

Introduction to Drones

Darrell Erdman | Monday, April 29, 2019
6 p.m.-9 p.m. | Walnut 101 | Fee: None

General information regarding the use of drones for personal use as well as commercial use. This seminar will also include the brief description on the process of registering your drone. We will discuss the ways to go about getting your Part-107 (FAA Drone Pilots License). There will be a 20 minute demonstration, outdoors, prior to sunset.

Understanding Key Provisions of the 2018 Tax Reform

Michael C. Jordan | Wednesday, May 1, 2019
12:00 p.m.-3 p.m. | Walnut 101 | Fee: None

Discussion of the 2018 Tax Reform with attention to small business owners and individuals. Topics include the change in income tax rates and the implications of pass-through income on the income tax calculation, qualifying property expensing, interest expense deduction and net operating loss allowances.

Boots 2 Business

Various | Tues. and Wed., May 21-22, 2019
8:30 a.m.-4 p.m. | Walnut 104 | Fee: None

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.*****

SBC SPRING 2019 SEMINARS PRE-REGISTRATION RECOMMENDED!

Please pre-register on-line at
www.ncsbc.net/center.aspx?center=75550

find the workshop you would like to attend, click REGISTER and fill out the short form.

Or please call, **919-739-6940** to pre-register.



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Wayne Business and Industry Center

SMALL BUSINESS CENTER WAYNE COMMUNITY COLLEGE

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

SMALL BUSINESS CENTER SEMINARS

SPRING 2019

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 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 Information:

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The Best Small Business to Start Right Now!

Mike Collins | Tuesday, January 15, 2019
6 p.m.-9 p.m. | Walnut 101 | Fee: None

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, 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.

Boots 2 Business

Various | Tues. and Wed., January 15-16, 2019
8:30 a.m.-4 p.m. | Walnut 104 | Fee: None

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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.*****

Getting More Business with Facebook Paid Ads for Business Owners

Martin Brossman | Thursday, January 24, 2019
6 p.m.-9 p.m. | Walnut 101 | Fee: None

The course will provide information on creating and optimizing advertising on Facebook. A business's proper use of advertising on Facebook will allow for increased traffic to a business website, increased sales, and increased awareness of the brand. You will boost results by utilizing the data from Facebook Insights to target your Facebook advertising.

"So You Think You Want to Start a Business"

Bob Moore | Tuesday, January 29, 2019
6 p.m.-9 p.m. | Walnut 101 | Fee: None

This seminar has been created for those individuals who are thinking about starting and operating their own business; however, they do not know if they have the personality, drive, creativity, adaptability, and a host of other talents and attributes that comprise a host of other talents and attributes that comprise a successful entrepreneur. During this seminar, 6:00 p.m.-9:00 p.m. attendees will honestly assess "themselves" in order to discover their strengths and weaknesses. After this seminar, they can make a better-informed decision on moving forward at this point in time.

Hot Marketing Ideas for a Small Business

Alexis Davis | Tuesday, February 19, 2019
6 p.m.-8 p.m. | Walnut 101 | Fee: None

Nervous about marketing your small business? Learn some simple design tricks to grab attention! Gain the confidence to create unique Brochures, Newsletters, Business Cards, and Flyers that sell you and your business! Don't risk making a bad impression on potential customers with unprofessional marketing materials. Market yourself and your brand in ways that stand out from your competitors!

Marketing Research and Marketing

Vanessa Spiron | Thursday, February 21, 2019
3 p.m.-5 p.m. | Walnut 104 | Fee: None

Learn how to identify your target market and how many "touches" the consumer will need before acting. Look at all the available marketing options and which will fit your business. Should marketing be a budgeted item and how much is too much? Students will also discuss what they have done to market their business and what worked/didn't work.

Marketing Your Business

Todd Lyden | Wednesday, March 6, 2019
6 p.m.-8:30 p.m. | Walnut 101 | Fee: None

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

"So You Want to Start a Non-Profit"

Kate Tinsley | Thursday, March 14, 2019
9:30 a.m.-11:30 a.m. | Walnut 101 | Fee: None

We will identify the various obstacles, research, and evaluation that should be done prior to establishing and founding a 501c3 nonprofit organization. Learn how to identify and plan strategies for successful growth, engage audiences that align with your organizational mission, and collaborate with strategic alliances.

Boots 2 Business

Various | Tues. and Wed., March 19-20, 2019
8:30 a.m.-4 p.m. | Walnut 104 | Fee: None

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How to Develop a Mobile App Today!

Jeremy Moore | Friday, April 5, 2019
9 a.m.-12 p.m. | Walnut 101 | Fee: None

Hello, my name is Jeremy, and I want to tell you how I went from being a part-time home depot worker with absolutely no coding or business skills to a mobile developer with over 4 different apps. Along the way, we will navigate through the resources that enabled me and the many pitfalls

to avoid. All the tools to succeed are right in front of us, we just have to learn how to use them. Your Takeaways: Mobile development is an accessible, legitimate option for you. - Learn about the entire process 1.) Design and Planning 2.) Pre Launch 3.) Launch 4.) Sustained. ALSO: What to look for in a coder. Where to find Graphic Designers. Effective Mobile Marketing. No Coding Experience Required.

Writing a Business Plan for Current and Future Small Business Owners

Vanessa Spiron | Thursday, April 11, 2019
5:30 p.m.-7:30 p.m. | Walnut 104 | Fee: None

Why do you want to start a business? How can you do it? Your vision has to be put on paper in a business plan. It is the only way to create a strategy that will give your business the best chance to succeed. It is also required if you wish to apply for start up funding. We will walk through a business plan template helping students understand each section. Course co-designed by Jonathan Greeson, CFP.

Risk and Time Management

Ken Wessell | Tuesday, April 16, 2019
9 a.m.-12 p.m. | Walnut 101 | Fee: None

Risk Management - planning for what you can and cannot control. After completing this module, the participants will be able to: Understand the external and internal factors which affect risk for a small business. Recognize the common warning signs of risk for a small business. Implement, monitor, and evaluate a risk management plan for their business. Time Management - tips to make you more efficient. After completing this module, the participants will be able to: Improve their time management skills. Apply some common time management practices, such as: ABC Analysis, Pareto Analysis, Eisenhower Method, POSEC Method