

The Small Business Center-Seminars and Courses

For More Information Contact:

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The Small Business Center

The Small Business Center is designed to meet the training needs of the area's small business owners and other personnel, as well as entrepreneurial training to start a small business. Training sessions are offered as seminars, workshops, and short-term courses. The Small Business Center also offers confidential business counseling at no charge to individuals wishing to start a new business or expand an existing business. Assistance is available in writing business plans, marketing and advertising, locating sources of capital, management and supervision, market research, personnel, and other business related subjects. Appointments are scheduled for the convenience of the client. To schedule a counseling session, please call Bob Moore at 910-272-3631.

****NEW****

GATE: New Program To Help Laid-Off Workers Start Their Own Business

GATE (Growing America Through Entrepreneurship) is a new program as of April 2009 that is offered by the US Department of Labor through the Community College System of North Carolina. GATE is for dislocated workers (laid-off) in the 85 rural counties of the state. It provides educational assistance directly related to **starting and operating a new business**.

GATE operates as a scholarship program available to qualified individuals. It provides for an assessment of your entrepreneurial skills, business and entrepreneurship courses, and focused one-on-one business counseling.

You will be introduced to a statewide network of business resource professionals. Those who complete workable business plans will be able to apply for a microenterprise loans (Note: GATE DOES NOT AWARD GRANTS to individuals or businesses).

RCC works closely with the Employment Security Commission to award GATE scholarships to qualified individuals. For more information about this exciting program, call Bob McKee at 910-272-3447 or email bmckee@robeson.edu

****NEW****

How To Make \$250,000 With Google In One Year, By Someone Who Has Done It-No Fee

This dynamic seminar will teach you how to use the full benefits of Google to create an online business that performs beyond your wildest imagination. You will learn how to use Google AdWords, Google Analytics, Google Key Word Targeting, and Google AdSense to promote your products and services while growing your business to the level you desire. During this seminar, information will be discussed on how to get your Website to the top of Google searches by using the right keywords and techniques. If you want to start an on-line business or grow an existing business, attending this seminar is a “must!” **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-9:00pm 08/20/09 RCC-Room 901 Brossman

REAL(Rural Entrepreneurship Through Action Learning)

\$120.00

REAL is a unique and nationally recognized program for individuals interested in opening or expanding their own small business. Participants in this “hands on” course identify and develop necessary skills, scan the community for small business opportunities and prepare a business plan that includes a financial and marketing plan. Past graduates of this course have opened many businesses since the fall of 2004. Participants who successfully complete the course are eligible to apply for a revolving loan fund for start-up capital. The many sources of capital are discussed in length during this class. **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

T & TH 6:00pm-9:00pm 09/29/09-11/12/09 RCC-Room TBD McKee

****NEW****

How to Start a Successful Lawn Maintenance-Landscaping Business-No Fee

Today, many are searching for a small business enterprise they can start quickly to generate additional income. The insight and experience of a contractor that started a commercial and residential grounds-landscaping maintenance corporation will be revealed to you during this seminar. You will learn how an organization grew to mow, trim, and blow over three thousand apartments each month in twelve NC towns while competing for high dollar landscape design and installations projects. This seminar will also cover the details of equipment needs and types, estimated cost of equipment, financing, personnel, insurance, and fuel. Information on how to submit bids for prospective jobs, contracts and opportunities will be discussed, as well as the pitfalls, limitations, and risks. Enter this field with the knowledge on how to be successful and achieve your goals. If you have ever thought about operating your own lawn maintenance-landscaping business, do not miss the opportunity to attend this seminar. **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

M 6:00 pm-9:00 pm 08/31/09 RCC-Room 901 Carver

****NEW****

How To Start a New For Profit or Non-Profit Business-No Fee

This seminar will share diverse information on how to start a new business. The participants will learn how to start for-profit businesses as well as non-profits in the areas of service and goods. Learn how to market your new business, organize your books, and make initial staffing decisions. If you are considering starting a for-profit or non-profit business, please plan to attend this very informative seminar. **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-9:00pm 09/03/09 RCC-Room 901 Murdaugh

