



Fall 2011



## Small Business Center

The Small Business Center provides information, training, counseling, referrals, and other technical/managerial assistance to small businesses and individuals who are interested in starting a small business.

For more information on the Small Business Center, seminars, or to schedule an appointment for one-on-one business counseling contact Suzanne Wallace at 704.878.3227 or [swallace2@mitchellcc.edu](mailto:swallace2@mitchellcc.edu).

### **TECHNOLOGY & WORKFORCE DEVELOPMENT CENTER, STATESVILLE**

The following seminars and workshops are offered in partnership with the **Downtown Statesville Development Corporation** and the **Greater Statesville Chamber of Commerce**.

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#### **Everything You Ever Wanted to Know About Starting a Business**

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This is an in-depth walk through the mechanics of developing a business concept, feasibility, licensing and basics of start-up costing. Discussion covers all facets of a business start-up including the need for a well thought out business plan.

WFD 108      Tu      8/30      6:00p - 9:00p      No Charge

#### **The BASICS of Marketing Your Small Business**

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Participants will be introduced to methods to determine if there is a market for products or services. In addition, they will learn sources of market information, how to do market research, analyze market research, and create a marketing plan. Various methods of advertising will also be explored.

WFD 108      Tu      9/6      6:00p - 9:00p      No Charge

#### **Writing a Business Plan that WORKS**

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Participants will learn to recognize the various sections of a business plan and what makes them work. Sample business plans will be available to study and further understand what makes a good plan. Participants will have an opportunity to use several business plan evaluation tools.

WFD 108      Tu      9/20      6:00p - 9:00p      No Charge

#### **The BASICS of using eBay® to Sell your Products**

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Looking for a new way to sell your products? This seminar will teach new or prospective business owners how to sell on eBay the right way! A variety of topics will be covered including research and creating listings that will attract buyers, how to use descriptions and photography, setting pricing that will maximize your profits and MUCH more!

WFD 205      Tu      11/15      1:00p - 4:00p      No Charge

#### **BEYOND the BASICS of using eBay® to Sell your Products**

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This seminar is for the entrepreneur who has attended The BASICS of using eBay® to Sell your Products. Instruction will continue on how to make eBay® a primary marketing tool for your small business. In this seminar you will learn best practices to use when setting up an account, advertising items for sale, accepting payments through PayPal™, and shipping procedures.

WFD 108      Tu      11/15      6:00p - 9:00p      No Charge

#### **Fundamentals of Investing**

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This session covers common roadblocks to financial success as well as keys to success. Risk and cash management, retirement, and college planning will be discussed. Stock market terminology will also be covered. In addition, guidelines on how to find stocks that are right for you will be shared.

WFD 205      Tu      9/13      9:00a - 10:00a      No Charge

WFD 108      W      10/5      3:00p - 4:00p      No Charge

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### **Making a Hit with your Customer**

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This seminar offers keys to provide extraordinary customer service that makes a hit with your customers. Companies must have employees who work well as a team, communicate effectively, and manage conflict. Achieving this high service standard will result in loyal customers and winning strategies for business success.

WFD 205      T              10/18              10:00a - 12:00p              No Charge

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### **Supervision: Developing People Skills**

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This seminar will benefit both new and experienced supervisors and will focus on the development of interpersonal skills. Topics will include fundamental skills of communicating with and managing people, improving employee work habits, delegating effectively, implementing change, and much more.

WFD 205      T              10/18              2:00p - 4:00p              No Charge

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### **Contracting Basics 101**

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The federal government spends billions annually on goods and services. If you are interested in obtaining a share of this market, plan to attend this workshop. Discussion will include mandatory registrations, types of contracts, vendor requirements, special programs (Women, Veterans, Minorities), subcontracting, identifying contract opportunities, bidding tips and how to market to federal

WFD 205      Th              11/3              9:00a - 12:00p              No Charge

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### **ABC's of Starting a Business**

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This is a two part seminar that will cover the basic steps of starting and operating a small business. Topics that will be covered include: understanding yourself; researching your market; business structures; licensing; marketing; pricing; financials; and components of a business plan. \*Students must attend the first night as a prerequisite for the second night.

