

THE SMALL BUSINESS CENTER

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.

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****

The Non-Profit College (Certificate Program)-No Fee

Non-profits are one of the fastest growing types of businesses in America today. This series of four workshops has been especially created for those individuals who have wondered how non-profits are started, how they survive, what regulations they must adhere to and what funds are available for their operation. While participating in this program, you will learn how to:

- Carefully select your Board of Directors
- Obtain proper tax and incorporation status
- Avoid business/organization myopia through strategic planning
- Where to locate sources of grants and the basics of writing a grant
- Legal and financial requirements all non-profits must follow
- Keep proper records
- Plan your fund raising activities

Graduates of this program will receive a certificate showing they have completed nine hours of instruction. Make plans now to attend this exciting and informative program. **Please reserve your seat by calling 910-272-3630 or 910-272-3631. All classes will be held at RCC in Building 9, Room 901.**

F	6:00pm-9:00pm	01/29/10	“Starting a Non-Profit”	Gore
SA	9:00am-11:00am	01/30/10	“Strategic Planning for Non-Profits”	Gore
SA	12:00pm-2:00pm	01/30/10	“Basics for Writing a Grant”	Gore
SA	2:00 pm-4:00pm	01/30/10	“Essentials in Fund Raisers”	Gore

The Fourth Annual Entrepreneur Academy (Certificate Program)-No Fee

Many entrepreneurs want to start a business right away because the idea of being their own boss is a passion that must be released as soon as possible; however, before money is invested or borrowed, there are several business essentials that new business owners need to understand. The Entrepreneur Academy has been designed to give you this basic information in just two short weekends. Retired businessman and professional counselor Reggie Smith will speak on the basics of starting a business, writing a successful business plan, funding your business, and keeping your business legal and growing. This Academy will conclude with the seminar titled “Ten Common Mistakes That Will Undermine Any Business.” While participating in this program, you will learn how to:

- Fairly evaluate your business idea
- Write a successful business plan
- Locate sources of funding
- Start and grow your business
- Properly license your business and select the proper legal structure
- Keep proper records and pay the correct taxes
- Avoid common mistakes made by business owners

Graduates of this program will receive a certificate showing they have completed 15 hours of instruction. The 2009 Entrepreneur Academy was a huge success! Make plans now to attend this exciting and informative program. **Please reserve your seat by calling 910-272-3630 or 910-272-3631. All classes will be held at RCC in Building 9, Room 901.**

F	6:00pm-8:00pm	02/26/10	“Starting a Small Business”	Smith
SA	9:00am-11:00am	02/27/10	“Writing a Business Plan, Part A”	Smith
SA	12:00pm-2:00pm	02/27/10	“Writing a Business Plan, Part B”	Smith
F	6:00pm-8:00pm	03/05/10	“Sales, Advertising, Promotions, and Marketing”	Smith
SA	9:00am-11:00am	03/06/10	“Finding Sources of Funding”	Smith
SA	12:00pm-3:00pm	03/06/10	“Record Keeping and Taxes”	Smith
SA	3:00pm-4:00pm	03/06/10	“Fifteen Common Mistakes That Will Undermine Any Business”	Moore

Starting and Operating a Home-Based Business-No Fee

How Does A New Business Become A Booming Business?

Can I make a living by operating a new or existing home-based business?

How can a new business hope to survive in a marketplace where selling at cost appears to be the norm? *Where* do successful businesses find those great employees who have that special something? *What* enables Fast Food stores to do so well on a street with nothing but other Fast Food stores?

Tim Dannelly – author of *Selling The American Dream* – believes effective planning, execution and marketing are involved in all successful businesses.

If you're serious about succeeding in business, you'll want:

- The success factors already present in your market
- Essentials for the home office
- Those “little things” that get big results in your business
- Effective “Cut To The Chase” employee training
- Advertising that attracts customers without giving away profits
- Ways to keep employees committed to the success of your business

Tim Dannelly believes your new business CAN succeed and even thrive!

Reserve your seat now and get the greatest return from your new business!

To reserve your seat, please call 910-272-3630 or 910-272-3631.

TH 6:00pm-9:00pm 02/04/10 RCC-Room 901 Tim Dannelly

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 02/23/10-04/13/10 RCC-BB&T Lecture Lab McKee
Building 18**

****NEW****

Publicity, Promotion and Marketing Your Business for Success-No Fee

During this fast paced three-hour seminar, you will learn how to create effective advertising ...without breaking the bank and how to develop a strategic marketing plan. You will also learn how to better understand your customers, their needs and how to properly show your appreciation. As part of this seminar, you will learn how to improve the image and perception of your company and how to successfully connect with your local community. Learn how to get the **most** out of your advertising and marketing dollars! **Please reserve your seat by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-9:00pm 01/21/10 RCC-Room 901 Spruce

