

THE Small Business CENTER

at Rowan-Cabarrus Community College



Jay Howard
Founder/President
JHE Production Group

Spring 2012

**Small Business
Courses
and Seminars**

Seminars FREE and open to the public

Track I Core Business Start-Up Issues

Business Start Up

Turn your idea into an opportunity. Get step-by-step instructions on how to start a small business and discover what you really need to increase the odds of your success. Learn key strategies for start-up, marketing, legal issues, financing, and more. Take home tips that you can use now.

1/10 T 6:30-8:30 p.m. Cabarrus Business & Tech. Ctr. Rm. 9281
5/7 M 6:30-8:30 p.m. North Campus, Rm. 4204 (New Building)

Location, Location, Location!

Choosing a location to set up shop is a difficult decision for many business owners—especially with so many vacant properties available! Appropriate space, cost, traffic patterns, demographics, and lease negotiations are just some of the considerations. Join commercial real estate broker Ed McAfee as he guides you through the process of finding the best location for your business. Discover the secrets of lease negotiations and hear about the different options available.

1/19 TH 6:30-8:30 p.m. RCCC @ NC Research Campus Rm. 115

Bootstrapping My Start-Up

Some business owners have a knack for finding freebies, getting great deals and saving money on everything from technology to talent. In this seminar find out how a little creativity combined with research, networking, and good planning can help you start your business for less money than you think.

1/26 TH 6:30-8:30 p.m. North Campus, Rm. 4204 (New Building)

Bookkeeping Made Easy

Having trouble keeping track of everything you need for the tax preparer? This seminar will show you a simple way to record your monthly expenses without a lot of hassle. Learn what expenses to record, ways to record your monthly income, how to prepare a monthly profit and loss statement and tips to keep your bank account in order. This seminar is great for beginning business owners.

2/2 TH 6:30-8:30 p.m. Cabarrus Business & Tech. Ctr. Rm. 9281
6/1 F 9:00-11:00 a.m. North Campus, Rm. 4213 (New Building)

Looking for Money for Your Business?

Improve your chances for business funding by knowing the best options for you. Find out the different types of funding available—the benefits and drawbacks, the dos and don'ts of looking for money, your best options if you're a new or existing business, and what to do today to prepare for a lender.

2/7 T 6:30-8:30 p.m. Cabarrus Business & Tech. Ctr. Rm. 9281

Starting an Online Business

Learn how to make money online as a stand-alone business or add an online component to your current business. Join Martin Brossman, Raleigh-based business coach, speaker, and trainer as he covers how to build an online presence that will attract the right customers.

3/1 TH 6:30-8:30 p.m. North Campus, Rm. 4213 (New Building)

Developing Your Business Plan

Need to get started on your business plan? This seminar will help you evaluate all aspects of your business and determine the elements needed for a winning business plan. Find out how a business plan is used by potential lenders, the dos and don'ts of writing a plan and steps for making the process easy.

3/13 T 6:30-8:30 p.m. Cabarrus Business & Tech. Ctr. Rm. 9281
5/24 TH 9:00-11:00 a.m. RCCC @ NC Research Campus Rm. 115

Market Research Made Easy

Market research is an important ongoing process for every small business. Discover the variety of market research tools available that will give you critical information about potential opportunities in your industry. You'll come away with a wealth of resources to help you learn more about your ideal customers, test the feasibility of a business idea, or consider a new product or service.

4/3 T 6:30-8:30 p.m. Cabarrus Business & Tech. Ctr. Rm. 9281

Tax Planning and Reporting

Get details on your tax requirements as a small business owner in this special 3-hour seminar. Learn the tax requirements for each type of business entity and how to do estimated payments. Find out how to keep good financial records and see the connection between cash flow projections and bookkeeping. This is an important seminar for new business owners.

5/9 W 6:00-9:00 p.m. North Campus, Rm. 4204 (New Building)

Small Business Spotlight

Jay Howard is founder and president of JHE Production Group, Inc., located in Harrisburg, NC. The company, with 74 employees, is known nationwide for producing and executing NASCAR pre-race activities featuring live performances, pyro demonstrations, lighting, audio, and video systems, military flybys, mobile displays, access to drivers, and more.

“As a Concord native, I have seen the expansion and growth of RCCC in providing a wonderful service to residents. Continuing education is vital for business owners to keep us competitive in workforce development.” Recently nominated by the RCCC Small Business Center, JHE was named the top small business for the Charlotte Region in Business Leader Media’s “Top 300 Small Businesses of the South” competition.



Visit www.rccc.edu/sbc to reserve your seat, or call: 704-216-3512

Seminars FREE and open to the public

Track II *Business Growth and Development*

Tech Tips: You can do *That* with Google?

Google is more than just a user friendly search engine. It provides a wealth of free resources. In this hands-on session we will look at the possibilities for sharing and co-creating documents online. You will also learn about Google's lesser-known docs applications and have time to create online forms. Expand your toolbox of online ideas with this seminar on Web 2.0.

2/1 W 9:00-11:00 a.m. RCCC @ NC Research Campus Rm. 337
6/6 W 9:00-11:00 a.m. RCCC @ NC Research Campus Rm. 337

Online Marketing Tools Monthly Series

Want to learn how to use some of the popular online marketing tools for your business? This 5-part series will teach you how to get started. Join online marketing expert Holly Czuba as she shares best practices on using the tools currently available. Email marketing, websites, search engine optimization, social media, and more will be covered. If you need help marketing your business online, this series is for you. The seminars will be held each month through May.

