

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 Small Business Center Director **DALE FEY** at **919-739-6941** for more information.

SBC SUMMER 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.

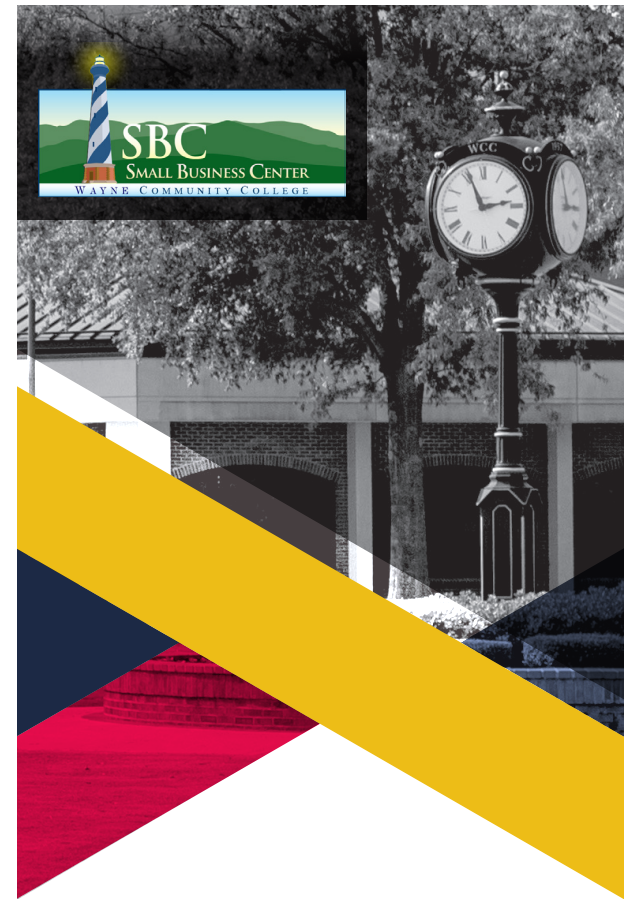
SMALL BUSINESS CENTER WAYNE COMMUNITY COLLEGE

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



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Wayne Business and Industry Center

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

SUMMER 2019



WAYNE COMMUNITY COLLEGE
WAYNE BUSINESS AND INDUSTRY CENTER

BASICS OF BOOKKEEPING

LINDSAY HINKLE | Tuesday, May 14, 2019
2 p.m.-5 p.m. | Walnut 104

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.

ACCESS TO CAPITAL FOR SMALL BUSINESSES

KEN WESSELL | Thursday, May 16, 2019
3 p.m.-5 p.m. | Walnut 104

What you need to know about preparing for a loan. How you go about requesting a loan. Where to look for capital/money. Who can lend money for your business.

BOOTS TO BUSINESS

VARIOUS | Tuesday & Wednesday May 21 & 22, 2019
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.*****

THE ENTREPRENEURIAL MYTH: THE TRUTH ABOUT ENTREPRENEURSHIP FROM A MAIN STREET BUSINESS OWNER

DUSTIN PIKE | Thursday, May 23, 2019
6 p.m.-8 p.m. | Walnut 104

Entrepreneurship is full of myths. You've probably heard a few of them yourself. Is it really as easy as turning your passion into a business? What is the perfect work/life balance? Will I be the next overnight success? The real question is, are these myths true. In this seminar, we will go over some of the most common myths when it comes to being an entrepreneur and, using real world experiences and data, shed light on how accurate these myths are.

HOW TO IMPROVE YOUR CREDIT SCORE TO OVER 740: PREPARING FOR A BANK BUSINESS LOAN

BOB MOORE | Tuesday, June 4, 2019
6 p.m.-9 p.m. | Walnut 104

Have you checked your credit score since October 1, 2018? If not, do not be surprised if you are like millions of Americans

who have discovered that their score is now lower, even as much as 100 point lower. While the major factors used in determining our credit scores have not changed, the formula or method for determining your score did change as of October 1. Other items discussed during this seminar include how many credit cards you should have and the proper way to use these cards, what to do with credit cards you have had for a long time but you no longer use, how to read and understand credit reports, how to obtain your credit reports and scores without paying for them, and the factors that are used in calculating our FICO or Beacon scores. You will learn how to raise your score simply by the way you use your credit cards, treat inquiries, make your payments, and carry balances. Using several proven methods, your credit score could increase by 50-100 points or more within 60 days.

HOW TO JUGGLE ENTREPRENEUR LIFE AND HOME LIFE!

KIM MCALISTER | Thursday, June 6, 2019
6 p.m.-8 p.m. | Walnut 104

So you had an idea that you want to start a business. You took the necessary steps to start and now you have customers. Welcome to the crazy world of the so-called entrepreneur life! Hold on to your seat belt folks because this ride can get a little bumpy especially if you don't find a healthy medium between work and home. This seminar will discuss and help you make a plan on how to balance the two to make life a little easier for you and your new business and not affect your household!

COOL TIPS FOR MARKETING AND BRANDING

ALEXIS DAVIS | Tuesday, June 11, 2019
2 p.m.-4 p.m. | Walnut 104

Nervous about marketing your small business? Learn some simple design tricks to grab attention! Gain the confidence to create unique brochures, 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!

SALES AND USE TAX SMALL BUSINESS WORKSHOP

NCDOR | Wednesday June 12, 2019
3 p.m.-5 p.m. | Walnut 101

This workshop will discuss the basics of sales and use taxes including registering for sales and use tax accounts, learning about the most common types of sales and use taxes collected, and preparing and filing a sales and use tax return. This workshop is for businesses to better understand their sales and use tax obligations and the proper procedures for filing and paying a sales and use tax return. NOTE: Sales and use tax law changes regarding capital improvements and repair, maintenance, and installation services will not be addressed in any depth during this workshop.

GRANT WRITING FOR NON-PROFITS

DOROTHY MOORE | Thursday, June 13, 2019
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.

FINANCING YOUR SMALL BUSINESS WITH THREAD CAPITAL

SHANNON O'SHEA | Thursday, June 20, 2019
4 p.m.-5:30 p.m. | Dogwood 201

Do you know what it takes to get a loan for your small business? Come hear about small business loans from Thread Capital, and learn what to do (and not to do) to prepare for financing.

WRITING A BUSINESS PLAN FOR FUTURE AND CURRENT BUSINESS OWNERS

VANESSA SPIRON | Monday, June 24, 2019
6 p.m.-8 p.m. | Walnut 104

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 and help participants understand each section. Course co-designed by Jonathan Greeson, CFP.

BOOTS TO BUSINESS

VARIOUS | Tuesday & Wednesday July 16 & 17, 2019
8:30 a.m.-4 p.m. | Walnut 104

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WALNUT 104

- Allows food & drink, but will not be provided.

WALNUT 101

- No food or drink allowed.