Financing Your Small Business

Financing continues to be a challenge for many small business owners. Questions range from, Who will give me money for my business idea and what do they need from me? to, How will this business make money and will it be enough to pay back a loan or attract an investor? Get to the heart of business financing in this seminar that answers your questions. Explore the advantages and disadvantages of the different types of funding sources and how to choose the right one for your needs. Discover the keys to financing success.

Course Fee: NA
Class hours: 3 hrs
Date: 8/20
Days: TH
Time: 6:00 PM - 9:00PM
Instructor: Dr. Becky Sain
Location: LeGrand 6109

How to Find Your Customers

Market research isn't just for startups; it's an important ongoing process for every small business. Developing a focused and effective marketing plan requires up-to-date market analysis. Discover the variety of market research tools that will give you critical information about your industry and customers. Get the data you need to test the feasibility of a new business, find the competition and potential customers interested in your proposed product or service.

Course Fee: NA
Class hours: 3 hrs
Date: 8/27
Days: TH
Time: 6:00 PM - 9:00PM
Instructor: Jeff Champion
Location: LeGrand 6110

How to Start a Small Business

This seminar, for the small business owner or prospective owner, will identify and discuss, in detail, the factors and topics that are crucial to starting a business.

Course Fee: NA
Class hours: 3 hrs
Date: 8/31
Days: TH
Time: 5:00 PM - 8:00PM
Instructor: Dwayne Parker
Location: Mauney Memorial Library

QuickBooks 1 - An Introduction

QuickBooks 1 gets participants started using QuickBooks, setting up a company file and chart of accounts, navigating the home page, and using QuickBooks lists and forms. This seminar is designed for the small business owner or prospective owner.

Course Fee: NA
Class hours: 3 hrs
Date: 9/3
Days: TH
Time: 6:00 PM - 9:00PM
Instructor: Jeffrey Weathers
Location: LeGrand 6112

QuickBooks 2 - Accounts Receivable and Accounts Payable

QuickBooks 2 shows participants how to set up their products and services in the QuickBooks system, manage their accounts receivable, and receive payments on invoices. This seminar is designed for the small business owner or prospective owner, is facilitated by Jeffrey Weathers of Integrity Bookkeeping Services.

Course Fee: NA
Class hours: 3 hrs
Date: 9/10
Days: TH
Time: 6:00 PM - 9:00 PM
Instructor: Jeffrey Weathers
Location: LeGrand 6109
QuickBooks 3 - Reporting and Analyzing Financial Data

QuickBooks 3 shows participants how to set up and use accounts payable to pay outstanding bills and track payments and expenses. This seminar is designed for the small business owner or prospective owner, is facilitated by Jeffrey Weathers of Integrity Bookkeeping Services.

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How to Write a Business Plan, Part 1

A business plan can be the most important tool a small business owner has. Learn how to turn your ideas into a solid plan for financing and long-term success. This seminar teaches you the important components of a business plan and helps you lay the foundation for a winning plan. Find out how marketing, operations, and finance are interrelated. Discover how a business plan is used by potential lenders, the dos and don'ts of writing a plan and steps for making the process easy. This seminar is designed for new and established business owners.

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QuickBooks 4 - Payroll

QuickBooks 4 pulls together information from previous sessions, showing participants how to use classes, customize and use reports, and create financial statements to analyze their business. This seminar is designed for the small business owner or prospective owner. Jeffrey Weathers of Integrity Bookkeeping Services will be the facilitator.

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How to Write a Business Plan, Part 2

This second part will continue topics covered in part one with special emphasis on "Projections". This class is for the small business owner or prospective owner.

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Operating a Home Based Business

A great portion of businesses today operate as a home based business. What makes them different from any other businesses? There are many advantages as well as some disadvantages to having your business based in your home. This seminar will help you understand those advantages and disadvantages as well as how the home atmosphere will affect the success of your business. You will also learn the legal issues associated with starting and running your business as a home based business. This class is for the small business owner or prospective owner.