Beginning Real Estate Investing-No Fee

This seminar is designed to assist the beginning investor as well as the individual buying a home for the first time. Learn how you can locate and purchase foreclosed properties using several creative, proven methods and why investing in real estate can provide immediate and future returns. Whether you are seeking part-time income or a career in real estate investing, this seminar will guide you towards your success. **Please reserve your seat by calling 910-272-3630 or 910-272-3631.**

T 6:00pm-9:00pm 02/09/10 RCC-Room 901 Watts

****NEW****

The Pickle Jar Theory of Time Management-No Fee

Is time really money or is money time? During the Pickle Jar theory of time management, you will learn techniques that will create both success in your business **and** personal life. You will learn how to “plan the work and work the plan” to achieve your goals and aspirations. This seminar will use a visual representations of the various issues we deal with daily in our personal lives and businesses. Make plans now to attend and learn how to better manage one of most precious resources.....time. **Please reserve your seat by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-9:00pm 02/25/10 RCC-Room 901 Spruce

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. **Please reserve your seat now by calling 910-272-3630 or 910-272-3631.**

T 6:00 pm-9:00 pm 03/16/10 RCC-Room 901 Carver

Introduction to Blogging and Podcasting? – No Fee

This three-hour seminar has been created to introduce the technology of blogging and podcasting and the uses of each. Learn how music, seminars, pictures, or entire books can now be transferred electronically and listened or viewed by millions around the world at any time. Discover how your ideas and opinions can be shared electronically and how you can receive and distribute information for free! This new technology has endless uses in how the exchange of information can be transferred today and in the future. **Please reserve your seat by calling 910-272-3630 or 910-272-3631**

T 6:00pm-9:00pm 03/23/10 RCC-Room 1729A Watts

Web Resources For Small Businesses-No Fee

The way of conducting business is constantly changing. Nowhere has this become more evident than through the resources presently available on the Internet. During this seminar, information will be presented on some of these resources and how they can improve the way you market, design, and manage your company towards success. Google, igoogle, podcasts, blogs, and gmail are just a few of the valuable resources that will be revealed to you. Plan today to attend this innovative seminar on the technology of today! **Please reserve your seat by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-9:00pm 03/25/10 RCC-Room 901 Watts

Making Money Online While You Sleep-No Fee

During this three-hour seminar, you will learn about the streams of income available on the Internet that will work for you 24 hours a day, 7 days a week. You will discover how to make money online and many of the ways do not involve selling a tangible product. Best of all, most of these methods have a low startup cost with a high income potential. This seminar will also includes ways to avoiding getting “ripped off” by online business scams. If you want to make money online while you sleep, you will not want to miss this informative and valuable seminar. **Please reserve your seat by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-9:00pm 04/08/10 RCC-Room 901 Boswell

****NEW****

How To Start and Operate a Successful Janitorial (residential and commercial) Business-No Fee

Today, many individuals are searching for a small business enterprise they can start quickly to generate additional income. During this seminar, you will benefit from the insight and experience of Steve Carver, Dunn businessman who started a commercial janitorial business and operated it in five North Carolina cities over a period of six years. You will learn how to start your organization, select the type of customers where you have the best chance to succeed, recruit employees, and avoid the pitfalls in both residential and commercial settings. You will also learn about the required equipment and capital needs as well as what return you can expect on your investment. There will be a period of time allocated for questions and answers. **Please reserve your seat by calling 910-272-3630 or 910-272-3631.**

T 6:00 pm-9:00 pm 04/13/10 RCC-Room 901 Carver

****NEW****

Make Your Advertising Pay For Itself-No Fee

If your advertising dollars are spent correctly, your advertising will more than pay for itself. Using his more than forty years of experience, presenter Steve Carver will show you methods, planning guides and work sheets used to assist small business owners and managers in designing programs and advertising schedules to improve sales and profits. Time will be allocated for open discussion and questions. **Please reserve your seat by calling 910-272-3630 or 910-272-3631.**

T 6:00 pm-9:00 pm 04/27/10 RCC-Room 901 Carver

Parliamentary Procedure Made Simple-No Fee

This Special Seminar will include the following, plus useful handouts.

1. Parliamentary Procedure-Its Purpose and Use
2. General Principles of Parliamentary Procedure
3. Parliamentary Terms
4. A Standard Agenda
5. Transacting Business at a Meeting
6. Summary of Steps in Handling a Motion
7. Types of Motions-Definitions and Examples
8. Precedence of Motions
9. Other Rules Governing the Consideration of Motions
10. Tips on Parliamentary Procedure
11. Committees
12. Elections

Sam Gore, Resource Specialist and Member of the American Institute of Parliamentarians will present this informative seminar. Whether you are a board member, chairman, or a person who regularly attends public meetings, you will find this seminar to be invaluable. Make plans now to attend this seminar before your next meeting. **Please reserve your seat by calling 910-272-3630 or 910-272-3631.**

TH 6:00pm-9:00pm 05/06/10 RCC-Room 901 Sam Gore