

Big Ideas for Small Businesses from the Forsyth Tech Small Business Center



New Director Has **Big Plans For Center**

By Fran Daniel, Winston-Salem Journal | Posted April 21, 2013 *Reprinted with Permission*

Small businesses are the backbone of the American economy. They employ more than half of the country's workforce, hold 10 times more patents than large business, and create more than 50 percent of the non-farm private gross domestic product in the U.S. In support of small business, the Winston-Salem Journal published the following article to help entrepreneurs and small business owners understand the resources available to them through Forsyth Tech's Small Business Center:

As the new director of the Forsyth Technical Community College Small Business Center, Allan Younger has started some new programs to help make folks aware of resources at the center.

The center recently held an open house and presented its third resource panel discussion this year. The panel discussions feature speakers and instructors, including business owners, on various topics and resources for small businesses.

"Our clients told us that they'd like to hear from others in the community that could talk about some of the challenges that they have and how they overcome them," Younger said. "The resource discussion series is much more interactive than some of our classes."

He said that it's hard starting a business or running an existing business, but people don't have to do it alone.

"We encourage people to identify the resources that are available to help them be successful," Younger said.

The Forsyth Tech Small Business Center has been in operation for more than 20 years. It is housed at the intersection of Poplar and Fourth streets in downtown Winston-Salem, just across from the Subway restaurant. It covers Forsyth and Stokes counties. Many of its services are free.

The center offers one-on-one counseling. Other services include seminars, and workshops on such topics as social media, small business development, business leadership, eBay, grant seeking, grant writing and financial management.

In the fall, new topics will include iPad/tablet for small business, and ten mistakes entrepreneurs make and how to avoid them.

"Each semester, we try to start two new classes based on the input from our clients," Younger said.

He estimated that the center has about 20 people who participate in its counseling services and between 250 to 300 folks who attend its workshops each month.

The Forsyth Tech Small Business Center is part of a network of small business centers throughout North Carolina aimed at helping businesses become successful.

"So not only do we have all of Forsyth Tech's commitment," Younger said, "we also have a statewide group of people who are committed to businesses being more successful."

As you can see, the Small Business Center provides a variety of services to small businesses in Forsyth and Stokes counties.

We are constantly looking for ways to meet the needs of our clients. Contact us for more information by sending an email to sbc@forsythtech.edu or calling 336.631.1320.

Our resources and advice are always available and always free of charge.

The Bottom Line

from the Micro Enterprise Loan Program

Managing Business Relationships

By Darryl Little

Chief Executive – Micro Enterprise Loan Program

An effective business is one that exhibits certain traits such as honesty, integrity and a willingness to see a job done well. Some businesses make it a point to actually try to exceed expectations that are set. In retrospect we have all been the victims of companies that are not concerned about customer service or the quality of their products, and we can even point to those attitudes as the reason why they may no longer be in business. As a business owner, you are constantly challenged to manage inventory, cash flow, sales, and yes, even internal and external relationships.

Developing effective management skills can be as simple as getting to know each of your customers by name, finding common interests to discuss or just simply taking the time to listen. It is always important to remember that people do business with people they know before reaching out to others. Take the time to familiarize yourself with your customers' needs as well — this will serve several purposes; from keeping adequate inventory in stock to anticipating when to suggest upgrades.

You may not realize it, but the individuals that work with you are customers as well. You depend on them to come to work and be productive and they depend on you to make sure that there is sufficient workflow. It is a symbiotic relationship between you and your internal and external customers, and effective managing can ensure that it stays that way.

The Small Business Center is designed to help you, as a small business owner, to grow in your ability to manage all your business relationships. The Small Business Center offers a business leadership series that focuses on the interpersonal aspects of business leadership. We believe that there is a direct correlation between effective leadership and business success. Becoming a relationship-centered business is absolutely essential for most businesses. During this series, participants create leadership development action plans as they journey toward business success.

The Small Business Center has a team of business counselors who have successfully managed customer relationships. Visit <http://www.forsythtech.edu/services-businesses/small-business-center> to request an appointment so that they can help you to do the same.

If there is a financial topic you'd like to see highlighted in an upcoming issue, send your suggestion by email to: SBC@forsythtech.com.



Get Your Copy of Tech Quarterly The Magazine of Forsyth Tech

Tech Quarterly offers informative and entertaining stories about Forsyth Tech events, corporate partners, alumni and faculty. To get your copy, contact Crystal Jester at 336.734.7532 or cjester@forsythtech.edu.

LEAN OFFICE: Improve Efficiency and Save Money

Jennifer Coulombe, Dean of Business and Industry Services

The last thing a small business owner wants is to lose money. It's no secret that profits may suffer when sales go down, when production costs go up or when you have unexpected employee turnover. But when profits fly out the window due to something that's easily preventable, it's time to take a closer look.

