

## Main Campus

### **QuickBooks for the Small Business Owner**

Participants will begin using QuickBooks accounting software as soon as they arrive. By the end of the session, they will have a business checking account and budget ready to use. See how you, the business owner or prospective business owner, can minimize your daily accounting tasks and maximize financial control of your business.

5/21/14 6-9 p.m. W

### **New Seminar! Small Business Publishing & Printing 101**

Are you considering a career in the publishing industry? Are you trying to get your small press off the ground? Are you struggling to keep up with the changes? L. Diane Wolfe walks you through the steps of locating or creating a marketable product, business setup, production, printing, and distribution. Learn how to use the internet as a resource and platform for your business and tap into the eBook revolution. Those serious about writing and publishing are encouraged to attend this informative seminar!

6/02/14 9-12 noon M

### **New Seminar! Small Business Publishing & Promoting 102**

Are you new to the publishing industry? Looking to boost sales? Are you searching for other options and fresh ideas? L. Diane Wolfe walks you through the steps of identifying marketable products, budgeting, developing contacts, building an on line presence, and generating publicity. Learn to identify potential reviewers and key social media without plunging a fortune into advertising. Those serious about publishing and book promotion are encouraged to attend this informative seminar!

6/02/14 1-4 p.m. M

### **Back by Popular Demand! 50 Home Based Businesses for Start Up Entrepreneurs or A Second Career**

Did you know that over 25% of all small businesses are also home based businesses? This course is designed to provide start up entrepreneurs with the flexibility they seek in career options by exploring the availability of a home based small business career. Offered by the US Small Business Administration, topics will include developing the key processes of a home based business such as the startup requirements in North Carolina; the business plan; the marketing plan; the financial plan; and how to obtain alternative lending for your home based small business. An online E-book download link will be provided for participants of this seminar!

6/05/14 2-5 p.m. Th

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6/17/14 6-9 p.m. T

### **NEW! "Self-Management for Business Leaders and Owners"**

You can only be an effective manager of others when you know how to manage yourself. Come explore your signature strengths and how positivity can impact your results in life and business. Discover how to leverage what you do well, overcome procrastination, get a handle on stress, and be more productive. To get the most out of this seminar, take the free VIA (Values in Action) Strengths Survey available at [www.authentic happiness.org](http://www.authentic happiness.org) and bring your completed survey with you. Managing yourself better will make managing your life and other people much easier and more enjoyable.

7/15/14 6-9 p.m. T

## Leland Center

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5/20/14 6-9 p.m. T

### **QuickBooks for the Small Business Owner**

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6/18/14 6-9 p.m. W

### **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. 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 and spur sales and marketing opportunities. Case studies on real-world small business success stories which have developed success through reinventing their business plan will also be provided.

7/22/14- 1-4 p.m. T

**New Seminar! Buying/Selling a Small Business**

Mr. Gage Bleakley will present the basic information any entrepreneur would need to know to buy or sell an existing business: why buying an existing business is a smart decision; what the process looks like from both buyer and seller perspective; keys to finding the right business; and what a business broker does for both parties to simplify what can be an intricate, intimidating process and help them navigate to a successful conclusion.

8/05/14 6-9 p.m. T

## South Brunswick Islands Center

**New Seminar! Buying/Selling a Small Business**

Mr. Gage Bleakley will present the basic information any entrepreneur would need to know to buy or sell an existing business: why buying an existing business is a smart decision; what the process looks like from both buyer and seller perspective; keys to finding the right business; and what a business broker does for both parties to simplify what can be an intricate, intimidating process and help them navigate to a successful conclusion.

5/20/14 6-9 p.m. T

**"Alternative Access to Capital"**

DID YOU KNOW: Most startups and those in business less than two years can only gain access to capital through the US Small Business Administration and their affiliated resource partners!! This course by the SBA, will provide information about the current US lending environment and issues shaping lending practices of the banking community. The seminar provides the steps required to successfully obtain a commercial credit loan and how to approach a prospective lender regarding an SBA loan guaranty. Discussion points include the steps to obtain and review personal and professional credit; the business plan; managing cash flow; business accounting; collateral requirements; the commercial loan process; and a discussion of the many small business lending programs available with the U.S. Small Business Administration. SBA guaranty loans also provide clients with access to capital when collateral is an issue, or when fixed term financing is not available by your lender. SBA programs can also save you money through their commercial real estate loan program. There is also a key segment on North Carolina "alternative lenders" and brokers who may assist you in gaining access to capital for your small business when your bank will not or the SBA cannot.

8/05/14 1-4 p.m. T