Incorporating Your Business- No Fee

Legally and economically, there are many reasons why business owners would benefit from the various types of corporation statuses. This seminar will provide information that will help business owners become more knowledgeable about the different types of corporations, the advantages and disadvantages of incorporating their business and the procedures that are necessary to become incorporated under the laws of the State of North Carolina. If you are a sole proprietor or a partnership, learn why the next logical step would be incorporation. **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-9:00pm 09/10/09 RCC-Room 901 Murdaugh

****NEW****

“Jumping the 501c(3) Hurdles to Become a Non-Profit”-No Fee

Interested in starting a non-profit business or thinking about changing your current for-profit business into a non-profit? This seminar will help you decide if a non-profit status is best for you and your company. The participant will also learn the key pointers to applying for tax exempt status and how to overcome barriers that may prolong or terminate an application. This seminar is designed to answer all your questions about non-profits so you can make intelligent decisions as your move forward. **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-9:00pm 09/17/09 RCC-Room 901 Murdaugh

Basics For Writing A Grant-No Fee

Do not let the process of writing a grant scare you away from potential funding. This basic three-hour seminar is designed to encourage and build confidence among current and potential nonprofit leaders. If you are looking for a starting point, or you want to investigate what is involved in the grant writing process, this seminar is for you. Bring your board members or potential board members directors and volunteers. Issues covered during this seminar will include:

- Making preparations
- Focusing on priorities
- Developing the project
- Researching the potential
- Writing the proposal
- Evaluating the process

The truth is that most non-profits can not exist from personal donations alone. Do not let your non-profit fail to reach its potential due to lack of funding. Register today and be informed! **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

M 6:00pm-9:00pm 09/28/09 RCC-Room 901 Gore

How To Self-Publish Your Book for Less than \$20 And Sell It On The Internet-No Fee

In this new seminar, you will learn what is required to Self-Publish your book and the basics of marketing your book. The best part is that you will spend less than the cost of one book and some supplies to achieve this goal! This is a course for people considering self-publishing and self-promoting their book. It is an introductory course in which the author explains how he efficiently produced a 395 page book now on Amazon.com. He has been interviewed on multiple radio shows, designed a display, and conducted a book signing involving a record attendance at the store facility. This course includes low cost marketing ideas to promote your own book as well as all the basic steps from production through sales. You will be able to produce your own perfect bound professional book which can be purchased on the Internet for less than \$20! The book production is made further more efficient by using a text to speech process to help with the writing and reviewing of the book. This course covers the total process of a book concept through production, promotion and sales and is designed to simplify and greatly expedite the publishing/promotion process. If you have been thinking about publishing a book for years, make plans now to find out how! **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

T 6:00pm-9:00pm 09/29/09 RCC-Room 901 Brossman

****NEW****

Accounts Receivables-Methods To Avoid Past Dues-No Fee

In this three-hour seminar, you will learn proven methods and strategies to help retain good customers, increase your business, and avoid past due accounts. You will learn how past due accounts hurt cash flow and will eventually “break the back” of a small business. You will also gain insight as to how to collect past due accounts without losing customers. The author of this seminar has over forty years of experience in North Carolina retail and service businesses and he will be sharing the valuable lessons he has learned in creating an accounts receivable system that will work for your company. Time has been allocated for questions and discussion at the end of this seminar. **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-9:00pm 10/01/09 RCC-Room 901 Carver

Competent Person Trenching Training-No Fee

If you are a business that performs any type of trenching, you are required by North Carolina law to have a “Competent Person” on site at all times. This four-hour seminar presented by the North Carolina Industrial Commission will certify your employee in this area. Protect your employees and your company from possible fines and accidents. **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