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Optimize Your Online Small Business Presence

For the small business owner, an online presence is all about engagement. Learn how to enhance engagement online with a content management marketing strategy for your particular existing business or prospective business. Jeff Champion, a marketing professional with over 30 years’ experience in advertising and marketing, will facilitate this seminar.

Course Fee: NA  
Date: 10/8  
Instructor: Jeff Champion

How to Start a Business

Understand the basics of starting a business in this seminar that takes you from idea to opportunity. Learn key strategies for start-up, financing and marketing as well as important information about legal issues, licensing, zoning, operations and more. Realize the importance of a self-assessment and how to evaluate the feasibility of your business idea. Discover the resources available to help you start and successfully operate your business.

Course Fee: NA  
Date: 10/15  
Instructor: Dwayne Parker

Am I Cut Out to be an Entrepreneur?

Have you ever thought about owning your own business, but wondered if it was right for you? This workshop will examine some of the questions that you should ask yourself before going into business. Key terms and the steps you need to take to open a small business will be discussed.

Course Fee: NA  
Date: 10/22  
Instructor: Dr. Becky Sain

Branding Your Business through Successful Marketing

This seminar will educate the small business owner or prospective owner of the value of branding their business and building that value with consistent marketing. Learn how to increase your business's worth with a marketable logo and positioning statement. Learn why branding is so important to the life and profitability of a small business in today's economy. This seminar will be facilitated by Jeff Champion of Champion Communications, Inc.

Course Fee: NA  
Date: 10/26  
Instructor: Jeff Champion

Insurance: Business Risk Management

This seminar will cover all aspects of insurance as it relates to small business. It will include a general discussion of liability and property insurance, bonding and workmen's compensation insurance, life and health insurance, and retirement planning. This class is for the small business owner or prospective owner.

Course Fee: NA  
Date: 10/29  
Instructor: Robin Brackett

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Small Business Center

How to Write a Business Plan
A business plan can be the most important tool a small business owner has. Learn how to turn your ideas into a solid plan for financing and long-term success. This seminar teaches you the important components of a business plan and helps you lay the foundation for a winning plan. Find out how marketing, operations, and finance are interrelated. Discover how a business plan is used by potential lenders, the dos and don'ts of writing a plan and steps for making the process easy. This seminar is designed for new and established business owners.

Course Fee: NA  Date: 11/5  Instructor: Dwayne Parker
Class hours: 3 hrs  Days: TH  Time: 6:00 PM - 9:00 PM  Location: LeGrand 6109

Basics of Bookkeeping
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.

Course Fee: NA  Date: 11/12  Instructor: Dwayne Parker
Class hours: 3 hrs  Days: TH  Time: 6:00 PM - 9:00 PM  Location: LeGrand 6109

Maintaining a Profitable Small Business
Maintaining and understanding financial information is critical to operating a profitable business. This seminar will help the small business owner identify methods for maintaining financial records and using key reports (P&L/Cash Flow Statements and Balance Sheet) to operate the business. This seminar will explain how owners can use their financial statements to identify potential problems before they become a serious threat to the business’ survival.

Course Fee: NA  Date: 11/19  Instructor: Michelle Garey
Class hours: 3 hrs  Days: TH  Time: 6:00 PM - 9:00 PM  Location: LeGrand 6109

Marketing Your Business
Marketing for the 21st Century small business is more dynamic and challenging than ever. Discover how to most effectively and efficiently use the many marketing tools available. Gain insights to understand and reach your customer, analyze your industry and business environment and differentiate between branding, advertising, and grassroots marketing techniques. Explore the components of an effective marketing plan in this comprehensive seminar.

Course Fee: NA  Date: 12/3  Instructor: Jeff Champion
Class hours: 3 hrs  Days: TH  Time: 6:00 PM - 9:00 PM  Location: LeGrand 6109

Your Small Business Taxes
Gain a solid understanding of taxes required for small business owners and develop the best tax strategy for your business. Become familiar with the latest tax forms and procedures for both state and federal taxes. Discover how everyday business decisions can have tax implications that can affect your bottom line. This seminar is important for both new and experienced business owners.
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