

Central Carolina Community College Small Business Centers line up for Fall seminars features our Core Business Seminars, identified as "CBS," targeting topics every existing and potential business owner and would-be entrepreneur should know. If you attend 5 of these seminars, you will receive an "Entrepreneurial Foundation Certificate." The format is set up so that each topic in the series can stand alone.

Please visit our websites, CCCC Facebook page, local print media, your city chambers, and internet community sites for weekly announcements regarding additional workshop topics.

## Chatham County Small Business Center

*\*\*All seminars will be held in Room 231 at the Siler City Center, 400 Progress Blvd., Siler City, NC. 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. (Supported by Chatham Chamber of Commerce)*

### The ABC's of Starting a Business (CBS)

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. Key items include elements of the business plan, putting the business plan to work, assessing results of the business plan, developing the marketing plan, conducting a needs assessment, types of business incorporation, cash flow analysis, small business investment strategies, and developing winning customer outreach initiatives to develop win-win customer metrics which synergize sales and marketing opportunities. Case studies on real-world small businesses which have developed success through reinventing their business model will also be provided.

**Seminar Date:** 09/03/13  
**Day:** T **Time:** 3:00P – 5:30P

### Writing a Business Plan, Part I (CBS)

Learn why a well thought out written business plan is key for successfully starting a new business. In this session, 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. Then review components of a great plan and the best plan of attack for writing it.

**Seminar Date:** 09/10/13  
**Day:** T **Time:** 3:00P – 5:30P

### Writing a Business Plan, Part II (CBS)

In this session, we'll go into detail on each section of the plan, what is important to cover. Learn the essential things every good plan must answer.

**Seminar Date:** 09/17/13  
**Day:** T **Time:** 3:00P – 5:30P

### Financing Your Small Business (CBS)

This course offered by the SBA, will provide information about the current US lending environment. We'll discuss how to obtain a commercial credit loan and how to approach your lender regarding an SBA loan guaranty. Discussion points include personal and professional credit; the business plan; managing cash flow; business accounting; collateral requirements; the commercial loan process; and a discussion of small business lending programs available with the U.S. Small Business Administration. We'll also cover alternative lenders who may help when your bank does not and the SBA cannot.

**Seminar Date:** 09/24/13  
**Day:** T **Time:** 3:00P – 5:30P

### Cash Flow Management (CBS)

According to the SBA, over 80% of small businesses do not manage their cash flow on a daily, weekly, or monthly basis! For any small business, cash is king. Cash flow is the pulse of your company, and managing it effectively often means the difference between success and failure. Learn how to make use of readily available software programs, when to use and not to use an accounting or bookkeeping service, and the pros and cons of doing it yourself when managing the company finances.

**Seminar Date:** 10/01/13  
**Day:** T **Time:** 3:00P – 5:30P

## Taxes & Recordkeeping (CBS)

What federal and state taxes must small business 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.

**Seminar Date:** 10/08/13  
**Day:** T **Time:** 3:00P – 5:30P

## Choosing your Business Structure (CBS)

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:** 10/15/13  
**Day:** T **Time:** 3:00P – 5:30P

## Marketing Planning, Part I (CBS)

Understanding your business environment is a critical part of your marketing plan. Learn of the information sources available to understand your product & service offerings and completely research your customers and your competition.

**Seminar Date:** 10/22/13  
**Day:** T **Time:** 3:00P – 5:30P

## Marketing Planning, Part II (CBS)

Now, formulate your brand description and deliver the advertising, promotion, pricing and other marketing communications tactics of your marketing plan to effectively reach your target audience.

**Seminar Date:** 10/29/13  
**Day:** T **Time:** 3:00P – 5:30P



## Harnett County

### Small Business Center

*All seminars are free. Please call (910) 892-2884 to pre-register or for more information.*

*All Harnett Seminars to be presented at Triangle South Enterprise Center, 600 S. Magnolia Avenue, Dunn, NC (09/05 Business Summit and Seminars to be held at Harnett Health Sciences Center, 51 Mulberry Way, Lillington, NC)*

### Maximizing Your Business Fest Experience

**“Guerrilla Marketing With Expos, Tradeshows, Exhibits and Networking”** Create a winning strategy for successfully marketing your business at the upcoming expo. Learn how to meet and greet; how to create simple, low-cost marketing tools for use at the expo; and how to follow-up expo contacts for maximum success. You’ll get a step-by-step handout to make sure this is your best expo ever! Don’t leave your expo marketing to chance!

Learn how to meet and greet; how to create simple, low-cost marketing tools for use at the expo; and how to follow-up expo contacts for maximum success. You’ll get a step-by-step handout to make sure this is your best expo ever! Don’t leave your expo marketing to chance!

