

UNDERSTANDING FINANCIAL STATEMENTS

Jess McLamb | Tuesday, April 17, 2018
6 p.m.-9 p.m. | Walnut 101

Do you know your product or service upside down and backwards, but the numbers just drive you up a wall? This seminar will help you understand the difference between cash basis and accrual basis of accounting and single versus double-entry bookkeeping. We'll talk about calculating and recording payroll taxes and sales tax and you'll get hands-on experience in preparing financial statements, including cash flow, income and expense statements, and balance sheets.

FINANCE OPTIONS FOR SMALL BUSINESS

Melissa Terrell, WBC | Thursday, April 19, 2018
12 p.m.-2 p.m. | Walnut 101

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

BOOTS TO BUSINESS

Various | Tuesday-Wednesday, May 8-9, 2018
8 a.m.-4 p.m. | Walnut 104

Veterans and military personnel returning from active duty are wonderfully over-represented in entrepreneurship. One in seven veterans is either self-employed or already a small business owner. Roughly one quarter of transitioning service members are interested in starting or buying their own business. One of our most important roles is supporting those men and women who have returned home from active duty and are looking to start a small business. We offer a variety of programs and services specifically designed to do just that. ***THIS SEMINAR IS OPEN ONLY TO ACTIVE DUTY, THEIR DEPENDENTS AND VETERANS OF THE US MILITARY.***

INTRODUCTION TO PROPOSAL WRITING

Boyce Haywood | Thursday, May 10, 2018
2 p.m.-4:30 p.m. | Walnut 101

Upon completion of this training, attendees will be able to develop the technical volume of a response to a federal solicitation. Topics covered include: reading and understanding a Request for Proposal (RFP) or Request for Quotation (RFQ), proposal development teams for writing a RFP/RFQ response, capabilities, matrix development, team selection, developing a proposal schedule, developing a compliance matrix, developing a proposal outline, responsiveness and compliance.

SBC SPRING 2018 SEMINARS

PRE-REGISTRATION
RECOMMENDED!

Please preregister on-line at
www.ncsbc.net

(Click "Contact your Local SBC," Select "Wayne County," choose an event and click "Register.")

919-739-6940



Like us on Facebook -
Wayne Business and Industry Center

Small Business Center Wayne Community College

3000 Wayne Memorial Drive
Goldsboro, NC 27534
919-735-5151 | waynec.edu

Wayne Community College is an Equal Opportunity/Affirmative Action College and accommodates the needs of individuals with disabilities. It is the intent of the College that all programs and activities be accessible to all qualified students. It is the student's responsibility to make his or her disability known as soon as the need becomes known in order to provide ample time for arrangements to be made. The student must request academic adjustments by contacting the Disability Services Counselor in the Wayne Learning Center building, 919-739-6729.



SEMINARS

Spring



WAYNE COMMUNITY COLLEGE
WAYNE BUSINESS AND INDUSTRY CENTER

THE SMALL BUSINESS CENTER

The Small Business Center (SBC) offers no-cost seminars, access to business resources, and confidential counseling to aspiring or continuing entrepreneurs. Seminars focus on five core competencies: writing your business plan, financing your business, legally starting your business, marketing your business, and recordkeeping. Contact the Small Business Center at 919-739-6940 for more information.

SBC SPRING 2018 SEMINARS | PRE-REGISTRATION RECOMMENDED

Please preregister on-line at www.ncsbc.net (Click "Contact your Local SBC", Select "Wayne County", choose an event and click "Register"). Or you may call 919-739-6940.

TIME AND STRESS MANAGEMENT FOR SMALL BUSINESS OWNERS

**Ed Orsby | Monday, January 8, 2018
1 p.m.-4 p.m. | Walnut 101**

Some of the greatest drains on productivity occur when time is spent on insignificant tasks or trying to figure out what to do. Also, experts estimate that 80 percent of meeting time is wasted on non-relevant topics. This seminar will expose small business owners to methods of recognizing time wasters and making better use of the time that they have available. Time pressures can often result in considerable stress, too - both physical and mental - and it can affect the performance of employees and associates also. Participants will also learn methods of handling and reducing stress.

