

## Chatham County Small Business Center

All Seminars are Free. However, we ask you to call (919) 545-8044 to pre-register beforehand. Seminars with less than 6 registrants may be canceled.

These courses are all considered Core Business Seminars. If you attend any six (6) of these eight courses, you'll receive an Entrepreneurial Foundation Certificate in your name.

### The ABC's of Starting a Business

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:** 01/22/13  
**Day:** T **Time:** 3:00P – 5:00P  
**Cost:** Free **Location Code:** SCC  
**Building Location:** Main Building, Room 230  
*Presenter: Alyssa Mako*

### 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:** 01/29/13  
**Day:** T **Time:** 3:00P – 5:00P  
**Cost:** Free **Location Code:** SCC  
**Building Location:** Main Building, Room 230  
*Presenter: LEEP Instructor*

### Marketing Planning, Part I

Understanding your business environment and your customers is a critical part of your marketing plan. Learn of the information sources available to completely research your industry and your competition.

**Seminar Date:** 02/05/13  
**Day:** T **Time:** 3:00P – 5:30P  
**Cost:** Free **Location Code:** SCC  
**Building Location:** Main Building Rm 230  
*Presenter: Carl Baumann*

### Financing Your Small Business

Learn where to go to seek financing, what you need to obtain a business loan, and current terms for a loan. We will also cover the availability of business loans offered by Chatham County Economic Development Corporation. *Instructor: Mary Cox, NC Rural Economic Development Center.*

**Seminar Date:** 02/12/13  
**Day:** T **Time:** 3:00P – 5:00P  
**Cost:** Free **Location Code:** SCC  
**Building Location:** Main Building, Room 230  
*Presenter: Mary Cox*

### Marketing Planning, Part II

Now, formulate your brand image and deliver the advertising, promotion, pricing and distribution portions of your marketing plan to effectively reach your target audience.

**Seminar Date:** 02/19/13  
**Day:** T **Time:** 3:00P – 5:30P  
**Cost:** Free **Location Code:** SCC  
**Building Location:** Main Building Rm 230  
*Presenter: Carl Baumann*

### Operations Planning

Learn about developing an efficient and effective organization that will allow you to deliver superior customer satisfaction and maximum profits. Then, analyze your business operations using key performance metrics.

**Seminar Date:** 02/21/13  
**Day:** Th **Time:** 3:00P – 5:30P  
**Cost:** Free **Location Code:** SCC  
**Building Location:** Main Building Rm 230  
*Presenter: Carl Baumann*

### Taxes & Recordkeeping

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

**Seminar Date:** 02/26/13  
**Day:** T **Time:** 3:00P – 5:00P  
**Cost:** Free **Location Code:** SCC  
**Building Location:** Main Building Rm 230  
*Presenter: Heather Johnson*

### Patents and Intellectual Property

An attorney will discuss what it means and the steps you must take to seek and thereafter protect your intellectual property rights (trademarks, copyrights, patents)

**Seminar Date:** 03/05/13  
**Day:** T **Time:** 3:00P – 5:00P  
**Cost:** Free **Location Code:** SCC  
**Building Location:** Main Building Rm 230  
*Presenter: Roger McDorman*



## 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.

Entrepreneurial Foundation Certificate Series  
Central Carolina Community College Harnett County Small Business Center offers the Entrepreneurial Foundation Certificate Series. Each series consist of 5 seminars targeting topics every existing and potential business owner and would-be entrepreneur should know. Please call (910) 892-2884 or email nblackman@ccc.edu to register. If you attend all of the series you will receive a certificate.

### 40 Important Skills for Every Entrepreneur

There are 40 very important skills everyone wanting to succeed in business should know, grow, continuously enhance and sharpen. Strictly business, leadership, self management, and people soft skill types will be explored during the seminar

**Seminar Date:** 01/10/13  
**Day:** Th **Time:** 6:00P – 9:00P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: Steve Carver*

### QuickBooks Basics

This seminar covers how to keep records for your small business using QuickBooks accounting software.