Lean Office is a concept of identifying office waste and inefficient office processes, then correcting those problems for more streamlined operations and to uncover capacity for growth.

Once implemented, Lean Office will reduce inefficiency and waste while providing a more satisfying environment for the workforce. And, it's simple enough that it can be taught to employees so they can learn to fix their own problems.

Examples of office waste and inefficiencies include:

- > Paperwork printed before it is needed
- > Excessive circulation of paperwork
- > Going to the printer or copier frequently
- > A surplus of office supplies
- > A slow or outdated computer system
- > Data entry errors
- > Minimal authority/responsibility for basic tasks
- > Making extra copies

The Lean concept has been used in manufacturing for many years, and has shown great success in cleaning up production processes. Lean Office uses the same concepts to identify ways to focus employees' efforts on creating value for the customer, eliminating waste and eliminating idle time created by paperwork and bureaucracy.

In today's environment of higher customer expectations, cost-containment and razor-thin margins, efficiency improvement in the office is vital to remaining fiscally viable. Lean Office is one way to get your business on the right track.

For more information on how your small business can benefit from Lean Office, contact the Business & Industry Training Team at 336.734.7723.

sbcfyi

What's Happening At The Forsyth Tech Small Business Center

Stay Connected

LinkedIn Groups provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts and establish themselves as industry experts.

In April, the Small Business Center launched a LinkedIn group for entrepreneurs and small business owners called the Small Business Center at Forsyth Tech. The purpose of the group is to share knowledge and ideas related to small business, networking, current events, motivation and inspiration.

To date, the group includes nearly 100 members and has discussed such topics as the recent drop in America's entrepreneurial rate and the possible overhaul of the NC Department of Commerce. It is also used to share information about upcoming events and seminars for the small business owner.

Go to [LinkedIn](#) today to become part of this group.

BizLaunch is Back

Small business owners and entrepreneurs, join us on Tuesday, August 6th or Friday, August 9th to launch your business!

Talk to area experts about local business development resources and meet with a business coach to discuss your business ideas and goals. Attend FREE seminars on a variety of topics of interest to small business owners and those interested in starting a business.

BizLaunch is FREE and open to the public. Be sure to bring a one-page description of your business.

- > Tuesday, August 6th, 10 am-1 pm, Forsyth Tech's West Campus, 1300 Bolton Street, Winston-Salem
- > Friday, August 9th, 9 am-1 pm, Forsyth Tech's Swisher Center, 1251 Dudley Products Drive, Kernersville

Questions? Call Tina Chappell at 336.734.7902 or email tchappell@forsythtech.edu.

Save the Date

The Winston-Salem Chamber of Commerce's Annual Business and Innovation Expo is a great place to make new business connections while learning about new products and services. With more than 140 local businesses exhibiting and thousands of people attending, the Business Expo is a great way to develop key connections to help your business grow. While you're there, be sure to stop by Forsyth Tech's Small Business Center booth to say hello.

The event is free to attend and will take place on Thursday, September 12 from 8 am until 3 pm at the Benton Convention Center in downtown Winston-Salem.

In addition to the exhibitors set up along the GoExpo Greenway, the day will include the annual Tech Briefing, as well as a BB&T Midday Mingle.

For more information and a full schedule, go to www.winstonsalem.com/exposchedule.

Small Business Resources



The Enterprise Center

The Enterprise Center provides start-up firms and emerging businesses with affordable office space plus an array of support services from business professionals throughout Winston-Salem. Some of those support services are provided by partners including Winston-Salem State University (WSSU) School of Business and Economics, The Center for Entrepreneurship, Forsyth Tech Small Business Center, Wake Forest Community Law and Business Clinic, Micro-Enterprise Loan Program., U.S. Department of Housing and Urban Development, and the city of Winston-Salem. The Enterprise Center offers free, 'E-Talks' seminars, workshops and one-on-one consultations to businesses in the community. The Enterprise Center welcomes Winston-Salem/Forsyth County community, corporate and private organizations or individuals to host functions and events in a new state-of-the-art, 4,710 square foot conference and banquet facility. The Enterprise Center, 1922 S. Martin Luther King, Jr. Drive, Winston-Salem, NC. For further information, please visit our website www.sgaccdc.org or contact by telephone at 336.734.6900.

Free, Confidential Counseling Services

The objective of the Small Business Center Network (SBCN) is to increase the success rate and the number of viable small businesses in North Carolina by providing high quality, readily accessible assistance to prospective and existing small business owners which will lead to job creation and retention. Each Small Business Center (SBC) will be a community-based provider of education and training, counseling, referral and information.