**Seminar Date:** 08/20/13  
**Day:** T **Time:** 11:45A – 1:15P

*Presenter: Steve Carver*

### How to Start a Small Business (CBS)

Learn the basics to get your business up and running.

**Seminar Date:** 08/22/13  
**Days:** Th **Time:** 6:30P – 9:00P

*Presenter: Steve Carver*

### Harnett County Small Business Summit

Connecting Small Businesses with Resources  
 Harnett County Small Business owners and prospective entrepreneurs will have access to a “one-stop shop” for valuable information and business assistance. Hosted by the Central Carolina College Small Business Center, Harnett County Economic Development Commission and area Chambers.

**Seminar Date:** 09/05/13  
**Days:** Th **Time:** 4:00P – 6:30P

**Location:** Health Sciences Center

### Business Services: Understanding the Work Opportunity

#### Tax Credit

Did you know that you could get a tax credit of \$1,200 to \$9,600 depending on the employee hired? This seminar will give you valuable information if you plan to hire employees.

**Seminar Date:** 09/05/13  
**Days:** Th **Time:** 4:30P – 5:30P

**Location:** Health Sciences Center

*Presenter: Mike Peluso*

## Financing Your Small Business (CBS)

Traditional and non-traditional financing options for your small business will be discussed. Information will be presented by various lenders.

**Seminar Date:** 09/05/13  
**Days:** Th **Time:** 5:30P – 6:30P  
**Location:** Health Sciences Center  
*Presenter: Various*

## Setting up Your eBay Store

This seminar is for individuals having knowledge/experience of selling on eBay who want to establish a continual retail presence on eBay and become an eBay store owner. You will learn how to optimize your eBay store, how to market your eBay store more effectively, and how to list items in your eBay store.

**Seminar Date:** 09/12/13  
**Days:** Th **Time:** 6:00P – 8:30P  
*Presenter: Nick Hawks*

## Start a Business with Your Money and a Small Budget

You do not need a loan or investors to start a small business; this seminar is designed to show you how!

**Seminar Date:** 09/17/13  
**Days:** T **Time:** 6:30P – 9:00P  
*Presenter: Steve Carver*

## Raise Your Credit Score to over 740 Points: Receive that Personal or Business Loan

This seminar will 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.

**Seminar Date:** 09/19/13  
**Days:** Th **Time:** 6:00P – 8:30P  
*Presenter: Bob Moore*

## Building Your Small Business Website

This class will introduce you to the three things every website needs: a name, a place to exist on the web, and the tools or services to create the online image.

**Seminar Date:** 09/24/13  
**Days:** T **Time:** 6:00P – 8:30P  
*Presenter: Curtis Parker*

## 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.

**Seminar Date:** 09/26/13  
**Days:** Th **Time:** 6:00P – 8:30P  
*Presenter: Nancy Blackman*

## Best Business Apps for Your Smart Phone

This seminar will cover different free and low cost apps that you can use for your business. These apps can help you be more productive by tracking miles traveled, check web sites, use your phone as a laser pointer, use your phone to process credit card transactions and many more.

**Seminar Date:** 10/01/13  
**Days:** Th **Time:** 6:00P – 8:30P  
*Presenter: Amy Woolridge*

## QuickBooks Basics

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

**Seminar Date:** 10/08/13  
**Days:** T **Time:** 3:00P – 5:30P  
*Presenter: Nancy Blackman*

## How to Develop Business Plan Financials (CBS)

An important part of your business plan is the financials, understanding cash flow projections; break even analysis will be covered in this seminar.

**Seminar Date:** 10/10/13  
**Days:** Th **Time:** 6:00P – 8:30P  
*Presenter: Olga Abrams*

## 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.

**Seminar Date:** 10/15/13  
**Days:** T **Time:** 3:00P – 5:30P  
*Presenter: Nancy Blackman*

## Guerilla Marketing: Small Businesses Secret Weapon

This seminar will show you how to use low cost and unconventional means to market your business successfully.

**Seminar Date:** 10/15/13  
**Days:** T **Time:** 6:30P – 9:00P  
*Presenter: Steve Carver*

## 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.

**Seminar Date:** 10/22/13  
**Days:** T **Time:** 3:00P – 5:30P  
*Presenter: Nancy Blackman*



## 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:** 11/05/13  
**Days:** T **Time:** 6:00P – 9:00P  
*Presenter: Rose Hammond*

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

*1801 Nash St, Sanford, NC*

*All SBC Seminars are FREE.*

## Lee County Small Business Center

*Please call (919) 774-6442 or e-mail [sbc@cccc.edu](mailto:sbc@cccc.edu) to register as seminars are subject to cancellation without a minimum number of registrations.*

### Starting a Small Business (CBS)

There are lots of small businesses you can start but how do you take the first steps? The sources of the businesses can be right in front of you in your home, yard, hobbies or past or current work experiences. 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. Businesses such as personal services, business services, computer businesses, repair and maintenance, and fun businesses will all be covered. You will also learn how to prepare a simple business plan to get started.

