

February

The Basics of Building a Website for Your Small 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.

2/07 T 6-9pm SCC, T-111 JBarnhill

Expanding Your Business Through the World Wide Web

This seminar will show you the basics of getting your merchandise or services online through Facebook classifieds, eBay, Craigslist & more all over the planet!

2/13 M 6-9pm SCC, T-111 RBoren

Basics of Bookkeeping

Attendees will explore the importance of keeping good records, filing tips, developing a chart of accounts, setting up "the books", recording transactions, reconciling bank accounts and producing a basic income statement.

2/16 Th 6-9pm SCC, T-111 JLennon

How to Start a Small Business

You'll learn key strategies for start-up, financing and marketing, as well as legal issues, licensing, zoning, and more. Join us to discover the resources available to help you start and successfully operate your business.

2/21 T 6-9pm SCC, T-111 TLyden

Don't Just Stress, Deal with Those Personalities in Your Small Business!

Dealing with difficult people begins with identifying the behaviors that "push your buttons" and strategies to deal with the individual. Learn effective ways to deal with difficult people in your small business.

2/22 W 1-4pm Chadbourn Depot MPrevatte



New! Seminario Español

Como Comenzar un Negocio Pequeño

Asista a este seminario y aprenda los fundamentos de como comenzar un negocio pequeño. Los participantes aprenderán estrategias claves para arranque comercial, financiación, mercadotecnia, así como información importante acerca de cuestiones legales, división por zonas, y más.

4/27 Th 6:30-8:30pm Ninos Migrant Head Start MBiebel



March

Tips for Effective Time Management in Your Small Business

You'll learn skills and tools to help you balance the demands on your time, focus on your priorities, improve your work habits, and boost your productivity.

3/02 Th 1-4pm SCC, T-111 LStinson

How to Apply for a 501c3

Section 501(c)(3) is part of the US Internal Revenue Code that allows for federal tax exemption for non-profit organizations. In addition, receiving this exempt status is vital to receive grants and tax deductible donations.

3/07 T 6-9pm SCC, T-111 ALewis

Certification Options for Small Business

Learn about the various government and private entities that provide certifications and have programs to support Minority/Women/Disadvantage Business Enterprise Certifications.

3/08 W 1-3pm SCC, T-111 MTerrell

The Liability of Faith Based Organizations

This seminar is designed to help non-profits address liability issues to include how to protect the children, congregation, and visitors from the unforeseen challenges as well as the importance of good recordkeeping.

3/09 Th 6-9pm SCC, T-111 KVickers

Putting your Faith Based Organization Online: Automating the Giving Process and More

This seminar is designed to help non-profits begin to automate or computerize their process of giving and contributions. These items include providing practical tools, website resources and infrastructure to support the development, enhancement and maintenance of this automation process.

3/20 M 6-9pm SCC, T-111 KVickers

Setting Goals and Understanding Financials in Your Small Business

Learn how to set realistic short and long term goals in your business. Also, determine if your business idea has the potential for profit and how long before you can realize that profit.

3/21 T 6-9pm SCC, T-111 JBarnhill

Social Media Marketing Strategy

Learn the best ways to promote your small business through the major social media platforms such as Facebook, Twitter, Google Plus, Pinterest and Instagram.

3/23 Th 6-9pm SCC, T-111 TLyden

3 Strategies Every Small Business Owner Needs to Know to Market and Brand Yourself!

This seminar will show you how to position your business to be different and better than your competition and make money.

3/28 T 1-4pm SCC, T-111 JFormica

Ethics and Leadership

This seminar will help you recognize, understand, actively seek out and leverage differences in the workplace to improve business results and to use each employees' unique and diverse contribution.

3/30 Th 1-4pm SCC, T-111 DDockery

Fundrai\$ing Basics for Your Non-Profit

Having discretionary funding is essential to any non-profit to create additional streams of revenue. This seminar will cover how non-profits can facilitate successful fundraisers to meet their overall financial needs.

3/30 Th 6-9pm SCC, T-111 ALewis

April

Developing Personal & Commercial Credit for Your Business Success

This seminar focuses on building good personal credit AND establishing commercial credit for your company. Learn about the factors of credit scoring; how to overcome negative credit issues and more.

4/03 M 5-8pm SCC, T-111 DSpry

How to Effectively Market Your Product Online

Learn how to market your product online through Facebook, eBay, Craigslist, etc. This seminar will teach you how to sell your service/product with little to no cost involved.

4/04 T 6-8pm DREAM Ctr RBoren

Making Diversity Awareness Magical!

Attend this seminar to help your small business understand diversity, have a positive effect on creating a work environment to maximize the potential of all employees, create better customer relationships and avoid potential lawsuits.

4/05 W 2-4pm SCC, Auditorium JFormica

The Vision, Mission, and Service of Faith Based Organizations

This seminar is designed to help faith based leaders equip their organization to serve, lead and enhance their community. These items include providing leadership; especially in small rural areas and helping non-profits get started.

4/06 Th 6-9pm SCC, T-111 KVickers

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.

4/11 T 6-9pm First Bank, TC CWard

May

337 Ways to Market for Greater Profits in Your Business

This seminar is a "must see" for those small businesses seeking to gain maximum exposure of their products or services within their community and be able to better measure the effectiveness of marketing efforts through a step by step formula - the 337 ways!

5/01 M 5-8pm SCC, T-111 DSpry

Small Business Plan Competition Series

Enter and Win a Cash Prize!!

Competition Requirements: Participants must

- Register by February 3, 2017.
- Attend 4 out of 5 seminars listed below
- Be 18 years of age and a Columbus County resident
- Be a new start-up business or existing business less than a year old
- Participate in a one-hour counseling session with SBC director

Non-Competition Attendees: Anyone is welcome to attend any seminar, but for the competition, they must meet requirements above.

So You Think You Want to Start a Business?

Do you have the personality, drive, creativity, adaptability, and other talents to be a successful entrepreneur. During this seminar, attendees will honestly assess "themselves" in order to discover their strengths and weaknesses.

2/09 Th 6-9pm SCC, T-111 BMoore

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.

2/28 T 6-9pm SCC, T-111 CWard

Payroll & Tax Reporting for Small Businesses

Are my workers, employees or contract laborers; how do I keep up with their time and how do I pay them; what types of taxes must I file and pay; what if I want to give a bonus to my employee(s); and other information essential to maintaining a hassle free experience.

3/16 Th 6-9pm SCC, T-111 JLennon

Fueling Your Small Business

This seminar is designed to help small business owners and prospective entrepreneurs understand how to access credit and capital for their businesses. Also, we will cover the Rural Center's Microenterprise Loan Program and provide details about its lending criteria and application process.

4/20 Th 6-8pm SCC, T-111 ASorrels

How to Promote and Market Your Small Business

Learn how to determine exactly who your customers are, and how to reach them effectively. Participants will learn how to market their business and really separate themselves from their competition

5/02 T 6-9pm SCC, T-111 JBarnhill

Pre-registration is required for all seminars.

For more information about SCC's Small Business Center or to pre-register, contact Becki McPherson at (910) 642-7141 ext. 419 or e-mail at becki.mcpherson@sccnc.edu



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Small Business Center Spring 2017 FREE Seminars



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