SPRING 2015 Seminar Schedule (24 Seminar Offerings)

All SBC 2015 Seminars will be held in the LeGrand Conference Center

1/15/15 – 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, is facilitated by Jeffrey Weathers of Integrity Bookkeeping Services, and will be held at CCC from 6:00 – 9:00 PM. Room 6109. (Thursday)

1/22/15 – 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 accounts payable, receive payments on invoices, pay outstanding bills, and track payments/expenses. This seminar is designed for the small business owner or prospective owner, is facilitated by Jeffrey Weathers of Integrity Bookkeeping Services, and will be held at CCC from 6:00 – 9:00 PM. Room 6109. (Thursday)

1/29/15 – QuickBooks 3 – Reporting and Analyzing Financial Data - QuickBooks 3 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, is facilitated by Jeffrey Weathers of Integrity Bookkeeping Services, and will be held at CCC from 6:00 – 9:00 PM. Room 6109. (Thursday)

2/05/15 – QuickBooks 4 – Payroll - QuickBooks 4 shows participants how to use the payroll feature in QuickBooks to create paychecks, pay tax liabilities, process payroll forms and produce reports. This seminar is designed for the small business owner or prospective owner, is facilitated by Jeffrey Weathers of Integrity Bookkeeping Services, and will be held at CCC from 6:00 – 9:00 PM. Room 6109. (Thursday)

2/12/15 -- How to Start a Small Business - This seminar will identify and discuss, in detail, the factors and topics that are crucial to starting a business. This class is for the small business owner or prospective owner. The presenter will be Robert Reynolds and the seminar will be held at CCC from 6:00 - 9:00 PM. Room 6109. (Thursday)
2/19/15 - **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. Robin Brackett will be the facilitator. The seminar will be held at CCC from 6 PM – 9 PM. Room 6109. (Thursday)

2/26/15 - **How to Write a Business Plan, Part # 1** - Business plans are a tool for financing and a roadmap for the business owner. Writing a plan is an involved process and, as such, needs to be presented in two parts. This first part will deal with the plan’s structure and definition. This class is for the small business owner or prospective owner. Robert Reynolds will be the presenter and the seminar will be held at CCC from 6:00 - 9:00 PM. Room 6109. (Thursday)

3/05/15 - **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. Robert Reynolds will be the presenter and the seminar will be held at CCC from 6:00 – 9:00 PM. Room 6109. (Thursday)

3/12/15 - **Business Entities – Should My Small Business Incorporate?** – This seminar will deal with the subject of legal entities and which one is appropriate for an individual's particular business. The program will discuss sole proprietorships, partnerships, corporations, LLCs, and LLPs. Advantages and disadvantages of each form will be discussed, along with the basic tax treatment of each type. This class is for the small business owner or prospective owner. Don Bridges, who is a North Carolina Superior Court judge, will facilitate this seminar. It will be held at CCC from 6:00 – 9:00 PM. Room 6109. (Thursday)

3/19/15 - **Recordkeeping and Taxes for Small Business** - This seminar will focus on recordkeeping and tax reporting requirements for the small business owner or prospective owner. It will address the problems that can arise and how to remedy them. Robert Reynolds will be the presenter and the seminar will be held at CCC from 6:00 - 9:00 PM. Room 6109. (Thursday)

3/26/15 – **Marketing for Small Business: Branding Your Business through Successful Marketing**

This 3 hour 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, a marketing professional with over 30 years’ experience in advertising and marketing will facilitate this seminar. The seminar will be held at CCC from 6:00 PM – 9:00 PM, in room 6109. (Thursday)

4/02/15 - **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. The seminar will be facilitated by Robert Reynolds and held at CCC from 6:00 – 9:00 PM. Room 6109. (Thursday)
4/09/15 – E-Commerce for Small Business – Shopping at Amazon.com may be easy, but building an e-commerce Website can be a challenge. This seminar is designed for the business owner and will introduce participants to the essentials of e-commerce website creation, including design techniques, shopping cart options, payment gateways, and legal/security considerations. Chance Witherspoon, Web Technology Coordinator at CCC, will be the facilitator and the seminar will be held from 6:00 – 9:00 PM at CCC. Room 6110. (Thursday)

4/16/15 – Small Business Website Development - This seminar is designed for the business owner and is an introduction to the fundamentals of developing a business website. Participants will be instructed on how to secure a domain name, acquire Web hosting, and develop the website using WordPress as a Content Management System. Other topics covered will be website security, social media integration, and business email. Chance Witherspoon, Web Technology Coordinator at CCC, will be the facilitator and the seminar will be held from 6:00 – 9:00 PM at CCC. Room 6110. (Thursday)

4/23/15 - Loans and Financing for A Small Business – This seminar is for the business owner or prospective owner and will deal with the financing of a small business, focusing on how to obtain different types of business loans. Dr. Becky Sain, of NC REAL and Cleveland Community College, will facilitate this presentation. Facts and figures pertaining to business loans along with actual financial information from area banks and programs will be presented. The seminar will be held at CCC from 6:00 – 9:00 in Room 6109. (Thursday)