**Seminar Date:** 08/26/13  
**Days:** M **Time:** 6:00P – 9:00P  
*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 presenter brings over forty years of experience as retail and service businesses owner. 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. Promotions cost with newspapers, on the Internet, billboards, etc. will be discussed. Time is allotted for open discussions and tips.

**Seminar Date:** 08/27/13  
**Days:** T **Time:** 6:00P – 8:30P  
(Q&A 8:30P – 9:00P)

*Presenter: Steve Carver*



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

Creating a business plan seems like a daunting task, but it doesn't have to be. The first step is understanding the components of a solid plan and knowing where to find information applicable to your type of business. In this introductory seminar, presenter Kelly Klug, Lighthouse Documentation and Training, will walk you through a sample plan and give you 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!

**Seminar Date:** 09/03/13  
**Days:** T **Time:** 6:00P – 9:00P  
*Presenter: Kelly Klug*

## 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.

**Seminar Date:** 09/10/13  
**Days:** T **Time:** 6:30P – 8:30P  
**Cost:** Free  
*Presenter: Lori Stiles*

## 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.

**Seminar Date:** 09/12/13  
**Days:** Th **Time:** 6:00P – 8:00P  
*Presenter: Floria Oates-Williams*

## Marketing with Pinterest

Learn how to use Pinterest, the newest (and most fun!) social media service to drive traffic to your business website, establish credibility, convey expertise and a sense of who you are as a business person, and develop relationships with clients and partners. Pinterest marketing is most obviously useful for anyone who uses pictures of their work as a sales tool. But, people in many other fields are learning how they can use Pinterest to send traffic to their business as well. Learn how accountants, heavy equipment vendors, and health care providers among others are using Pinterest.

**Seminar Date:** 09/17/13  
**Days:** T **Time:** 6:00P – 9:00P  
*Presenter: Karen Tiede*

## Free Online Resources for Small Businesses and Non-profits

Small business owners and non-profit managers often don't have a large budget for marketing, research, and other essential business operations. There's good news, however! A world of free and low-cost resources are available to you 24/7 via the internet. From templates to training classes, news to networking, and software to social media, you'll be surprised what you can get for free! We've combed the web to find you the best resources for use in day-to-day operations.

**Seminar Date:** 09/19/13  
**Days:** Th **Time:** 6:00P – 8:00P  
*Presenter: Kelly Klug*

## Social Media Marketing and Advertising...An Overview

It's all about relationships...on the ground and on the web! Building strong and loyal relationships help a business to get started and to grow. This is where social media can help in ways we may never have dreamed were possible. And the good news is it doesn't take massive sums of marketing dollars.

**Seminar Date:** 10/03/13  
**Days:** Th **Time:** 11:00A – 1:00P  
*Presenter: Martin Brossman*

## Supercharge Your Business with Social Media

Generate repeat customers through Engagement Marketing. Learn why engagement marketing is more effective today than traditional marketing practices. This seminar will build on the topics covered in the lunch session overview and go into more detail. Learn the proved methods for attracting new customers and keeping current customers wanting to know more about your business through Facebook and other social media.

**Seminar Date:** 10/03/13  
**Days:** Th **Time:** 6:00P – 9:00P  
*Presenter: Martin Brossman*



## Personal Productivity

This is a seminar for people who do some or all of their work at a desk. It will cover life mapping which is a way to keep all your responsibilities and commitments in mind. Also covered are the six physical tools that people who work at a desk need to use to be productive. Given time and interest, we will also address filing systems for both paper and electronic storage, decision support, and simple project management for the types of projects that most often cause trouble for individuals and small business owners. The Productivity Overview addresses the major components of personal productivity: defining productivity for one's own life; life mapping; tools for productivity-the six physical tools that people who work at a desk need to use to be productive. You probably own most of them already although you may not think of them as tools; filing: alpha sort vs. indexed and how to decide which system to use; to-do lists; decision support; and project management.

**Seminar Date:** 10/10/13  
**Days:** Th **Time:** 6:30P – 8:30P  
*Presenter: Karen Tiede*

## 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. Participants will be able to 'test drive' the program in the computer lab.

**Seminar Date:** 10/15/13  
**Days:** T **Time:** 6:30P – 8:30P  
*Presenter: Lori Stiles*

## 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.

**Seminar Date:** 10/22/13  
**Days:** T **Time:** 6:30P – 8:30P  
*Presenter: Lori Stiles*

## The Power of Email Marketing

Today, it's all about staying in front of your customers. Communicating with them regularly. Reminding them of your value and setting yourself apart from your competition. Email Marketing and Social Media is all permission based, therefore it is a win-win for both the consumer and the merchant. It's how to drive repeat business...get more referrals...and boost your business success.

