

and finance are interrelated. Discover 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. This seminar is designed for new and established business owners.

Finding and Understanding Federal Solicitations
Boyce Haywood | September 5, 2018 | 1:30 p.m.-4 p.m.
Walnut 101

A follow up to "Doing Business with the Federal Government," this training focuses on identifying federal websites used by government agencies to advertise current opportunities for goods and services and long-range procurement forecasts. Examples include, but are not limited to, FedBizOpps, FedBid, GSA, DoD E-mail, and Army, Navy, Air Force, and other agency-specific websites. The training also addresses how businesses can connect with prime contractors, and web-based resources to identify current federal contractors and potential teaming partners.

How to Find Your Customer
Annette Dunlap | September 11, 2018 | 5 p.m.-8 p.m.
Wayne County Public Library

Market research isn't just for startups; it's an important ongoing process for every small business. Developing a focused and effective marketing plan requires up-to-date market analysis. Discover the variety of market research tools that will give you critical information about your industry and customers. Get the data you need to test the feasibility of a new business, find the competition, and discover potential customers interested in your proposed product or service.

Boots to Business
Various | September 11-12, 2018 | 8:30 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.*****


Marketing Your Business
Todd Lyden | September 19, 2018 | 6 p.m.-8:30 p.m. | Walnut 101

Marketing for the 21st Century small business is more dynamic and challenging than ever. Discover how to most effectively and efficiently use the many marketing tools available. Gain insights to understand and reach your customer, analyze your industry and business environment, and differentiate between branding,

SBC Fall 2018 SEMINARS
PRE-REGISTRATION RECOMMENDED!

Please preregister on-line at
www.ncsbc.net
(Go to Training, scroll down to Wayne Community College under Center, and scroll to 120 days under Date Range, SEARCH, select "SEMINAR" and "REGISTER.")
919-739-6940



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SMALL BUSINESS CENTER
WAYNE COMMUNITY COLLEGE
3000 Wayne Memorial Drive | Goldsboro, NC 27534
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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.



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 seven core competencies: writing your business plan, financing your business, legally starting your business, finding your customer, marketing your business, small business taxes, and basics of bookkeeping. Contact Dale Fey, the Small Business Center Director at 919-739-6941 for more information.

PRE-REGISTRATION RECOMMENDED
Registration: Please preregister on-line at www.ncsbc.net. (Go to Training, scroll down to Wayne Community College under Center, and scroll to 120 days under Date Range, SEARCH, select "SEMINAR" and "REGISTER."). Or you may call 919-739-6940.

Contracting 101: How to Do Business with the Federal Government
Boyce Haywood | August 22, 2018 | 1:30 p.m.-4 p.m. | Walnut 101

This training is an introduction to doing business with the federal government. Attendees learn the basics of how to sell products, services, and construction/engineering services to the federal government. Topics discussed include methods and levels of procurement; marketing to the federal government; socioeconomic small business programs; registering as a federal contractor; locating, identifying and responding to federal business opportunities; and resources available to assist federal contractors in North Carolina.

How to Start a Small Business
Steve Carver | August 23, 2018 | 6 p.m.-9 p.m. | Walnut 101

Understand the basics of starting a business in this seminar that takes you from idea to opportunity. Learn key strategies for start-up, financing, and marketing as well as important information about legal issues, licensing, zoning, operations, and more. Realize the importance of a self-assessment and how to evaluate the feasibility of your business idea. Discover the resources available to help you start and successfully operate your business.

How to Write a Business Plan
Pat Killette
Tuesday, August 28, 2018 | 6 p.m.-9 p.m. | Walnut 101

A business plan can be the most important tool a small business owner has. Learn how to turn your ideas into a solid plan for financing and long-term success. This seminar teaches you the important components of a business plan and helps you lay the foundation for a winning plan. Find out how marketing, operations,

advertising, and grassroots marketing techniques. Explore the components of an effective marketing plan in this comprehensive seminar.

Health and Safety Program Development for Potential and Established Business Owners

Sheila Higgins | September 25, 2018 | 1 p.m.-2:30 p.m.
Walnut 101

The training discusses in a humorous way why companies must treat their employees’ safety as important as any other process in the company’s business development. Ignoring the company’s safety and health requirements puts the company at risk in ways no other market force will. A sustainable business is a safe one.

Introduction to Basic Proposal Writing

Boyce Haywood | September 26, 2018 | 1:30 p.m.-4 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, and responsiveness and compliance. Attendees will develop a proposal outline during this workshop.

Leadership Toolbox for Current and Future Small Business Owners

Vanessa Spiron | September 27, 2018 | 5:30 p.m.-7:30 p.m.
Wayne County Chamber, William St.

Leadership is a quality that can make or break a business. As a small business owner, developing your leadership skills will help you create a strong foundation for your business to succeed. Strong leadership skills also make people want to work for you and motivates them to do their best for you. In this seminar, we will discuss what fundamental skills are necessary in your leadership toolbox for the success of your small business. Tools in the toolbox include clearly defining your vision and standards, presenting yourself with purpose, and much more. Let leadership be the force that drives your success in starting or growing your business.

