How to Start a Non-Profit Organization
This seminar will provide a brief overview of the non-profit sector and will cover the essential steps to successfully form a non-profit organization in North Carolina.

2/02 T 6-9pm SCC, T-120 ALewis

How to Start a Small Business
Attend and learn 10 important steps to starting a business. Topics include: choosing legal structure, registering business, obtaining tax identification number, and many more steps to starting up your small business.

2/15 M 6-8pm SCC, CART-154 BOrders

Managing your Small Business Accounting
This seminar identifies the major reason small businesses fail, shows business owners how much good bookkeeping can help an owner and the business, and discusses various options available for bookkeeping for the business owner.

2/16 T 6-9pm SCC, T-120 AAlden

Low Cost Marketing Ideas
Some of the best marketing tools are free or very low-cost. Attend and learn creative ways to get the word out without breaking the bank.

3/01 T 11:30am-1:30pm SCC, T-120 MTerrell

The Liability of Faith Based Organizations
This seminar is designed to help layperson, clergy members, church leaders and community affiliates address liability issues that affect their church or faith based organization in the 21st Century. These issues include how to protect the children, congregation, and visitors from the unforeseen challenges as well as the importance of good recordkeeping.

3/01 T 6-9pm SCC, T-120 KVickers

How to Write a Business Plan
Writing a business plan is a vital step in starting or operating a business by defining where the business is, where it wants to be and how it will get there while providing potential investors or lenders with the information they need.

3/07 M 6-8pm SCC, CART-154 BOrders

Small Business Operator and Taxes: Your Schedule C
Attend and learn how to prepare for your taxes as a small business owner, including what is income, what expenses are deductible, and recordkeeping.

3/08 T 6-9pm SCC, CART-154 AAlden

Basic Proposal Writing for Military or Government Business
Attend to increase your understanding of the proposal development process and learn how to determine if procurement is a good fit for your business. You will identify submission requirements; what information to include in your proposal; and how the Government will evaluate the proposals for award.

3/09 W 1-4pm SCC, T-111 LGrissom

Financing Your Small Business
The North Carolina Rural Economic Development Center offers this seminar to assist small business owners and prospective entrepreneurs with resources available for small businesses. Learn how to best access services as you start, grow and manage your business.

3/15 T 6-8pm SCC, T-120 DWiliiams

How to Increase Your Credit Score to Over 740 Points; Prepare for a Bank Business Loan!
In this 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 also learn 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.

3/31 Th 6-9pm SCC, T-111 BMoore

Marketing Plan Basics
Attend and develop a plan to help you know who your customers are, where they are, and how to most effectively reach them.

4/04 M 6-8pm SCC, CART-154 BOrders

Grant Writing Fundamentals
This seminar will cover the basics of grant writing and the necessary skills needed to create effective proposals to secure funding.

4/12 T 6-9pm SCC, T-111 ALewis

Finding & Bidding on Military & Government Business Opportunities
Learn how to find and identify Government opportunities to win for your business. Also, learn how to read a Government announcement (synopsis) & quickly identify set aside requirements and other pertinent information. You will understand the different types of synopses, and learn what is required to respond to the opportunity, and submit a bid.

4/13 W 1-4pm SCC, T-111 LGrissom

Getting Your Business on Twitter
Twitter can be a great resource for marketing your business. This seminar takes a hands-on approach to set up a Twitter account and then show you some of the basic tips and tricks for marketing with Twitter in the right way to the right customers.

4/19 T 6-9pm SCC, T-124 TLyden

Tooting Your Own Horn
In today’s economy, business is very competitive. How are you spreading the word about your program, services, or business? If you’re not talking about your business, who is? Join this interactive seminar to learn tips on how to “Toot Your Own Horn.” If you don’t, no one else will either!

4/21 Th 10am-12n SCC, T-120 MPrevattte

Cash Flow Statement Basics
Attend and understand where your cash is coming from and where your cash is going. Also, determine if you will lose money, break-even or make a profit in your small business.

