

Small Business Center at Forsyth Tech

“Increasing Business Success”



If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center for free information, including small business seminars and one-on-one counseling.

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Monthly Business Events

In my previous article, I discussed the state of small business as it relates to marketing. I came across some interesting statistics related to marketing. Marketing continues to be a big challenge for businesses of all sizes and types.

This month, I want to discuss the events that we provide on a monthly basis at the Small Business Center. We believe strongly that every business owner needs to commit to continuous learning. Our events are designed with this objective in mind. Certain aspects of business management are so critical that we have committed to providing regular learning opportunities. We are offering the following events each month in 2018:

1. SYN(HER)GY Night – Usually First Tuesdays...We focus on successes and challenges of women in entrepreneurship.
2. Forsyth Business Connections – Usually First and Third Tuesdays...We discuss ways to get the most out of networking opportunities.
3. Business Roundtable – Usually First Thursdays...This is a conversation about best practices to develop and maintain successful businesses.
4. Business Info to Go – Usually Second Tuesdays...We explore how to use free business resources from the Forsyth County Public Library.
5. Thinking of Starting Your Own Business – Usually Second Tuesdays... This seminar covers the issues that an individual should consider before thinking about opening the doors.
6. Marketing Excellence – Usually Second Fridays...We discuss ways to strengthen our marketing efforts.
7. HUSTLE Night – Usually Third Mondays...This is a monthly gathering to enhance inclusive entrepreneurship in Winston-Salem.
8. TRUST – Usually Second Wednesdays...The Better Business Bureau facilitates an entrepreneurial think tank that impacts the way we lead, innovate and succeed.
9. Professionalism – Usually Fourth Mondays...We discuss ways to position yourself and your business as professional.
10. Personal Empowerment for Small Business Owners – Usually Second Thursdays... In this interactive gathering, expect to learn concrete ways to take care of yourself so your business and your life can thrive.

We also have a variety of educational events that we offer in response to the needs and trends in the marketplace. You are also invited to meet our team of business mentors who meet with business owners on a one-on-one basis to work through various ventures, challenges, and enhancement opportunities. We are confident that we can help you to stay (or get back) on the road to success. We look forward to supporting you.

You may learn about our services at www.forsythtech.edu. Feel free to stop by our office at 525@Vine in Wake Forest Innovation Quarter just east of the heart of downtown Winston- Salem. You may also contact us at SBC@forsythtech.edu or by calling (336) 757-3810.

The objective of the Small Business Center at Forsyth Tech is to help small businesses succeed by providing high quality, readily accessible assistance to prospective and existing business owners in Forsyth and Stokes counties. Our motto is "Increasing Business Success," which describes our commitment to clients. The N.C. Community College's Small Business Center Network assists in starting an average of more than 800 businesses each year and the centers have an economic impact in 90 percent of all N.C. counties each year, helping to create and retain over 2,800 jobs annually.

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