Financing Your Business

Patrick Rodriguez | October 3, 2018 | 6 p.m.-8 p.m. | Walnut 101

Financing continues to be a challenge for many small business owners. Questions range from, Who will give me money for my business idea and what do they need from me? to, How will this business make money and will it be enough to pay back a loan or attract an investor? Get to the heart of business financing in this

seminar that answers your questions. Explore the advantages and disadvantages of the different types of funding sources and how to choose the right one for your needs. Discover the keys to financing success.

Small Business Programs, Set Asides and Limitations on Subcontracting

Boyce Haywood | October 9, 2018 | 1:30 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, limitations on subcontracting applicable to each small business program, and challenges for small business, including increased competition.

Do You Want to Be an Entrepreneur?

Dustin Pike | October 10, 2018 | 6 p.m.-8 p.m.
Downtown Goldsboro Development Corp., 219 N. John Street

Being an entrepreneur is hard and lonely. Sure, being your own boss and having your own business looks awesome from the outside. However, no one really tells you what you are getting into when you decide to make the leap into business ownership. But it doesn’t mean you have to figure it all out on your own.

- THE PERSONAL IMPACTS OF OWNING A BUSINESS - How owning a business can impact you personally in multiple facets of your life.

- THE IMPORTANCE OF SELF AWARENESS - Why you need to be honest with yourself about who you are, where your strengths and weaknesses lay, and whether this is really the right path for you.

- THE MOST IMPORTANT ITEM TO ENSURING SURVIVAL OF YOUR BUSINESS - Learn what will ensure your business can survive and how every decision you make should be leading to creating more of this.

- HOW TO GET STARTED - Understand that ideas aren’t the important thing and that execution is where success is made. You’ll also learn key areas to focus on and tips to remember as your business travels from idea to opening.

- FINDING YOUR MARKET AND TELLING YOUR STORY - How to research who your market is, find where their attention is, and discover what exactly you should be telling them.

QuickBooks® for Beginners

Cynthia Roberts | October 16, 2018 | 9 a.m.-12 p.m.
Walnut 101

Learn the habits of successful entrepreneurs using QuickBooks to manage their accounting records, industry best practices, and other bookkeeping tips to keep your QuickBooks up to date. Avoid Payroll Tax issues, bank and credit card reconciliation tips, understanding financial reporting in QuickBooks, and much more.

Marketing and Social Media Workshop

Latonya Johnson | October 17, 2018 | 1 p.m.-2:30 p.m.
Steele Library, Mt Olive

THIS WORKSHOP WILL COVER:

- The best social media platform to use for your customer.
- Simple navigation on social media sites.
- Access to information you need to be the best you can be in your small business using Google and YouTube.
- Website development and the costs and/or time to create one.
- Making the grade on marketing materials. (*Does your customer understand what your business is?*)

Basics of Bookkeeping

Leigh Cox | October 22, 2018 | 6 p.m.-9 p.m. | Walnut 101

Gain a workable knowledge of how to properly record financial transactions for your business. Discover the three most important financial reports and how to use them to make the best-informed business decisions. If you’re a new business owner or need a refresher on the basics of accounting, this seminar is designed for you.

Grant Writing for Non-Profits

Dorothy Moore | October 24, 2018 | 6 p.m.-9 p.m.
Dogwood 201

Are you a beginning grant writer or fundraiser? Are you interested in picking up some pointers to improve your grant applications? In this seminar, you will gain a better understanding of the grant-writing process, examine all elements of a grant application, and have the opportunity to review real grant applications. In addition, you will learn how to “hunt for funders” and “mine” data to justify funding your concept.

Promoting Your Business Online

Diane Wolfe | October 30, 2018 | 1 p.m.-4 p.m. | Walnut 101

Are you looking to expand your small business? Are you prepared to take your products and services online? Conquering the internet can be simple, fast, and cost-effective.

L. Diane Wolfe walks you through the steps, from creating a dynamic website to generating publicity. Promotion basics are outlined for those starting a web-based business or setting up a website for their physical business. Don’t get tangled in the web - learn how to develop a successful online marketing plan today.

Boots to Business

Various | November 6-7, 2018 | 8:30 a.m.-4 p.m. | Walnut 104

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Introduction to Non-Profit and Grant Writing

Ed Ormsby | November 14, 2018 | 1 p.m.-4 p.m. | Walnut 101

Setting up and managing a nonprofit organization is very different from a for-profit business. This seminar is designed to explain and prepare you not only setting up a nonprofit business, but also for the grant proposal process. Anyone new to the grant writing process should attend this seminar.

Your Small Business Taxes

Michael C. Jordan | November 27, 2018 | 6 p.m.-9 p.m.
Walnut 101

Gain a solid understanding of taxes required for small business owners and develop the best tax strategy for your business. Become familiar with the latest tax forms and procedures for both state and federal taxes. Discover how everyday business decisions can have tax implications that can affect your bottom line. This seminar is important for both new and experienced business owners.

How to Develop Your Business Website

Paul Kaufman | December 4, 2018 | 6 p.m.-9 p.m. | Walnut 101

Textual content on a website is where the true power lies. With the ability to carefully sculpt the text on each web page, site owners can attract both their target audiences as well as enhanced search engine rankings. There are specific tactics that can be used to create keyword-dense paragraphs that are audience magnets. Topics covered include: meta data sculpting, text versus image content, hyperlink optimization, and the power of HTML heading tag.