TH 1:00pm-5:00pm 10/15/09 RCC-Room 901 Elliott

****NEW****

How To Buy Or Sell A Small Business-No Fee

There are many reasons for buying or selling a small business. While some owners elect to retire and sell the family business, other individuals seek retirement where they own a small business to occupy their time and share their talents. This three-hour seminar will address many issues that are important to buyers and sellers of small businesses including how brokers, estimators, appraisers, and loan officers make their money from your sell or purchase. If you have a serious interest in selling your small business or buying a small business in the next five to ten years, this seminar will be a great investment of your time. Buying or selling a small business requires a long term strategy. You may even meet the seller or buyer you are looking for at this seminar! Time is allocated after the seminar for questions and discussion. **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-9:00pm 10/15/09 RCC-Room 901 Carver

How to Start a Business for Retirees and Baby Boomers-No Fee

Do you have a good idea for a business, but don't know where to start? What does it take to be an entrepreneur and who can be one? Join this seminar and find out! We will discuss the basics of starting a business, including the following topics:

- Products and services
- Legal structure and registering your business
- Licenses and insurance
- Customers, clients, and marketing.
- Financial statements-balance sheet, cash flow, income statement
- Record keeping and taxes
- The Business Plan-What is it, do I need it, and if so, why?

Reserve your seat now by calling 910-272-3630 or 910-272-3631.

TH 6:00pm-8:00pm 10/29/09 RCC-Room 901 Watts

****NEW****

Appraising Fundamentals-No Fee

Whether you want to know the value of the treasures in your attic or you are thinking about a career as an appraiser for businesses, boats, cars, horses, equipment, and real estate; this seminar will bring the basic issues to the surface. There is a world of difference in comparing prices and actually preparing a credible appraisal. The presenter of this seminar has been involved with appraisals for over forty years in the industrial, construction, and agricultural equipment world. The basics of appraisals are the same and you will want to learn about fair market values, estate appraisals, certified appraisals, and searching for the right information to fully understand an appraisal. Time will be allocated at the end of this seminar for questions and discussion. **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-9:00pm 11/05/09 RCC-Room 901 Carver

Writing A Business Plan, Part A-No Fee

In this two-hour session, the participants will examine the many reasons they need to write and maintain a business plan. Participants will examine a guide to writing a business plan as well as the general format that should be used. The necessity for using a three-ring binder, clear acetate sheets, the use of visuals, color type and font style will be discussed. The importance of moderation in presentation as well as how the business plan “sells itself” will be discussed. Each participant will also be given the opportunity to examine some successful business plans and there will be an open discussion on the strengths and weaknesses of each plan. Participants will gain knowledge of the techniques and strategies used in these plans that can be incorporated in their own personal plan. **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-8:00pm 11/12/09 RCC-Room 901 Watts

Writing A Business Plan, Part B-No Fee

In this two-hour session, the participant will be given the opportunity to actually begin writing his/her business plan using the business plan guide in their preparation. Each individual aspect of the particular sections will be examined and then written. In this process, the participant will be given professional assistance and criticism. The design and development of the cover will be addresses as it pertains to format, use of color, font, and general layout. The content of each business plan will be addressed as each participant prepares the various sections. An extensive amount of time will be used in the preparation of the financial sections using a computer program and a full explanation of cash projection and breakeven analysis. There will be numerous opportunities to discuss with the instructor the progress of an individual's business plan. **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-8:00pm 11/19/09 RCC-Room 901 Watts

Finding Sources of Funding-No Fee

In this session, participants will examine the local resources for loans and investors as well as the process one would use to approach those resources and investors. In addition to discussing the local sources of available capital, this seminar will also reveal regional and national resources along with the methods for applying for such funds. Participants will be given the opportunity to observe and participate in role-plays of a lending scene at a local institution. For non-profit organizations, grants will also be examined along with the processes one would use if applying for a grant. If you are seeking capital, this is a seminar you will not want to miss. **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

M 6:00pm-8:00pm 11/30/09 RCC-Room 901 Watts

****NEW****

Fifteen Common Mistakes That Will Undermine Any Business-No Fee

Opening and operating a small business normally involves a great deal of time and a substantial financial investment. During this two-hour seminar, you will learn the fifteen most common mistakes made by entrepreneurs that ultimately undermine their business. Regardless of whether you are opening or operating a business, this seminar will prove to be invaluable in helping you form a legal, profitable, and growing business. Make a solid investment in the future survival of your business by making plans to attend this informative seminar now! **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

