register or for more information.*

Succeeding in a Small Business

Those who attend this seminar will gain valuable information and tax advice on how to succeed in a small business.

Seminar Date: 12/06/11
Day: T **Time:** 11:30A – 1:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Matthew Smith

Get Ready! Start Using QuickBooks in 2012

If you are in business and need assistance in getting started with QuickBooks, this basic QuickBooks seminar will show you how and what you need to do.

Seminar Date: 12/15/11
Day: Th **Time:** 6:00P – 8:30P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Nancy Blackman

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: 01/10/12
Day: T **Time:** 6:00P – 8:30P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Nancy Blackman

Guerrilla Marketing

Market your business for low or no dollars. Guerrilla Marketing revolutionized small business marketing. Using low-cost tools, targeted information, and imagination Guerrilla Marketing helps you find conventional rewards (sales and profits) using unconventional methods (cheap stuff!!). Program presenter, Mike Collins, is a certified Guerrilla Marketing Coach. In the program, Guerrilla Marketing, you will learn: The one key to marketing that you MUST use; How to do cheap market research; Secrets to saving marketing dollars; How to use mini-media marketing; How to get into Maxi-Media (television, radio, newspaper, Internet) for free; and How to create Guerrilla Marketing tools that can easily be used in any marketplace. Guerrilla Marketing can help you save money, make money, and position your business to grow dramatically

Seminar Date: 01/12/12
Day: Th **Time:** 6:00P – 9:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Mike Collins

Using PowerPoint for Business Presentations

This 3-hour seminar will show you the basics of PowerPoint and how to do a business presentation using this software.

Seminar Date: 01/16/12
Day: M **Time:** 6:00P – 9:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Sharon Syck

10 Magic Marketing Miracles

Magic Marketing Miracles is a powerful and inspirational look at the wasted dollars spent advertising and how to stop advertising and start marketing to make more profit with less dollars. Topics covered are market research, buyer/seller trends, knowing where your business comes from, guaranteed results marketing, advertising with a purpose and websites that tell your story.

Seminar Date: 01/18/12
Day: W **Time:** 11:30A – 1:00P
Cost: \$8.50/lunch **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Zan Monroe



Be Free From Debt's Hold; Retire Early, Start a Small Business....

In this three-hour seminar, you will learn a simple yet effective method to start the process of making yourself debt free! You will also 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. You will learn how to control debt, instead of allowing debt to control you! Before you consider making that next large purchase or accept a new credit card, take the time to attend this life-changing seminar. Bring a calculator! "The Worse Place You Can Ever Live Is Beyond Your Means!"

Seminar Date: 01/24/12
Day: T **Time:** 6:00P – 8:30P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Bob Moore

Legal Life Cycles of a Business

In this program, participants will learn about different types of businesses (sole proprietorship, partnership, LLC, Corporation), learn what steps they can take to protect themselves from liability when starting a business, and look at succession planning and exiting their business venture when the time is right.

Seminar Date: 01/26/12
Day: Th **Time:** 6:00P – 8:30P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Michele Cofield – NC Leap

Excel Basics for Your Business

Simple spread sheets, navigating around spread sheets, using formulas and functions and formatting will be covered in this 3-hour seminar.

Seminar Date: 01/30/12
Day: M **Time:** 6:00P – 9:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Sharon Syck

QuickBooks – Payroll for Your Business

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

Seminar Date: 02/07/12
Day: T **Time:** 6:00P – 8:30P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Nancy Blackman

Grant Writing 101

This is a 3-hour lecture on the principles of grant writing from preparation through submission of a grant proposal. Beginning with a one-page flow chart of the grant writing process so the session will offer step-by-step instruction on each component in that flow chart in detail so that the attendee will leave the seminar with a clear understanding of exactly what they need to know to develop a winning proposal.

Seminar Date: 02/16/12
Day: Th **Time:** 6:00P – 9:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Olga Abrams

How to Organize Your Workplace

You will learn how to improve and update the appearance and functionality of office spaces and how to cut through the clutter in local, residential and commercial settings, enabling people to live and work in simpler, more organized and efficient environments. Customized organizational plans using filing and storage systems will be covered.

Seminar Date: 02/22/12
Day: W **Time:** 11:30A – 1:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Jacqueline Harris

Understanding Quality Assurance and Compliance Issues

This seminar will cover the creation and maintenance of quality documentation, such as business and/or marketing plans, standard operating procedures, quality systems manuals and customized forms.

Seminar Date: 03/07/12
Day: W **Time:** 11:30A – 1:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Jacqueline Harris

The "Ins and Outs" of Starting an EBay Business

If you are wondering if you could operate such a business for extra income or perhaps your full time job, this seminar will help you find out. You will find out to set up an account, research products, target marketing, shipping possibilities, pricing and payment options, customer service/feedback, peak traffic times, business credibility and accounting and equipment.

Seminar Date: 03/15/12
Day: Th **Time:** 6:00P – 8:30P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Susan Koester

Social Media Marketing for Your Business

Business owners, managers, and marketing specialists can benefit from understanding how to get free publicity on the web. Learn how to publicize your business and events free by posting information on social media sites.