**Seminar Date:** 10/24/13  
**Days:** Th **Time:** 6:00P – 9:00P  
*Presenter: Tom Zaleski*

## How to Increase Your Credit Score to Over 740 Points; Prepare for a Bank Loan!

An excellent credit score is now considered to be 740 points or higher. Should you have one credit card or four? Should you pay off your balances every month or carry a balance? Should you carry a credit card even though you have not used it in years? The answers to these questions may surprise you when it comes to increasing your credit score. Now more than ever, having good credit is important in being able to obtain a loan for your business or to obtain a personal loan. Your credit score is also important in determining the interest rate of your loans, your insurance premiums and deposits required for phone and utility services. As of October 1, 2005, every adult in North Carolina has been able to receive a free credit report from each of the three credit reporting bureaus. Do you understand these reports and how to read them? 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. You will learn the legal tricks credit bureaus do not reveal on how to raise your score simply by the way you use your credit cards, treat inquiries, make your payments and carry balances. 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 or more within 60 days. Make plans to attend now!

**Seminar Date:** 11/07/13  
**Days:** Th **Time:** 6:00P – 9:00P  
*Presenter: Bob Moore*

## Getting Started with Constant Contact

This will be a guided demonstration on the tools and features inside Constant Contact's email marketing system. In this time efficient, highly practical session, you will learn the basics so you can get going with your own email marketing. Some items that will be covered include: creating an email campaign and editing a template; branding your emails with your logo, color, and photos; importing your email list into your Constant Contact database; and tracking and interpreting your results.

**Seminar Date:** 11/14/13  
**Days:** Th **Time:** 6:00P – 9:00P  
*Presenter: Tom Zaleski*

## Are you ready to start and choose a type of new business?

Choose the right business. 503 Choices. Choose a type of business that suits your business skills, dreams, and resources. Business plan development, 'tool belt' of business skills, licenses and more. How to find five profit centers for the business.

**Seminar Date:** 11/18/13  
**Days:** M **Time:** 6:30P – 8:30P  
 (Q&A 8:30P – 9:00P)

*Presenter: Steve Carver*

## Customer Service with a capital S to create raving fan customers

Learn how to go the extra mile to create devoted and raving fan type customers. Clear focus is made to enhance the employees personal and business skills including listening, greeting, negotiating and business vision. Make changes today by applying the tips received and see tangible positive results tomorrow.

**Seminar Date:** 11/19/13  
**Days:** T **Time:** 6:30P – 8:30P  
 (Q&A 8:30P – 9:00P)

*Presenter: Steve Carver*

## Directing Traffic – How to get customers to come into store or office and then how to get them to buy

Learn how a few stores with similar products and services vastly outsell others. The answers are found in the strategies, methods, planning and determination of the owners of the more successful stores use to enjoy a larger market share than the competition.

**Seminar Date:** 11/21/13  
**Days:** Th **Time:** 6:30P – 8:30P  
 (Q&A 8:30P – 9:00P)

*Presenter: Steve Carver*

## The Basics of Selling on eBay

A great seminar for the “dabbler” or the entrepreneur wanting to make eBay a primary business tool. 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 and 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:** 12/02/13  
**Days:** M **Time:** 6:00P – 9:00P

*Presenter: Nick Hawks*

## Building Your Business on eBay

This seminar is for individuals having knowledge/experience of selling on eBay who want to establish a continual retail presence on eBay. Topics in this fast-paced session will include: starting and growing an eBay business, finding merchandise to sell, creating professional listings, marketing your business on eBay, managing active listing, resolving issues and feedback, and protecting your eBay business. Plus learn those “tricks of the trade” that you have to know to become an eBay PowerSeller!

**Seminar Date:** 12/09/13  
**Days:** M **Time:** 6:00P – 9:00P

*Presenter: Nick Hawks*

## How to Build Your eBay Store

This hands-on seminar is a fantastic way to provide a step-by-step approach to those individuals who are ready to become eBay Store owners. You will learn how to start, brand, and optimize your eBay store website. Understand how to market your eBay store more effectively with email newsletters, traffic reports, and the markdown manager sales tool. Learn how to use the “Quick Store Tune-up” feature and “Manage My Store” page to customize your eBay Store, plus learn tips for search engine optimization that will bring even more internet shoppers to your eBay Store!!

**Seminar Date:** 12/16/13  
**Days:** M **Time:** 6:00P – 9:00P

*Presenter: Nick Hawks*

