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Small Business Center

Fall 2016

FREE Seminars



The mission of the Small Business Center is to increase the success rate and the number of viable small businesses in North Carolina by providing high quality, readily accessible assistance to prospective and existing small business owners which will lead to job creation and retention.

**For more information about
 SCC's Small Business Center contact:**



Becki McPherson
Director, Small Business Center
 (910) 642-7141, ext. 419
becki.mcpherson@sccnc.edu



Succeeding Together.

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 contact, Becki McPherson at (910) 642-7141, ext. 419 or e-mail becki.mcpherson@sccnc.edu.

Three Simple Leadership Strategies Every Small Business Owner Must do to be Successful

Learn how to create a positive spirit to get your people excited, more productive, committed to excellence, and achieve the results you want in any small business today!

9/08 Th 1-4pm SCC, T-111 JFormica

How to Find Your Customers

Identify target markets. Explore how consumer behavior can affect your business and marketing efforts. Market segmentation, identifying direct and indirect competitors, how to conduct a SWOT Analysis, and creating a niche for your product are also covered.

9/29 Th 1-4pm SCC, T-111 RSimons

Getting It All Done in a Small Business

This seminar shows you how you can set and meet your priorities, work more effectively with the people around you, dig out from under the paperwork and email avalanche, and move closer to a balanced life.

10/18 T 9am-12n SCC, T-111 MCollins

Keys to Effective Communication for Small Business Owners

Effective communication is the key to growing your business. Join us to learn to listen effectively and strengthen communication between you and your employees.

11/10 Th 9am-12n SCC, T-111 LStinson

Ethics and Leadership in a Small Business

Recognize, understand, actively seek out and leverage differences in the workplace to improve business results, and to use each employees' unique and diverse contribution.

12/01 Th 1-4pm SCC, T-111 DDockery

The Power of Positivity in Your Small Business



Through the use of humor, learn how perceptions, thoughts, and thinking impact outlook and behavior. You will learn to apply positivity to your business, increase productivity, and discover a new way of doing things.

12/15 Th 9am-12n SCC, T-111 MPrevatte

December

How to Successfully Launch a New Product or Service for Your Small Business



This seminar will help new or existing businesses develop new ideas for business products and services. It will also help students develop marketing plans to introduce new products to customers and/or the public.

12/05 M 6-8pm TC Elem MPridgen

What is the SBC?

SCC's Small Business Center supports the development of new and existing businesses by being a community based provider of training, counseling and resource information.

How can the SBC help?

We can put you in touch with business and community leaders as well as agencies who share the goal of making your business a success.

Services include business seminars, counseling and access to vital resources

◆ Business Seminars & Courses

The SBC offers a wide variety of free seminars and low-cost courses to help small business owners become successful.

Some topics include:

- * How to Start A Business
- * How to Write a Business Plan
- * Financing a Business
- * Marketing for Success
- * Recordkeeping and Taxes



◆ Confidential Business Counseling

The SBC provides confidential, free counseling services for new and existing businesses.

Available on an as-needed basis, this free and confidential service acts as a sounding board for ideas and concerns that you may have about your business

◆ SBC Resource Center

The Small Business Center has a library of professional resources waiting to be tapped.

Printed materials including books, pamphlets, magazines, as well as a wide variety of tapes and videos, are available for your use.



Small Business Start-Up Series

November

Business Side of Faith Based Organizations

This seminar is designed to help laypersons, clergy members, church leaders and community affiliates address items that affect their church or faith based organization in the 21st Century. These items include budget and finance, church or organizational liability, fundraising, community impact and much more.

11/01 T 6-9pm SCC, T-111 KVickers

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.

11/03 Th 6-8pm SCC, T-111 ASorrells

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.

11/09 W 1-4pm SCC, T-111 LGrissom

How to Create Sizzle in Your Business Plan

This course has two themes: (a) develop a business plan to capitalize on the marketing opportunities in your area and your industry (b) focus on developing other revenue streams from your from existing product and service lines. Learn how to enhance marketing and outreach effectiveness, lower operational costs, make use of low cost or no cost technologies to market to customers and prospects, and successfully build your brand through leveraged word of mouth marketing.

11/14 M 5-8pm SCC, T-111 DSpry

How to Successfully Market and Promote a Small Business in a Rural Community

This seminar focuses on helping small businesses and entrepreneurs develop unique marketing strategies to successfully thrive for the long term in a rural community.

11/17 Th 6-8pm DREAM Ctr MPridgen

This is a series of 5 seminars for entrepreneurs who want to open a small business. Use the seminars to help create a formal business plan or to help create an informal plan of action to bring your business to life.

Certificate Requirements: Participants must attend 4 out of 5 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 Becki McPherson at (910) 642-7141, ext. 419 or e-mail becki.mcpherson@sccnc.edu.

