

Your business is up and running and now you're ready to bring on employees. Before you post that help-wanted ad for new staff, there are some important ideas to consider. From setting hours and wages to creating a target description of your ideal employee, this seminar walks you through fundamental questions you'll want to address before adding new employee.

### Power Networking

Torette Williams  
Thursday, August 22, 2019  
6 p.m. – 8 p.m. | Walnut 101

Learn the basic principles on how to Power Network to grow your business by sharing tools, techniques and experiences that will help make you more successful in your business.

### Writing a Business Plan for Current and Future Business Owners

Vanessa Spiron  
Thursday, August 29, 2019  
6 p.m. – 8 p.m. | Walnut 101

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.

### Boots to Business

Various  
Tuesday & Wednesday, September 17 & 18, 2019  
8:30 a.m. – 3:30 p.m. | Walnut 104

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\*\*\*THIS SEMINAR IS OPEN ONLY TO ACTIVE DUTY, THEIR DEPENDENTS AND VETERANS OF THE US MILITARY.\*\*\*



**SBC Fall 2019 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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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.





**SEMINARS**  
**Fall 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:** Please preregister on-line at [www.ncsbc.net](http://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.

### Press Start To Begin: How to Level Up your Business from Idea to Executing

Dustin Pike  
Thursday, August 8, 2019  
6 p.m. – 8 p.m. | Walnut 101

Spend your days at work dreaming about owning your own business? Got the next hot business idea but don't know where to start? Join us and follow the road map laid out fellow small business owner, Dustin Pike, as he guides you on the journey from deciding to be an entrepreneur to successfully launching your business. Learn the valuable lessons from his personal experience, including what to do and what NOT to do, based on his years of small business experience.

### Basics of Bookkeeping

Leigh Cox  
Monday, August 12, 2019  
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.

### Ready to Hire Your First Employees? 3 Steps to Hiring Success for Potential & Current Small Business Owners

Camelia Walker  
Thursday, August 15, 2019  
3 p.m. – 5 p.m. | Wayne Learning Center 161





### Access to Capital for Small Business

Ken Wessell  
Thursday, September 19, 2019  
2 p.m. – 4 p.m. | Walnut 101

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?

### Social Media Marketing for Small Business

Katherine Jarman  
Monday, September 23, 2019  
6 p.m. – 9 p.m. | Walnut 101

Do you want your business to have a social media presence but don't know where to begin? Are you already on social media but need tips to better leverage your presence and time spent on social media sites? This workshop will discuss the importance of social media marketing for your business, various platforms to use and how to maximize your exposure, and how to determine what works on social media for your business and what doesn't.

### How to Improve Your Credit Score to Over 740; Preparing for a Bank Business Loan

Bob Moore  
Tuesday, October 1, 2019  
6 p.m. – 9 p.m. | Walnut 101

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 points lower. The major factors used in determining our credit scores have not changed; the formula or method for determining your score changed 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.

### Boots to Business

Various  
Monday & Tuesday, October 7 & 8, 2019  
8:30 a.m. – 3:30 p.m. | Walnut 104

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### Financing Your Small Business with Thread Capital

Shannon O'Shea  
Tuesday, October 8, 2019  
4 p.m. – 5:30 p.m. | Walnut 101

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.

### Sales & Use Tax Small Business Workshop

NCDOR  
Thursday, October 10, 2019  
4 p.m. – 6 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.

### Quickbooks for Beginners

Cynthia Roberts  
Thursday, October 17, 2019  
9 a.m. – 12 p.m. | Walnut 101

Learn the habits of successful entrepreneurs

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

### "Let's Get Social"

Breana Donnelly  
Monday, October 21, 2019  
10 a.m. – 12 p.m. | Walnut 101

In this seminar, participants will dive deep into the world of social media and how it affects businesses and their customers. Let's face it, having no social media presence, isn't an option anymore; it's a requirement for businesses. Even personal profiles are reflecting more and more like a brand. Businesses need high-quality content that can cut through the social media noise and reach their customers. In this seminar, we will discuss how to accomplish this task when your business may not have a large budget and social media team at your disposal. Learn what platforms are right for you and how to use them to utilize them to better reach your customers.

### Understanding Key Provisions of the 2018 Tax Reform for Small Business

Michael C. Jordan  
Thursday, October 24, 2019  
3 p.m. – 5 p.m. | Walnut 101

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.

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Various  
Monday & Tuesday, November 4 & 5, 2019  
8:30 a.m. – 3:30 p.m. | Walnut 104

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### Small Business Lending

TJ Congleton  
Wednesday, November 13, 2019  
3 p.m. – 5 p.m. | Walnut 101

What is needed and required to obtaining funding for an existing and future small business owner? This seminar covers various lending options and the six Cs of lending.

### Leadership Toolbox for Current and Future Small Business Owners

Vanessa Spiron  
Thursday, December 5, 2019  
10 a.m. – 12 p.m. | Walnut 101

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.

### Boots to Business

Various  
Monday & Tuesday, December 9 & 10, 2019  
8:30 a.m. – 3:30 p.m. | Walnut 104

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