The Forsyth Tech Small Business Center promotes economic development. Confidential counseling services and the resource libraries are available free of charge as are most seminars and workshops. For course information and/or to register, visit <http://www.forsythtech.edu/services-businesses/small-business-center>.

If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center at SBC@forsythtech.edu or 336.631.1320.

Presenter Highlights

- > **Jim Blaylock** is a certified sales coach, counselor and trainer. His background includes 20 years of field sales, team management and sales training for companies like Coca-Cola, Sandler Training, and the Small Business and Technology Development Center of North Carolina. He is also a frequent speaker at NC State University, UNC Greensboro and Wake Forest University. His seminars help clients and business owners understand the selling process, and they learn selling skills to find prospects, create customers and be more successful with their families, friends and co-workers.
- > **Semone Brisson** is a self-employed accountant, educator and QuickBooks consultant, who has practiced in Salisbury, North Carolina since 1990. Ms. Brisson enjoys consulting with small business owners in all aspects of running a business, with a special focus on accounting. She earned a bachelor's degree in Business Management from Catawba College and an Associate of Applied Science in Accounting from Rowan-Cabarrus Community College.
- > **Teddy Burriss** is widely acknowledged as a master networker, who has amassed an unparalleled network of business associates, partners and colleagues over his 25+ year career. Teddy trains customer-facing workforces to build business and expand their customer relationship results through improved networking skills, including the use of the many different Social Media Tools. Teddy lives out a commitment to his mantra: "Networking is the act of finding, developing and nurturing relationships that mutually move people forward in life."
- > **Ruben Gonzales** is experienced in business plan writing and business loan processing. He is a certified instructor in the REAL and FAST TRAC entrepreneurial training programs. Ruben serves as the administrator of the City of Winston-Salem Small Business Development Office.
- > **Nick Hawks** has a diverse background in business administration. He is a successful business owner of Mayberry Antiques, and has more than 20 years experience buying and selling antiques and collectibles. He is a certified education specialist trained by eBay and has more than eight years experience selling on eBay.
- > **Jacqueline Morgan** is a web designer, trainer/teacher and marketing professional. She is president and owner of J Morgan Designs. She has created numerous websites for non-profit organizations, schools and small business owners. She is a graduate of High Point University and the University of Phoenix.
- > **Calvin Patterson** is Chairman and CEO of Earnest Harvest, LLC. He wrote and facilitated over \$9 million in grants and loans while serving as Resource Development Manager at Goler Community Development Corporation.
- > **Susan Reagan** has more than 20 years of expertise in market analysis, project management, sales strategy and business relationship development. As Business Counselor with the Small Business and Technology Development Center, Susan helps entrepreneurs and start-up companies chart a strategic plan for profitable growth. Susan holds a bachelor's degree in Marketing and Business and a master's in Business Administration.
- > **Carl Smalls** is a business executive and entrepreneur with more than 20 years of experience in sports, marketing, fund development, relationship management, financial services, consulting, strategic planning, corporate finance, higher education and government relations.
- > **Allan Younger** currently serves as the director of the Small Business Center. He spent more than 20 years gaining diversified business experience. This experience includes business development, risk management, process analysis and strategic planning. He now owns GRACE Consulting, which has been responsible for community relations, marketing, process analysis and professional development for several organizations. Allan's community leadership includes the City-County Planning Board, Health Equity Action Team, and the Children's Law Center. He loves to help others realize their potential as leaders.

Partnership Programs

The Small Business Center Network (SBCN) along with the Small Business Technology Development Center (SBTDC) is focusing on regional partnerships that promote and support small business owners. The Piedmont Triad Region consists of small business centers in Alamance, Davie, Davidson, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry and Yadkin counties. Here is a list of program providers in our region:

Alamance Community College – Small Business Owners’ Roundtable, Alamance Community College, Burlington Center, Room 120, 1304 Plaza Drive (in Burlington Outlet Village), Burlington, NC. For additional details, call 336.506.4312 or visit <http://www.alamancecc.edu>.

Davidson County Community College – 297 DCCC Road, Thomasville, NC. For additional details, call 336.224.4557 or visit <http://www.davidsoncc.edu>.

Guilford Technical Community College – Nussbaum Center for Entrepreneurship 1451 South Elm Eugene Street, Greensboro, NC. For additional details, call 336.379.5001 or visit <http://www.gtcc.edu>.

Montgomery Community College – 1011 Page Street, Troy, NC. For additional details, call 910.576.6222, ext. 216 or visit <http://www.montgomery.edu>.

Randolph Community College – 629 Industrial Park Avenue, Asheboro, NC. For additional details, call 336.633.0240 or visit <http://www.randolph.edu>.