1/31, 2/21, 3/27, 4/24, 5/15
6:30 - 8:30 p.m. North Campus, Rm. 4126 (New Building)

Just Send Me a Proposal

Opportunities to contract with larger businesses and organizations often slip by small business owners because they hear the words *just send me a proposal*. Learn the secrets of writing winning business proposals. Discover how a proposal is different from a business plan. Get the best tips on making the process both easy and effective and walk away with examples and templates you can use today.

2/16 TH 6:30-8:30 p.m. RCCC @ NC Research Campus Rm. 115

Grant Writing: Developing Your Budget Pt. 1 & 2

One of the most important sections of a grant proposal is the budget. Learn what is required in a grant budget, how to set it up, manage it, and report results to funders. Join grant writing expert Calvin Patterson as he guides you through the budget preparation process in this two-part seminar.

Part I
3/21 W 1:30-3:30 p.m. RCCC @ NC Research Campus
Part II
3/28 W 1:30-3:30 p.m. RCCC @ NC Research Campus

Free seminars are sponsored by the Small Business Center Network of the North Carolina Community College System and supported by these local partners:



KANNAPOLIS



Rowan Business Alliance



Small Business & Technology Development Center (SBTDC)



NEW!

SBC Online: How to Develop a Marketing Strategy

No time to attend a seminar? Take advantage of this online learning opportunity designed for small business owners! Learn at your own pace around your busy schedule. This seminar will help you develop a marketing strategy in four important areas—marketing message, pricing your product or service, promotion and target market. Don't miss this opportunity for great marketing tips!

This seminar will be available online: 3/16-4/5 and 5/18-6/7. Visit www.rccc.edu/sbc for registration information or call 704-216-3941.

Building a Business Website

Get the "how to's" on building a business website from start to finish. Web expert Jim Minewiser will share the basics for getting started, such as how to choose a good domain name and how to select a hosting company. He will then demonstrate building a website and having it published to the web. You will also learn some basic search engine optimization, get tips on having your website found, and how to use it to generate leads for your business.

4/19 TH 6:30-8:30 p.m. Cabarrus Business & Tech. Ctr. Rm. 928I

Tech Tips: Using Microsoft Office Applications for Small Business

Take advantage of this computer lab session and learn how much more Microsoft Office can do to help you manage your business. Discover added benefits of some of the main desktop software applications used by companies as part of their daily operations. Get help on spreadsheets, presentations, business information management, desktop publishing and databases.

4/18 W 9:00-11:00 a.m. RCCC @ NC Research Campus Rm. 337

Payroll in QuickBooks

Learn payroll processing basics for QuickBooks Pro, including setting up and employee and payroll items. Understand the basics of payroll taxes and see how payroll expenses flow through to your financial statements. This seminar is designed for users of QuickBooks or those familiar with payroll.

5/16 W 1:30-3:30 p.m. Cabarrus Business & Tech. Ctr. Rm. 9253

Considering a Property Management Business?

Rental properties can be a profitable business with the right know-how. Get the essentials on being a landlord such as selecting properties, repairs and maintenance, screening potential tenants, and the eviction process. You'll also examine the financial side of investment properties including a cash flow analysis. If you've ever thought about owning one or more rental properties this seminar is for you.

5/31 TH 6:00-9:00 p.m. RCCC @ NC Research Campus Rm. 115

Courses

Cost effective training for small business owners

Starting a Business— From Concept to Launch

\$65

This new entrepreneurship program combines the best elements of popular courses to give you the most comprehensive and practical content to start your business the right way. If you're serious about starting a business, this 22.5 hour course is the place to begin. Experienced small business consultant Larry Siglar will lead you step-by-step from developing your concept to being ready for customers.

Course topics include:

- Knowing when to launch
- Business opportunities good for start-up or expanding businesses
- Defining your market
- Market research
- Business structure and business name
- Legal and tax issues
- Creating a winning business plan
- Licenses and permits
- Funding options
- Choosing a location
- Creating an image
- Opening your doors
- Effective marketing & selling techniques

2/13-4/16 M 6:00-8:30 p.m. Cabarrus Business & Tech. Ctr. Rm. 9281

Basic Accounting for Small Business \$65

Ideal for beginners, this class teaches you the fundamentals of accounting. Easy-to-understand language will help you grasp key financial principles to operate your business or work in an office. Learn how to set up your books the right way and get an introduction to QuickBooks. No accounting knowledge or QuickBooks experience is required.

1/17-2/7 T 6:00-9:00 p.m. North Campus, Rm. 4204 (New Building)

QuickBooks Pro® 2012 Level 1 \$79

Simplify your accounting functions with this easy to use, valuable business tool. QuickBooks has become the software of choice for many small business owners. In this 15- hour class you'll learn how to set up your company with a chart of accounts, receive payments, pay bills, track cash sales, create invoices, make deposits, write checks and more. (Please Note: Purchase the required textbook "QuickBooks Pro 2012 Level I" from the North Campus or South Campus Bookstore prior to class)

4/24-5/22 T 6:00-9:00 p.m. Cabarrus Business & Tech. Center Rm. 9253

Register today by calling 704-216-3512

Locations

North Campus

1333 Jake Alexander Blvd.
Salisbury, NC 28145

Cabarrus Business & Technology Center

660 Concord Parkway N.
Concord, NC 28027

RCCC @ NCRC

399 Biotechnology Lane
Kannapolis, NC 288081



RCCC

Rowan-Cabarrus Community College



at Rowan-Cabarrus Community College

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