5/09 M 6-8pm SCC, T-111 BOrders

Pre-registration is required for all seminars. For more information about SCC's Small Business Center or to pre-register, contact Brenda Orders (910) 642-7141, ext. 419 or e-mail brenda.orders@sccnc.edu
Small Business Center FREE Seminars

Small Business Owners Management Series

Certificate Requirements: Participants must attend 5 out of 6 seminars in current semester to receive certification.

Non-Certificate Attendance: Anyone is welcome to attend any seminar, but for the certification, they must attend as required above.

For more information and a complete list of eligibility requirements contact Brenda Orders at (910) 642-7141, ext. 419 or e-mail brenda.orders@sccnc.edu.

Turning Your Idea into a Business
Does your great idea have the possibility to be turned into a business? Come to this seminar and find out! Participants will learn how to research the potential market for their business and how to capitalize on their unique idea for their business.
2/01  M  6-9pm  SCC, T-122  JBarnhill

Promotion Strategies for the Small Business Owner
Participants will learn how to define their target market, how to create a marketing plan and promotional strategy by understanding who your customers are, and how to reach them effectively.
2/29  M  6-9pm  SCC, T-122  JBarnhill

Goal Setting & Creating Realistic Financial Projections
Learn how to think strategically about your business instead of focusing only on the day-to-day decisions. Participants will learn how to look at their business from a financial standpoint and determine if their business idea has the potential for profit & how long it will take to get there.
3/21  M  6-9pm  SCC, CART-154  JBarnhill

The Basics of Bookkeeping & Introduction to QuickBooks Pro
Learn how to create and analyze financial statements for your business. Learn basic accounting terms and concepts. In addition to those topics, you will get the hands-on experience of being introduced to the bookkeeping software used by millions of small businesses, QuickBooks Pro.
4/11  M  6-9pm  SCC, T-122  JBarnhill

Basics of Building a Website & Using Social Media for Your Business
This is a hands-on seminar, where you will be on the computer, learning the basics of creating a website and using different types of social media to promote your business.
5/02  M  6-9pm  SCC, T-122  JBarnhill

Make Leadership Magical as a Small Business Owner
Attend and learn valuable tools to immediately improve your new or existing leadership style to get your employees excited, build respect, motivated, committed to excellence and achieve more success in your small business.
2/09  T  9am-12n  SCC, T-111  Formica

Customer Service that Works for a Small Business Owner
By attending this seminar, you'll learn how to deal with the difficult people more professionally, work more efficiently and to get along with employees more effectively.
2/25  Th  9am-12n  SCC, T-111  MCollins

How to Motivate Your Employees as a Small Business Owner
In order to have a successful business, you must motivate your staff and employees. How do you do that when motivation is mostly internal? This interactive session will help you to positively motivate your staff and employees.
3/17  Th  9am-12n  SCC, T-111  LStinson

Conflict Resolution 101 for Small Business Owners: “Getting to the Root of the Problem”
Attend and learn how to increase the knowledge of conflict; understand the importance of resolving conflict; discover methods of constructively resolving conflict; and put together steps in the conflict resolution process.
4/07  Th  1:30-4:30pm  SCC, T-111  DDockery

Effective Business Communication Strategies for Your Small Business
This seminar will cover sales, marketing, communication, and organizational principles that will help you and your employees seal the cracks to provide excellent customer service. We will discuss simple techniques that will help you to manage communications efficiently, make your customers feel valued and appreciated, put an end to endless conversations, and to identify productivity leaches.
4/26  T  1-4pm  SCC, T-111  RSimmons

Valuing Differences in Your Small Business
Attend and learn effective skills and tools for exploring other’s unique perspectives; challenging devaluing behavior; and creating an environment in which people’s differences are respected and utilized.
5/12  Th  1-4 pm  SCC, T-111  LMitchell