**Seminar Date:** 01/24/13  
**Day:** Th **Time:** 6:00P – 8:30P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: Donna Rogers*

### Entity Formation

Starting a small business requires serious consideration of the different types of business entities available, this seminar will give you guidance so you are sure to select the form of entity which best suits your business.

**Seminar Date:** 01/29/13  
**Day:** T **Time:** 6:00P – 8:30P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: NC Leap*

### Marketing Your Business Using Pinterest

Learn how to use Pinterest to drive traffic to your website and develop relationship with clients and partners. Pinterest is an obvious marketing tool for people who use pictures of their work as a sales tool. But people in many other fields are using Pinterest to generate leads – find out how!

**Seminar Date:** 02/07/13  
**Day:** T **Time:** 6:00P – 8:30P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: Karen Tiede*

### Grantwriting 102

This is a 3-hour lecture on the advanced grant writing principles.

**Seminar Date:** 02/12/13  
**Day:** T **Time:** 6:00P – 9:00P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: Abrams*

### How to Rent Your Own Property Without Going Broke or Going to Jail!

In this seminar you will learn techniques for establishing rental agreements, collecting rent, avoiding evictions, protecting your property from vandalism and ultimately helping you make money.

**Seminar Date:** 02/21/13  
**Day:** Th **Time:** 6:00P – 9:00P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: Rose Hammond*

### Basic Bookkeeping for Your Small Business

This seminar will review the basic bookkeeping methods needed to run a business.

**Seminar Date:** 02/26/13  
**Day:** T **Time:** 6:00P – 9:00P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: Donna Rogers*

### 337 Ways to Enhance Sales and Increase Profits In Your Business

A key to any successful marketing activity is the ability to measure results and keep marketing costs low. More importantly, converting prospects to clients is the real measure of success for any business. Opportunities to develop ongoing “one touch” marketing campaigns will also be discussed

**Seminar Date:** 03/07/13  
**Day:** Th **Time:** 6:00P – 8:30P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: Don Spry*

## eBay Your Way to Success: The Basics of Selling on eBay

During this fast-paced session, learn best practices to use when setting up an account, listing items for sale, taking payments, and shipping. Topics will include eBay appraisals and research, registering on eBay and starting a seller's account, choosing formats & categories, writing descriptions that sell, submitting photos, feedback, using PayPal, shipping tips and pricing philosophies that will make you an eBay Top Rated Seller!!

**Seminar Date:** 03/12/13  
**Day:** T **Time:** 6:00P – 8:30P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: Nick Hawks*

## Finding, Reading, and Understanding

### Government Opportunities

This class will provide information to businesses desiring to attain a higher level of understanding for finding business opportunities online with the federal government. We will learn how to read and understand opportunity notices, as well as understanding the requirements for submitting a bid or proposal.

**Seminar Date:** 03/12/13  
**Day:** T **Time:** 2:00P – 5:00P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: Linn Owen*

## Monte Su Negocio Propio

Este seminario está sobre cómo comenzar su negocio propio. Enseñó en español.

**Seminar Date:** 03/19/13  
**Day:** T **Time:** 6:00P – 8:30P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: Victor Dau*

## Home-Based Business: How to Start One That Works

This seminar will show you how to: choose the business that fits you; plan your start up; find the permits, handle the legal issues and incorporate if necessary; create a business plan; find money for your business; market your home-based business; handle the stress of a business that works too well, or doesn't work well enough; and get out when it's time.

**Seminar Date:** 03/26/13  
**Day:** T **Time:** 6:00P – 9:00P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: Mike Collins*

## 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.

**Seminar Date:** 04/09/13  
**Day:** T **Time:** 6:00P – 8:30P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: Nancy Blackman*

## The ABC's of Business Basics 101 - Starting & Managing a Small Business

This course is geared for the beginner/startup, or for those small businesses needing a refresher on the basics of how to start, manage, and grow their small business.

