

**“Entrepreneur Academy” 2010**  
**James Sprunt Community College Small Business Center**  
**6:00 pm – 9:00 pm each session**

**How to Start a Business - Tuesday, January 5 – Boyette Bldg. Room 122**

All of the requirements of starting a business, legal structure, business plan, market plans, web site presence, license, etc. will be shared.

**How to Write a Business Plan - Tuesday, January 12 – Boyette Bldg. Room 113**

The key components of a business plan and cash flow analysis will be discussed.

**How to Finance Your Small Business – Tuesday, January 19 – Boyette Bldg. Room 113**

This seminar provides facts about adequate financing for your small business. Topics include sources for business capital, selecting a bank and negotiating financing.

**How to Market & Advertise Your Business – Tuesday, February 2 – Boyette Bldg.**

**SBC Conf. Room** This seminar helps the small business owner develop an effective marketing program. Learn how to reach your target market with effective promotions, advertising, direct mail, telemarketing, Internet, personal selling, and public relations.

**Tax Reporting Requirements for Small Businesses – Tuesday, February 9 – Boyette**

**Bldg. Room 113** This seminar will help small business owners with basic state and federal tax issues that arise in everyday business activity.

**Record Keeping for Small Businesses – Tuesday, February 16 – Boyette Bldg. Room**

**113** This seminar will cover the basics of keeping complete and accurate records to manage the balance sheet, income statement, and cash flow of the business.

**Certificate Requirements:** Participants who attend all six sessions will receive a Certificate of Completion. Participants who are not interested in receiving a certificate are also welcome to attend.

**“Going Green” Seminar Series 2010**  
**6:00 – 9:00 pm each session**  
**Boyette Building, Room 113 each session**

“Going green” – What does it all mean? These sessions are designed to give an introduction to businesses and individuals on how to make your business, home and community more “green,” and what the benefits of these actions might be.

**Going Green 101 – Tuesday, January 26** –This session will put all areas of “going green” in perspective, and teach businesses and entrepreneurs how to discover sustainable green business advantages that can increase revenues and profits. Green business opportunities will also be explored.

**Weatherization Tax Incentives and Energy Audits in the “Green” Economy – Tuesday, February 23**

- This session will provide an overview of the weatherization tax credits, and how you may be able to apply them to your business and/or home. You will also learn how to conduct an energy audit of your home or business to determine how to make “going green” save you money!!

**Introduction to Solar Power and Other Alternative Energy Sources – Tuesday, March 23** – This session will provide an overview of the fundamentals of photovoltaic (solar) systems, and other alternative energy sources. Examples will be provided to show how these alternative energy technologies might be implemented in your business, home, or agricultural buildings to decrease your utility bill.

**Certificate Requirements:** Participants who attend all three sessions will receive a Certificate of Completion. Participants who are not interested in receiving a certificate are also welcome to attend.

## **“American Food Finds” Workshops 2010**

**6:00 pm – 9:00 pm each session**

**Duplin County Agricultural Service Center**  
(across from James Sprunt Community College)

### **Learn How to Start Your Own Specialty Food Business!**

**Introduction to the Specialty Food Business – Wednesday, March 3** This session will provide a detailed overview of the specialty food business, market planning for your food business, and developing your product.

**Food Production and Processing Operations - Wednesday, March 10** This session will review specialty food product regulations, nutritional labeling, food safety, and facility requirements.

**Specialty Food Business Start-up and Operating Considerations - Wednesday, March 17** – This session will explore what it takes to be an entrepreneur, how to develop a business plan, start-up considerations, and the JSCC Incubator Kitchen.

**Certificate Requirements:** Participants who attend all three sessions will receive a Certificate of Completion. Participants who are not interested in receiving a certificate are also welcome to attend.

To reserve a seat in these workshops, call the James Sprunt Community College Small Business Center at 910-296-2430 or [sbc@jamesprunt.edu](mailto:sbc@jamesprunt.edu).