4/30/15 – Social Media: Beginner Facebook (Part # 1) – Before a business can develop a social media marketing strategy, the owners must understand and be able to use Facebook. This seminar is designed to introduce participants that are small business owners or prospective owners, to Facebook. This seminar will be presented in two parts. Jennipher Harrill, of Blue Eyes Social Media Connections, will be the facilitator and the seminar will be held from 6:00 – 9:00 PM at CCC. Room 6110. (Thursday)

5/7/15 – Social Media: Beginner Facebook (Part # 2) – This seminar is a continuation of Part # 1. Jennipher Harrill, of Blue Eyes Social Media Connections, will be the facilitator and the seminar will be held from 6:00 – 9:00 PM at CCC. Room 6110. (Thursday)

5/14/15 - “Cash”: The Lifeline of Your Business - "My accountant said that I made a profit but I don't have any money to pay the bills!" This seems to be the story of many small business owners who focus on profit and loss and not enough on cash flow. It is necessary to understand where your cash is coming from and where it is going. It is this activity that assures businesses of the available cash to properly operate and be successful. This seminar is a must for any new, prospective, or existing business owner to help them understand and manage their cash to insure the survival of their business. The seminar will be facilitated by Robert Reynolds and held at CCC from 6:00 – 9:00 PM. Room 6109. (Thursday)

5/21/15 – First Time Landlord: Successful Strategies for Investment Properties – If you have been thinking of becoming a landlord and owning rental property, this seminar will help you with the essential information you should have before buying your first property. Chad Chastain, a 20 year veteran of the industry, will instruct the seminar on the development of leases and rental agreements (a standard one will be provided), cash flow analysis of the business, established care and maintenance repair procedures for property, how to avoid legal problems, and how to attract the good tenants and terminate the bad ones. A discussion of financing a rental property
will be part of the overall information. The seminar will be held from 6:00 – 9:00 PM at CCC.
Room 6109. (Thursday)

5/28/15 – How to Successfully Interest an Investor to Buy Your Business – Before selling a business, business owners should understand how businesses are valued for sale and what can enhance the business valuation. This seminar shows both potential business buyers and sellers the buy/sell processes, how businesses are valued, and ways that a business can be enhanced before the sale. How to find buyers for your business is a topic that will be covered also. This seminar is designed for the small business owner and will be held at CCC from 6PM - 9PM in room 6109. The facilitator is Michelle Garey, CFA and Senior VP of BB&T Wealth Management. (Thursday)

6/04/15 – 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. This seminar is designed for the small business owner and will be held at CCC from 6PM - 9PM in room 6109. The facilitator is Michelle Garey, CFA and Senior VP of BB&T Wealth Management. (Thursday)

6/11/15 – 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. Dr. Becky Sain, of NC REAL and Cleveland Community College, will facilitate this session. The seminar will be held at CCC from 6:00 PM – 9:00 PM. Room 6109. (Thursday)

6/18/15 - Will My Business Idea Support Me? - This seminar will identify personal qualities and skills of successful business owners and other factors that contribute to the success of small businesses. Participants will develop a better understanding of personal budgeting and its relationship to business planning. Basic concepts such as start-up cost, revenue and operating cost will be explained. This class is for the small business owner or prospective owner. Dr. Becky Sain of Cleveland Community College and NC REAL will facilitate this presentation. The seminar will be held at CCC from 6:00 PM – 9:00 PM. Room 6109. (Thursday)

6/25/15 – 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. The seminar will be held at CCC in room 6109, from 6 PM – 9PM. (Thursday)
PRE-REGISTRATION IS REQUIRED, AT LEAST TWO DAYS IN ADVANCE, FOR ALL SEMINAR PARTICIPANTS AND EACH SEMINAR. THERE IS NO CHARGE FOR A SBC SEMINAR.

CALL BRITTANY BOWMAN, SBC SECRETARY, IN THE CE OFFICE FOR REGISTRATION OPTIONS AND INFORMATION. (704-669-4015)

CALL STEVE PADGETT, SBC DIRECTOR, IF YOU NEED ADDITIONAL INFORMATION OR WOULD LIKE TO BECOME A CLIENT OF THE SMALL BUSINESS CENTER NETWORK at 704-669-4146; THE SMALL BUSINESS CENTER NETWORK WEBSITE IS: www.ncsbc.net

All SBC seminars are co-sponsored by the Cleveland County Chamber, the Uptown Shelby Association, and the Cleveland County Business Development Center.

IN THE CASE OF INCLEMENT WEATHER, PLEASE REFER TO THE COLLEGE WEBSITE: www.clevelandcc.edu
SPRING 2015 Seminar Schedule (5 Seminar Offerings)
KINGS MOUNTAIN
All SBC Seminars will be held at Mauney Memorial Library

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