T 6:00pm-8:00pm 12/01/09 RCC-Room 901 Moore

Sales, Advertising, Promotions and Marketing-No Fee

In this two-hour session participants will have the opportunity to examine professional sales techniques currently used in retail business as well as a representative selling products, services or both. They will participate in mock situations in which they will try to close a customer who really was not interested in buying anything. This will give the participant “first hand” experience in overcoming obstacles to the sale. Marketing will be addressed and evaluating the use of various media techniques and strategies. Each participant will apply their strategy to market a product that they will attempt to sell to their fellow participants using professional sales techniques. **Reserve your seat now by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-8:00pm 12/03/09 RCC- Room 901 Watts

Record Keeping And Taxes-No Fee

This seminar is designed to help the new or existing business owner understanding basic bookkeeping practices and tax reporting. Included in this presentation will be:

- Learning the connection between cash flow projections and the bookkeeping system created for a business
- Learning to post check written to the monthly cash disbursement journal
- Learning to post receipts to the monthly cash receipts journal
- Demonstrating how good bookkeeping practices give a clear snapshot of the health of a business
- Learning how taxes should be collected, reported and paid

Reserve your seat now by calling 910-272-3630 or 910-272-3631.

TH 6:00pm-9:00pm 12/10/09 RCC-Room 901 Watts

Certification in Advanced Management Skills

The demands placed on managers today are greater than ever before. They are often caught between senior managers serving the bottom line and stockholders, and the demands of employees seeking greater resources to accomplish their jobs easier and on time. Today's multitalented manager needs advanced skills, all the time. This program was designed to provide a portfolio of those skills, giving management the knowledge to integrate the tools of managing money, time, teams, and people to achieve the goals of the company.

“Bold Leadership for Challenging Times”

Instructor: Tim Dannelly

Thursday, October 1, 11:30 a.m.-2:00 p.m.

Village Station 1893 Restaurant

“How to Find, Hire, and Keep Great People”

Instructor: John Formica

Thursday, October 8, 11:30 a.m.-2:00 p.m.

Village Station 1893 Restaurant

“Making the Most of Your Management Style”

Instructor: Mike Collins

Thursday, October 15, 11:30 a.m.-2:00 p.m.

Village Station 1893 Restaurant

“Communicate Like a Leader”

Instructor: Tim Dannelly

Thursday, October 22, 11:30 a.m.-2:00 p.m.

Village Station 1893 Restaurant

“Reaching the Top-Success Principles to Get You to the Top of Your Profession, Business and Life”

Instructor: John Formica

Thursday, October 29, 11:30 a.m.-2:00 p.m.

Village Station 1893 Restaurant

Who Should Attend:

Managers of all levels, supervisors and team leaders who manage people at non-profit, for-profit, private and public organizations and companies.

What You Will Learn:

- Leadership styles and techniques that are effective in a constantly changing economy
- Assess your existing skills and determine what advanced skills need improvement
- Confidence in your skills to communicate with superiors and subordinates
- Techniques that will help you select, manage, and retain the “right” people
- How to understand and use your management style more effectively
- Success principles that be applied in your professional and personal life

Certificate Requirements:

Participants must attend and complete at least four of the five seminars to receive certification. All seminars will be held at the Village Station 1893 Restaurant, located at 2725 Roberts Avenue, Lumberton, NC. *There is no charge for attending this certification program; however, each attendee is responsible for purchasing a lunch. Lunch will be “buffet style” at a very reasonable cost. Class size is limited and pre-registration is required.* To pre-register, please call 910-272-3630, 910-272-3631 or email bmoore@robeson.edu

Non-Certificate Attendance:

Any employee or volunteer of your organization is welcome to attend any session, but for the certification, they must attend as required above.