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Small Business Center

Fall 2017

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 Start-Up Series

This is a series of 6 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 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 Becki McPherson at (910) 642-7141, ext. 419
or e-mail becki.mcpherson@scnc.edu.

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.

9/12 T 6-9pm SCC, T-111 BMoore



ABC's of Starting & 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.

10/02 M 6-8pm SCC, T-111 DSpry

Marketing a Small Business the Right Way & Transform it into a Money Making Profitable Machine

Learn the secret client attraction system that is used to transform and leap your business into a money making machine.

10/24 T 6-8pm SCC, T-111 JFormica

How to Create Sizzle in Your Business Plan

This seminar 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 existing product and service lines.

11/06 M 6-8pm SCC, T-111 DSpry

How to Find Your Customers in Columbus County

This highly researched seminar will focus on the demographic data of Columbus County. Attendees will focus on trends, data, and information useful to grow or start business in your area.

11/13 M 6:30-8:30pm SCC, T-111 TLyden

Fueling Your Small Business

This seminar will review the six basic principles many lenders use to make credit decisions and provide an overview of the resources available in North Carolina for small businesses. In addition, the seminar will cover the Rural Center's Microenterprise Loan Program and provide details about its lending criteria and application process.

12/12 T 6-8pm SCC, T-111 JRichmond

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.

Our services include:

◆ Business Seminars & Courses

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

Examples of the topics covered are:

- * 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.



November Cont'd

Creating Multiple Streams of Revenue for Your Non-Profit

The need to create multiple streams of revenue is vital to the sustainability of a non-profit organization. This seminar will focus on the need for fundraising, grants, and other sources to create additional revenue.

11/14 T 6:15-8:30pm SCC, T-111 ALewis

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.

11/16 Th 6-8pm SCC, T-120 RBoren

Establishing and Working with Your Board of Directors

This seminar is designed to help faith based, non-profit and business leaders begin establishing and working with a board of directors. You will be provided with practical tools, resources and ideas to help the board maximize their expertise, financing and the organizations overall profits.

11/16 Th 6-9pm SCC, T-111 KVickers

December

Getting Your Small Business Prepared for Tax Season

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.

12/04 M 6-8pm SCC, T-111 MDavis

How to Increase Your Credit Score to Over 740 Point; 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. Using several proven methods, your credit score could increase by 50-100 points or more within 60 days.



12/05 T 6-9pm SCC, T-111 BMoore

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.

12/07 Th 6-9pm SCC, T-111 MHammond

Pre-registration is required for all seminars.

To preregister, contact Becki McPherson, Director of Small Business Center at (910) 642-7141, ext. 419 or e-mail at becki.mcpherson@scnc.edu.

September

How to Price Your Product

Deciding on the correct price for your product can be a difficult decision. In this seminar, attendees will learn methods to better set your prices without compromising your sales.

9/07 Th 6-8:30pm SCC, T-124 RBoren

The Liability fo Faith Based Organizations

This seminar is designed to help layperson, clergy members, church leaders and community affiliates address liability issues that affect their faith-based organization in the 21st Century.

9/07 Th 6-9pm SCC, T-111 KVickers

Under One Umbrella: Starting Both a For-Profit and Non-Profit Business

Want to start both a non-profit and for-profit business but do not know how to get started? This seminar will teach the important steps to establishing both organizations legally and how to operate them independently.

9/14 Th 6:15-8:30pm SCC, T-111 ALewis

Small Business Opportunities

If you are having a hard time finding employment or you're tired of working for others, you don't want to miss this. This seminar will assist attendees in determining if they can turn their hobbies, talents and skills into a profitable business.

9/22 F 1-2:15pm Ransom Ctr SPringle

How to Write a Business Plan

Writing a business plan is a vital step in starting or operating a business. Participants will learn the importance of business planning, along with marketing and sales strategies to launch a new business.

9/22 F 2:30-3:45pm SCC, T-111 RPringle

Non-Profit Networking Roundtable

Attendees will learn how to join forces to collaborate and grow their non-profits. The first hour of this session will consist of an informative presentation on how to network and the importance of networking you non-profit. The second hour will be a roundtable in which attendees can begin forming networks to grow their non-profits.

9/25 M 6:30-8:30pm SCC, T-111 AAley

Using Live Video to Market Your Business

Facebook, Twitter, and even Youtube are pushing LIVE video even more than recorded video to the top of their feeds. Discover how you can better capitalize on this social media phenomena to market your business. Tips and tools will be discussed.

9/25 M 6:30-8:30pm SCC, T-122 TLyden

Developing Leaders in Your Small Business

Do you seek to cultivate leaders within your organization? Learn how to develop leadership traits, communication skills, and motivation while handling the negative.

9/28 Th 5:30-8:30pm SCC, T-111 DWolfe



October

Best Businesses to Start Right Now

If you're thinking now is the time to start a small business, you're right. Attend and learn tips on how to create a business idea that fits you, businesses you can start for under \$100 and the "hot" businesses that will grow in the coming years.

10/02 M 6-8:30pm SCC, T-111 MCollins

How to Start a Home-Based Business

Learn the requirements for getting started with a home-based business, including finding your niche, legal requirements, and developing a business plan.

10/03 T 1-3pm SCC, T-111 MTerrell

Finding and 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.

10/12 Th 6-8pm SCC, T-111 LGrissom

Knowing Your Worth - Putting That Spark Back in Your Small Business

Sales Down? Traffic Low? Wondering why your small business is not taking off? Walk away from this class with action steps to re-energize your brand and get that Spark Back in your Business!

10/17 T 6-9pm SCC, T-111 MHammond

How to Build Your Faith Based & Non-Profit Organization From the Ground Up

This seminar is designed to help faith based and non-profit leaders build their facility by providing practical tools to help aid the process of acquiring land, permits, construction crews, funding and much more.

10/17 T 6-9pm SCC, T-111 KVickers



Pre-registration is required for all seminars.
Call 910-642-7141, ext. 397 or 419.



Advanced Grant Writing

This advanced seminar will teach participants how to write effective grant proposals that are essential to acquire grant funding from government agencies and private foundations. Attendees will also learn skills needed to develop and submit competitive funding proposals.

10/19 Th 6:15-8:30pm SCC, T-111 ALewis

50 Home Based Businesses

Offered by the US Small Business Administration, topics will include start-up requirements, business plan, marketing plan, financial plan and how to obtain alternative lending for your home based business.

10/23 M 6-8pm SCC, T-111 DSpary

November

Financing Options For Your Small Business

This seminar for aspiring entrepreneurs offers an overview of financing for a new or existing business. Outside funding options, including a commercial bank loans, SBA-backed loans, and sources of equity capital such as angel investors and venture capitalists, will be covered.

11/02 Th 1-3pm SCC, T-111 MTerrell

Pinterest for Your Small Business

Learn how to brand and market your small business using this free tool. Attend this seminar and discover how to get results and attract loyal customers through the power of Pinterest.

11/2 Th 5:30-7:30pm DREAM Ctr. RBoren

Basics of Bookkeeping

In this seminar, we 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.

11/07 T 6-7:15pm SCC, T-111 JLenon

Small Business Taxes

This seminar will offer a solid understanding of taxes required for small business owners and information that will assist you in developing the best tax strategy for your business.

11/07 T 7:30-8:45pm SCC, T-111 JLenon