How to Start a Small Business

Ready to turn that dream into a reality? Starting your own small business is within reach. Participants will learn key strategies for business start-up, financing, marketing, as well as important information concerning legal issues, zoning, and more.



9/13 T 6-9pm SCC, T-111 CWard

Business Marketing 101: Winning the Customer

One key component in successful marketing is recognizing its all about the customer. Participants will learn how to conduct market research, how to create a marketing plan, how to identify their target markets, and how to promote their business successfully.

10/04 T 6-9pm SCC, T-111 CWard

Customer Service 101: Phone Etiquette for Your Small Business

From taking calls to providing customer support, sticky situations are bound to arise. Participants will discover customer service and phone etiquette skills to assist them in all situations, while creating loyal customer relationships.

11/08 T 6-9pm SCC, T-111 CWard

How to Write a Business Plan

Behind every successful business is a well thought out plan. Participants will learn the importance of business planning, along with marketing and sales strategies to launch a new business.

11/29 T 6-9pm SCC, T-111 CWard

Employee Recruitment & Retention for Small Business

Having great employees can be a game changer for any business. Participants will learn recruiting and retaining strategies to help locate, recruit and retain talented employees.

12/13 T 6-9pm SCC, T-111 CWard

Pre-registration is required for all seminars.

Call 910-642-7141, ext. 397 or 419. ☎

September

How to Improve Your Home-Based Network Marketing Business

Learn more about how to effectively build your business on social media. We will also cover effective ways to network with other professionals. You will learn customer service tips and we will have a special section on what not to do in your business.

9/06 T 6-8pm SCC, T-111 WMalenfant

Setting Up a Small Business

So, you want to start a small business. You know “what” you want to do, but not sure “how”? This seminar will provide you with a step by step process to propel your new business idea into existence. We will explore business structures, potential license requirements, essential tax information and other informative considerations for achieving success.

9/15 Th 6-9pm SCC, T-111 JLennon

50 Home Based Businesses

This seminar 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 for a home based business such as; the startup requirements; the business plan; the marketing plan; the financial plan; and how to obtain alternative lending for your home based small business.

9/19 M 5-8pm SCC, T-111 DSpry

How to Cost Effectively Manage the Required Business Expenses of Owning a Small Business

This seminar focuses on providing new entrepreneurs and small business owners with support to help identify and understand all legal business expenses needed to maintain business legitimization on a local, state and national level. The seminar also addresses important resources needed for proper management and success of business ownership.

9/27 T 5-8pm Acme-Delo Elem MPridgen

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.

9/28 W 1-4pm SCC, T-111 LGrissom



October

Small Business Resources

Starting a business can be confusing, challenging, and frustrating. Whether your business is new or established - or you're just cultivating the seed of a great idea, success depends on getting the assistance you need, when you need it. Learn about programs and resources available to the small business owner or potential owner.

10/06 Th 11:30am-1:30pm SCC, T-111 MTerrell

How to Acquire Business Clientele and Customers for Your Small Business

This seminar focuses on helping new entrepreneurs and small business owners identify strategies on how to acquire new, loyal and continuous customers. The seminar puts special emphasis on teaching how to determine customer acquisition costs.

10/11 T 6-8pm CCCA MPridgen

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.

10/13 Th 2-4pm SCC, Auditorium RSimon

ABC's of Starting and Managing a Small Business

This seminar is geared for the startup, or those small businesses still seeking the basics of how to start, market, manage, and grow their small business. Discussion includes: Elements of the business plan; developing the marketing plan; conducting a needs assessment; types of legal structure; and developing customer outreach initiatives with win-win customer metrics that synergize sales and marketing success.

10/17 M 5-8pm SCC, T-111 DSpry

Accounting for Your Small Business

This seminar will delve into decisions such as: Should I use a manual or computerized system; What is a Chart of Accounts and why do I need one; What is an Accounting Basis and what difference does it make; Will I be able to keep the books or must I hire someone; What information will I need for my tax returns; and helpful hints in organizing your office.

10/20 Th 6-9pm SCC, T-111 JLennon

Grant Writing Fundamentals

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

10/25 T 6-9pm SCC, T-111 ALewis

Creating a Positive Workplace in Your Business

Through the use of humor, learn how perceptions, thoughts and thinking impact outlook and behavior. In the end, you will be able to apply positivity to your business, increase productivity, and discover a new way of doing things.

10/28 F 9-10am E Arcadia Elem MPrevatte

Customer Service 101: Phone Etiquette for Small Businesses

From taking calls to providing customer support, sticky situations are bound to arise. Participants will discover customer service and phone etiquette skills to assist them in all situations, while creating loyal customer relationships.

10/28 F 10:30-11:30am E Arcadia Elem CWard