WFD 108      Th              12/1 & 12/8      6:00p - 9:00p              No Charge

## **MOORESVILLE CENTER, MOORESVILLE**

*The following seminars and workshops are offered in partnership with the **Mooreville Downtown Commission** and the Mooreville-South Iredell **Chamber of Commerce**.*

*MSVL MCB = Mooreville Center (New Instructional building)*

*MSVL MCT = Mooreville Center*

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### **HOW TO GET THE GRANT: What Every Grant-Seeker Needs to Know**

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Designed for staff and board members of nonprofit organizations. Objectives include the following: identify different grant making entities and how each function, learn behind-the-scenes information about grant making processes, learn practical tips for proposal writing, and gain a better understanding about how to prepare for proposal submission.

MSVL MCB 117      Tu              8/23              1:00p - 4:00p              No Charge

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### **Financing for Your Small Business**

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This seminar will provide information regarding financial resources available. In this seminar, you will learn what you need to apply for a small business loan and what is required to seek investors. You will also learn about the various capital opportunities available.

MSVL MCB 117      Tu              9/13              6:00p - 9:00p              No Charge

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### **Starting a Small Business - Introduction**

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If you are thinking about starting a business, you need to equip yourself with as much knowledge as possible. Starting a business can be a challenge; however, with the right guidance and knowing what resources are available, you will increase your chance of success.

MSVL MCT 122      Th              9/15              2:00p - 3:30p              No Charge

MSVL MCT 122      Th              10/13              2:00p - 3:30p              No Charge

MSVL MCT 122      Th              11/17              2:00p - 3:30p              No Charge

## Will My Business Make Money?

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Participants will review the concept of feasibility and study the major demographic categories and evaluate which are important to their business concept. Participants will develop an understanding of the Seven Major Demographics to develop a market analysis of their business concept and evaluate its feasibility based on location, budgeting, and financial concepts.

MSVL MCB 117 Tu 9/27 6:00p - 9:00p No Charge

## Money Management Success

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As a business owner or manager, successfully managing both personal and business assets must be a priority. Discussion in this course will revolve around risk management, cash management, tax strategies, retirement plans and estate strategies specifically for the business owner. You will leave each class empowered with an action plan of what steps to take next.

MSVL MCT 123 T 9/27 - 10/18 7:00p - 9:00p \$30

## Motivating and Training Hourly Employees

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This seminar will help any manager identify the specific issues that create problem employees and will also focus on how managers can better deal with the stress of managing. This will be helpful to managers who have not received formal training, in their first management position, or find it uncomfortable managing employees who might have been their former peers.

MSVL MCB 117 F 9/30 9:00a - 12:00p No Charge

## Bookkeeping Made Easy

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This seminar will answer basic bookkeeping questions for new and prospective business owners. Topics that will be covered include: accrual and cash basis accounting, what are expenses and revenues, manual and software bookkeeping options, outsourcing, and what your business actually needs when it comes to bookkeeping.

MSVL MCB 117 Tu 10/4 6:00p - 8:00p No Charge

## The BASICS of using eBay® to Sell your Products

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Looking for a new way to sell your products? This seminar will teach new or prospective business owners how to sell on eBay® the right way! A variety of topics will be covered including research and creating listings that will attract buyers, how to use descriptions and photography, setting pricing that will maximize your profits and MUCH more!

MSVL MCB 117 Tu 11/8 1:00p - 4:00p No Charge

## Opening an eBay® Retail Store: The Next Level

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Enter the next level with eBay®. This seminar will go through a step-by-step approach and participants will learn how to optimize their eBay® store. Other topics of discussion will include: how to market your eBay® store more effectively, and how to list items in your eBay® store. \*Prerequisites, *The BASICS of using eBay® to Sell your Products* and *BEYOND the BASICS of Using eBay® to Sell your Products*.

MSVL MCB 117 Tu 11/22 1:00p - 4:00p No Charge



*Organizations In Partnership to Assist Small Businesses*