

**James Sprunt Community College
Small Business Center
Kenansville, NC 28349**

“Entrepreneur Academy” 2010

**James Sprunt Community College Small Business Center
6:00 pm – 9:00 pm each session, Boyette Building Room 113**

How to Start a Business - Tuesday, August 24

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, August 31

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

How to Finance Your Small Business – Tuesday, September 7

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, September 14

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, September 21

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, September 28

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. All seminars are free.

“Small Business Series” – Fall 2010
James Sprunt Community College Small Business Center
Boyette Building Room 113 Each Session

Starting & Operating a Home-Based Business - *How Does A New Business Become A Booming Business?* – Thursday, August 12, 6:00 – 9:00 - *Can I make a living by operating a new or existing home-based business? How can a new business hope to survive in a marketplace where selling at cost appears to be the norm? Where do successful businesses find those great employees who have that special something? What enables Fast Food stores to do so well on a street with nothing but other Fast Food stores?* Tim Dannelly – author of *Selling The American Dream* – believes effective planning, execution and marketing are involved in all successful businesses. – Tim Dannelly

Living Debt Free, A Common Sense Approach – Thursday, August 19, 6:00 – 9:00 - How would you like to pay off all your consumer debt, credit cards, car payments, and loans? In this three-hour seminar, you will learn a simple yet effective method to start the process of making yourself **debt free!** You will also learn about the shams and “quick fixes” that should be avoided and how to properly and legally deal with creditors. Bring a list of your debts with balances and monthly payments and learn how to develop your own debt elimination plan that can be implemented immediately into your lifestyle. **Bring a calculator! – Bob Moore**

Understanding And Improving Your Credit Score – Thursday, August 26, 6:00 – 9:00 - Your credit score is important in determining the interest rate of your loans, your insurance premiums, deposits required for phone and utility services, and your character! Learn how to get a free credit report, how to understand these reports, and become familiar with the factors that are used to calculate your credit score. You will also learn methods to improve your credit score and the importance of maintaining good credit and the positive financial consequences it produces. – Bob Moore

Easy Online Web Design and Web Marketing – Tuesday, September 21 – Lunch and Learn Session 12:30 – 1:30, In-depth Session 1:30 – 3:30 – Back by popular demand is Martin Brossman to teach us how to create our own web site, and how to use the web to market at no cost! – Martin Brossman

“American Food Finds” Workshops 2010

6:00 pm – 9:00 pm each session

Eastern Carolina Food Ventures Incubator Kitchen

WestPark Technology

946 Penny Branch Rd, Warsaw, NC 28398

Learn How to Start Your Own Specialty Food Business!

Introduction to the Specialty Food Business – Wednesday, October 20 - This session will provide a detailed overview of the specialty food business, market planning for your food business, and developing your product and packaging.

Food Production and Processing Operations - Wednesday, October 27 - This session will review specialty food product regulations, nutritional labeling, food safety, and facility requirements.

Specialty Food Business Start-up and Operating Considerations - Wednesday, Nov. 3 – This session will explore what it takes to be an entrepreneur, how to develop a business plan for your food business, start-up considerations, and the use of the Eastern Carolina Food Ventures 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. All seminars are free.

“Fundamentals of Supervision and Management”

Seminar Series – Fall 2010

James Sprunt Community College Small Business Center

The Best Year of Your Life! – Thursday, August 12, 9:00 – 12:00 - Hoffler Building, Monk Auditorium – Explore the value of a contagious *zest for life* with author and professional speaker, Tim Dannelly! Learn what a winning attitude means to your overall productivity, how to handle time robbers, and goal-reaching for the professional.

How to Find, Hire and Keep Great People – Thursday, September 30, 9:00 – 12:00 – Hoffler Building, Monk Auditorium - Are you having trouble finding people who can perform the work in your business? Did you hire a person who had a great resume’ and interview, but they couldn’t do the work? Learn how to find and keep those great people for your organization. – John Formica

Coaching your Employees the Disney Way to Get Positive Results – Thursday, October 28, 9:00 – 12:00 – Hoffler Building, Monk Auditorium – Are you frustrated that your employees seem to do the wrong things? Do your employees complain about not knowing what to do or how to do it? Are top performers in your organization falling behind? This session will focus on results oriented leadership styles, effective communication skills, and coaching skills that motivate and result in increased performance from your teams. – John Formica.

Diversity Awareness – Building Better Relationships – Thursday, November 18, 9:00 – 12:00 – Hoffler Building, Monk Auditorium - In this workshop, you will learn how to identify the barriers to diversity, four steps in building better relationships, tips on handling “touchy” situations, guidelines for managing a diverse workplace, and how to meet the needs of your diverse customers. – John Formica.

Certificate Requirements: Participants who attend all four sessions will receive a Certificate of Completion. Participants who are not interested in receiving a certificate are also welcome to attend. All seminars are free.

To register for these free seminars, call 910-296-2430 or email us at sbc@jamesprunt.edu.