**Seminar Date:** 04/18/13  
**Day:** Th **Time:** 6:00P – 8:30P  
**Cost:** Free **Location Code:** TSEC  
**Building Location:** Triangle South (Dunn)

*Presenter: Don Spry*

## Lee County Small Business Center

*Central Carolina Community College Small Business Center line up for Spring seminars begins with our Core Business Seminars, identified as "CBS", targeting topics every existing and potential business owner and would-be entrepreneur should know. Each series (3) consists of 5 seminars and if you attend all 5 you will receive an "Entrepreneurial Foundation Certificate". Please call (919) 774-6442 or e-mail sbc@ccc.edu to register as seminars are subject to cancellation without a minimum number of registrations.*

*All Lee county seminars will be held at the Dennis A. Wicker Civic Center.*

*All SBC Seminars are FREE.*

*Registration starts 15 minutes prior to the seminar start time.*

## 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, how to plan your small business like a big business, the Five Resources everyone has to work with, and how to turn your little business into a bigger business. You will also learn how to prepare a simple business plan to get started.

**Date:** Monday, 02/19/13      **Time:** 9:00A – 12:00N

**Date:** Tuesday, 04/09/13      **Time:** 1:00P – 4:00P

*Presenter: Mike Collins*

## The Art of Marketing and Advertising a Small Business (CBS)

The Goal: Increase traffic and make the ads pay for themselves. The primary focus will be on how to develop strategies to make all your marketing investments produce better traffic and increased sales. Promotions cost with newspapers, on the Internet, billboards, etc. will be discussed. Time is allotted for open discussions and tips.

**Date:** Monday, 02/25/13      **Time:** 9:00A – 12:00N

**Date:** Monday, 04/15/13      **Time:** 1:00P – 4:00P

*Presenter: Steve Carver*

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

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

**Date:** Wednesday, 03/06/13      **Time:** 9:00A – 12:00N

**Date:** Tuesday, 04/23/13      **Time:** 1:00P – 4:00P

*Presenter: Kelly Klug*

## Financing Your Existing or Prospective Small Business (CBS)

Learn what you need to know to make the financing application process go smoothly and get a “yes” from the bank.

**Date:** Thursday, 03/14/13      **Time:** 10:00A – 12:00N

**Date:** Tuesday, 04/30/13      **Time:** 1:00P – 3:00P

*Presenter: Floria Oates-Williams*

## 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, record keeping systems and software, financial statements and resources for small businesses. There will be time allowed for questions and answers.

**Date:** Wednesday, 03/20/13      **Time:** 9:00A – 11:00P

**Date:** Tuesday, 05/07/13      **Time:** 1:00P – 3:00P

*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.*

## Access to Capital, Understanding the 5 C's of Credit

This seminar will give new and/or existing business owners a better understanding of what underwriters look for when analyzing their loan requests.

**Date:** Tuesday, 02/12/13      **Time:** 1:00P – 3:00P

**Date:** Monday, 03/18/13      **Time:** 1:00P – 3:00P

*Presenter: G. Edward Timberlake*

## How to Start a Home-Based Business

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, finding your niche, legal requirements, developing a business plan, marketing, financial plan, and more.

**Date:** Tuesday, 02/26/13      **Time:** 10:00A – 12:00N

*Presenter: Alyssa Mako*

## Understanding Your Cash Flow

**Date:** Thursday, 02/28/13      **Time:** 10:00A – 12:00N

*Presenter: Rich Trogdon*

## 50 Low Cost Marketing Ideas

Some of the best marketing tools are free or very low cost. Discussion on creative ways to get the word out without breaking the bank.

**Date:** Tuesday, 03/26/13      **Time:** 10:00A – 12:00N

*Presenter: Alyssa Mako*

## Determining Your Capital Needs to Start a Business

**Date:** Thursday, 04/11/13      **Time:** 1:00P – 3:00P

*Presenter: Rich Trogdon*

## Credit for the Entrepreneur

Focuses on how the small business owner should manage good credit for himself/herself personally; also covers the business credit report.

**Date:** Thursday, 04/26/13      **Time:** 10:00A – 12:00N

*Presenter: Alyssa Mako*