BOOTS TO BUSINESS

**Various | Tuesday-Wednesday, January 9-10, 2018
8 a.m.-4 p.m. | Walnut 104**

Veterans and military personnel returning from active duty are wonderfully over-represented in entrepreneurship. One in seven veterans is either self-employed or already a small business owner. Roughly one quarter of transitioning service members are interested in starting or buying their own business. One of our most important roles is supporting those men and women who have returned home from active duty and are looking to start a small business. We offer a variety of programs and services specifically designed to do just that. ***THIS SEMINAR IS OPEN ONLY TO ACTIVE DUTY, THEIR DEPENDENTS AND VETERANS OF THE US MILITARY.***

HOW TO FIND YOUR CUSTOMERS BY HELPING THEM FIND YOU

**Steve Carver | Monday, January 22, 2018
1 p.m.-4 p.m. | Walnut 101**

Discover eight different ways to reach out to various customer groups. Explore the possibilities of print, broadcast, social media, web site, and telemarketing, appointment setting, and face to face to successfully reach all the customer groups. Tips and strategies to make major positive results for every business.

SMALL BUSINESS PROGRAMS, SET ASIDES, AND LIMITATIONS ON SUBCONTRACTING

**Boyce Haywood | Wednesday, February 7, 2018
2 p.m.-4 p.m. | Walnut 101**

The session will focus on what it means to be a small business in the federal market and the process to leverage small business status as a prime or subcontractor in government contracting. Instruction will focus on: four pre-award set-aside programs (HUBZone, 8(a), Service Disabled Veteran Small Business and Woman Owned Small Business); review and application of small business size standards; review of pre-award and post-award SBA programs and resources for small businesses; techniques to market to prime contractors and government representatives; and challenges for small business, including increased competition.

IDENTIFY AND AVOIDING THREATS TO YOUR BUSINESS

**Bob Moore | Tuesday, February 27, 2018
6 p.m.-9 p.m. | Walnut 101**

There are literally hundreds of threats that can affect a small business. A new big box store competitor, key employees leaving, rising gas prices, recessions, health problems, new legislation and the list goes on and on. Most existing and new business owners either lack the ability or never "slow down" long enough to identify possible internal and external threats to their businesses. Often, by the time a threat is realized, damage to the business has occurred. This seminar will reveal many common threats small businesses face, assist entrepreneurs in learning how to determine if possible threats currently exist or if they could exist in the near future, and most importantly, how to avoid these threats. Insure the success and sustainability of your business by gaining the information presented in this seminar.

BOOTS TO BUSINESS

**Various | Tuesday-Wednesday, March 6-7, 2018
8 a.m.-4 p.m. | Walnut 104**

Veterans and military personnel returning from active duty are wonderfully over-represented in entrepreneurship. One in seven veterans is either self-employed or already a small business owner. Roughly one quarter of transitioning service members are interested in starting or buying their own business. One of our most important roles is supporting those men and women who have returned home from active duty and are looking to start a small business. We offer a variety of programs and services specifically designed to do just that. ***THIS SEMINAR IS OPEN ONLY TO ACTIVE DUTY, THEIR DEPENDENTS AND VETERANS OF THE US MILITARY.***

HOW TO START A HOME-BASED BUSINESS

**Melissa Terrell, WBC | Tuesday, March 20, 2018
5 p.m.-7 p.m. | Walnut 101**

Many people find working at home the "ideal arrangement" and decide to set up businesses in their homes. Learn the requirements for getting started with a home-based business, including finding your niche, legal requirements, and developing a business plan.

FACEBOOK STEP BY STEP: HOW IT CAN HELP YOUR SMALL BUSINESS

**Paul Kaufman | Thursday, April 12, 2018
6 p.m.-9 p.m. | Walnut 101**

It seems the entire world is on Facebook. And with such a large base of people, you need to reach them so they visit your website and help your business. But it takes a careful roadmap to get you there. This session delves into the specific tactics you can use to engage with people on Facebook and drive them back to your website.

Topics covered include:

- Choosing the best Facebook URL
- Using keywords strategically
- Helping your user above all
- Optimize your "info" tab

