

Summer Seminar Schedule

Inexpensive and Creative Ways to Market Your Small Business

Tuesday June 10, 6 - 9 PM, Hospitality Fee \$10

Would you rather eat live insects than spend time and effort to market your small business? Come to this seminar to learn inexpensive, fun and creative approaches to marketing. Find out how to overcome 5 common obstacles that may be holding you back from starting or growing your business. Bring your personal experiences and leave with new ideas.

Basic Accounting for Small Business

Tuesday June 17, 6 - 9 PM, Hospitality Fee \$10

During this seminar you will acquire a working knowledge of basic accounting skills for a small business. There will be an emphasis on the accounting cycle and cash flow analysis. This is one of a series of seminars created for the new small business owner.

Intermediate QuickBooks Pro

Thursday June 19, 6 – 9 PM, Hospitality Fee \$10

Participants who have some experience using QuickBooks accounting software or who have taken our Beginning QuickBooks Pro seminar will find this course very helpful. Learn how to take QuickBooks Pro to the next level and get the most from this software.

How to Develop a Business Plan “LUNCH and LEARN”

Tuesday July 8, 11:30 AM to 1:00 PM Hospitality Fee \$10

This seminar will review the elements of a business plan, help participants understand the necessary requirements of a complete business plan and provide tips on preparing a plan you can take to the bank.

Basic Microsoft Training – Microsoft Excel

Thursday July 10, 6 – 9 PM, Hospitality Fee \$10

Learn the basic functions and features of Excel. Participants will enter and edit data, create charts, sort and filter lists and learn formatting and printing of labels and mailings.

How to Develop Proposals to Win Government Business “LUNCH and LEARN”

Wednesday July 16, 11:30 AM – 1:00 PM, Hospitality Fee \$10

The North Carolina Military Business Center can help you identify opportunities and prepare proposals to sell your products or services to the federal government and their sub-contractors. Learn more about how MatchForce.org connects government buyers and prime contractors to NC suppliers with a dynamic research tool.

“Bold To Bashful”, Uncovering the Leader in You

Thursday July 17, 6-9 PM, Hospitality Fee \$10

Within the competitive world of business, one must possess more than just expertise to survive. The most powerful commodity in today’s world is attitude. Assets such as people skills, leadership qualities and goal setting will determine success or failure in life. L. Diane Wolf has developed a personal success strategy and encourages others to do the same.

Marketing Research and Marketing Plans “LUNCH and LEARN”

Tuesday July 22, 11:30 AM – 1:00 PM Hospitality Fee \$10

Learn how to identify your market, your competitors and your opportunities. This seminar will make you ask yourself tough questions before you invest in a product or service that may not be right for you or the market. If the time is right for you, product positioning, marketing and advertising will be important components of your marketing plan.

Discover Your Credit Report/Score

Thursday July 31, 6- 9 PM, Hospitality Fee \$10

This insightful seminar will show participants how to maintain good credit or take the necessary steps to repair bad credit. Participants will gain an understanding of credit reports and scores and how lending institutions use these reports to make credit decisions.

Tax Accounting for Small Business

Tuesday August 7, 6 – 9 PM, Hospitality Fee \$10

This is another in the series of seminars designed to help new small business owners. Learn how to account for and pay your business taxes. Understand the laws that determine your tax obligations and how and when they must be paid.

Easy Online Web Design and Marketing

TBA (August).6 – 9 PM, Hospitality Fee \$10

Learn how to design a website online and save hundreds of dollars doing it yourself. Find out about search engines plus marketing tools you can use to get hits on your web site. In addition, learn how to avoid internet scams created by others who have their own sites.

SBA Community Express Loan Program “*LUNCH and LEARN*”
Wednesday August 27 11:30 AM – 1:00 PM Hospitality Fee \$10

This workshop is for the small business person who is seeking financing from \$5,000 to \$25,000 There is a streamlined application process that allows you can apply while attending the seminar The loan may be used for working capital, business expansion, purchase of inventory and hiring of personnel. Register early and come to learn more from the SBA presenter.