Seminar Date: 04/25/12
Day: W **Time:** 11:30A – 1:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: AlexSandra Lett

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 basic you will need to put together a business plan that will serve as an operating guide or financing proposal.

Seminar Date: 05/10/12
Day: Th **Time:** 6:00P – 8:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Nancy Blackman

Computer Safety 101

This seminar will show you how to keep your computer safe from viruses and other threats. Also, how to enable firewalls, protect your passwords and the importance of good backups.

Seminar Date: 05/17/12
Day: Th **Time:** 6:00P – 8:00P
Cost: Free **Location Code:** TSEC
Building Location: Triangle South Enterprise Center
Instructor: Nancy Blackman



Lee County Small Business Center

“Entrepreneurial Foundation Certificate Series”

Central Carolina Community College Small Business Center line up for Spring seminars begins with our Entrepreneurial Foundation Certificate Series. Each series (3) consists of 5 seminars targeting topics every existing and potential business owner and would-be entrepreneur should know. Check the schedule below for which seminars best fit your schedule and call (919) 774-6442 or e-mail sbc@cccc.edu to register. Attend all 5 of any one series or any one of the 5 topics in any seminar series and receive a certificate.

Entrepreneurial Foundation Certificate Series “D”

Starting a Small Business

Seminar Date: 01/25/12
Day: W **Time:** 2:00P – 5:00P
Cost: Free **Location Code:** DWCC
Building Location: Dennis Wicker Civic Center
Presenter: Mike Collins

Using Facebook to Market Your Business

Seminar Date: 01/31/12
Day: T **Time:** 10:00A – 12:00P
Cost: Free
Building Location: Dennis Wicker Civic Center
Presenter: Kelly Quinones-Miller

Where Do I Start?! – Introduction to Business Plans

Seminar Date: 02/09/12
Day: Th **Time:** 9:00A – 11:00A
Cost: Free
Building Location: Dennis Wicker Civic Center
Presenter: Kelly Klug

Financing Your Existing or Prospective Small Business

Seminar Date: 02/17/12
Day: F **Time:** 10:00A – 12:00P
Cost: Free
Building Location: Dennis Wicker Civic Center
Presenter: Floria Oates-Williams

Record Keeping and Taxes for Existing and Prospective Small Businesses

Seminar Date: 02/29/12
Date: W **Time:** 9:00A – 11:00A
Cost: Free
Building Location: Dennis Wicker Civic Center
Presenter: Lori Stiles

Entrepreneurial Foundation Certificate Series “E”

Starting a Small Business

Seminar Date: 03/08/12
Date: Th **Time:** 6:00P – 9:00P
Cost: Free
Building Location: Dennis Wicker Civic Center
Presenter: Mike Collins

Using Facebook to Market Your Business

Seminar Date: 03/15/12
Day: Th **Time:** 6:00P – 8:00P
Cost: Free
Building Location: Dennis Wicker Civic Center
Presenter: Kelly Quinones-Miller

Where Do I Start?! – Introduction to Business Plans

Seminar Date: 03/20/12
Day: T **Time:** 6:00P – 8:00P
Cost: Free
Building Location: Dennis Wicker Civic Center

Financing Your Existing or Prospective Small Business

Seminar Date: 04/03/12
Day: T **Time:** 5:45P – 7:45P
Cost: Free
Building Location: Dennis Wicker Civic Center
Presenter: Floria Oates-Williams

Record Keeping and Taxes for Existing and Prospective Small Businesses

Seminar Date: 04/17/12
Day: T **Time:** 7:00P – 9:00P
Cost: Free
Building Location: Dennis Wicker Civic Center
Presenter: Lori Stiles



Entrepreneurial Foundation Certificate Series “F”

Starting a Small Business

Seminar Date: 05/21/12
Date: M **Time:** 2:00P – 5:00P
Cost: Free
Building Location: Dennis Wicker Civic Center
Presenter: Mike Collins

Using Facebook to Market Your Business

Seminar Date: 05/30/12
Date: W **Time:** 10:00A – 12:00P
Cost: Free
Building Location: Dennis Wicker Civic Center
Presenter: Kelly Quinones-Miller

Where Do I Start?! – Introduction to Business Plans

Seminar Date: 06/07/12
Date: Th **Time:** 9:00A – 11:00A
Cost: Free
Building Location: Dennis Wicker Civic Center
Presenter: Kelly Klug

Financing Your Existing or Prospective Small Business

Seminar Date: 06/11/12
Day: M **Time:** 1:00P – 3:00P
Cost: Free
Building Location: Dennis Wicker Civic Center
Presenter: Floria Oates-Williams

Record Keeping and Taxes for Existing and Prospective Small Businesses

Seminar Date: 06/19/12
Date: T **Time:** 9:00A – 11:00A
Cost: Free
Building Location: Dennis Wicker Civic Center
Presenter: Lori Stiles

In addition to the Small Business Entrepreneurial Foundation Series seminars listed above, many other seminars will be coming in the Spring. Please visit our websites, CCCC Facebook page, local print media, your city chambers, and internet community sites for weekly announcements.

Seminars are subject to cancellation if sufficient attendance is not met, so advanced registration is requested and appreciated.