Rockingham Community College – Rockingham Community College, 215 Wrenn Memorial Road, Wentworth, NC. For additional details, call 336.342.4261, ext. 2316 or visit <http://www.rockinghamcc.edu>.

Surry Community College – 630 South Main Street, Dobson, NC. For additional details, call 336.356.5301 or visit <http://www.surry.edu>.

Small Business Development Seminars

Co-Sponsor: Winston-Salem Chamber of Commerce

Cost: Free

Location: Small Business Center, 601 West 4th Street, Winston-Salem, NC

Everything You Ever Wanted to Know about Starting a Business

Presenter: Ruben Gonzales

In this seminar, participants identify the personal qualities and skills of

successful business owners and other “keys to success” that contribute to the success of small businesses. Participants assess their current skills and knowledge of small business ownership and develop a learning plan to assist them in growing successful enterprises. Participants review the legal and administrative steps necessary to getting a business started and examine the qualities of a model business.

Seminar: #77738 Wednesday, Aug. 21 6 – 9 p.m.

Seminar: #77849 Wednesday, Nov. 6 6 – 9 p.m.

Developing a Small Business Marketing Plan that Works

In this seminar, participants focus on the marketing plan and the importance of market analysis in projecting sales. Participants identify market segments and use market segmentation to project sales.

Participants will analyze the connection between a business’ marketing plan and cash flow statement, and will use market analysis to evaluate the ability of a marketing plan to produce sales. Participants will use a variety of sample tools to develop a marketing plan for a sample business.

Seminar: #77745 Wednesday, Aug. 28 6 – 9 p.m.

Seminar: #77859 Wednesday, Nov. 13 6 – 9 p.m.

Keeping Small Business Records and Paying Your Taxes

Keeping good financial records is a critical step in managing a successful enterprise. This seminar addresses the financial records needed for good business management. In this module, participants will also become familiar with tax procedures and forms that owners must file to comply with state and federal regulations for reporting business activity. Participants will demonstrate the connection between cash flow projections and the bookkeeping system created for a business, practice posting business transactions to monthly cash receipts and disbursements journals, and demonstrate how good bookkeeping practices and regular financial statements give a clear snapshot of a business’ health and tax liabilities.

Seminar: #77750 Wednesday, Sept. 4 6 – 9 p.m.

Seminar: #77870 Wednesday, Nov. 20 6 – 9 p.m.

How to Write a Convincing Business Plan

In this seminar, participants will evaluate the business plan format and the importance of an Executive Summary for attracting interest and investment. Participants will have an opportunity to review sample chapters in a variety of business plans to evaluate their own concept development. The business plan seminar will include examples of market feasibility of the business concept, a marketing plan and start-up cost analysis. Participants will utilize a variety of tools to review and evaluate examples of various business plans.

Seminar: #77760 Wednesday, Sept. 11 6 – 9 p.m.

Seminar: #77880 Wednesday, Dec. 4 6 – 9 p.m.

Searching for a Loan for a Start-up or Business Expansion

In this seminar, participants will receive an introduction to both traditional and non-traditional sources of funding for a business

operation. Participants will review the variety of resources available for funding a business start-up or expansion. The review will include information on local funding sources, the SBA loan programs (including the SBA 7a program, Micro Loan Program and the 504 Loan Program), and other non-profit organizations that do small business lending. Participants will assess the assortment of factors that a lender uses to evaluate loan applications and practice completing a loan application for a local small business funding organization.

Seminar: #77786 Wednesday, Sept. 18 6 – 9 p.m.

Seminar: #77884 Wednesday, Dec. 11 6 – 9 p.m.

Workshops and Seminars

Co-Sponsors: *Winston-Salem Chamber of Commerce and Small Business and Technology Development Center unless otherwise indicated*

Cost: Free

Locations: *GSC – Grady P. Swisher Center, 1251 Dudley Products Drive, Kenersville, NC; NWFC – Northwest Forsyth Center, 3111 Big Oaks Drive, King, NC; SBC – Small Business Center, 601 West 4th Street, Winston-Salem, NC*

> Accounting & Taxes

Co-Sponsor: *Winston-Salem Chamber of Commerce*

Financial Statements for Your Business Plan (Balance Sheet)

Presenter: Semone Brisson

This popular seminar will make participants feel at ease when it comes to understanding and preparing pro forma financial statements for their business plan. The presenter will share easy to understand explanations and examples of: What is on a balance sheet and why does it balance? How do I create a balance sheet if I've been in business for several years? What is owner's equity? The presenter will also share crucial insights into the profit and loss statement including the basics of revenue and expenses; accrual versus cash basis accounting; breakeven analysis; and examples of things to consider in estimating expenses for service and retail businesses.

Seminar: #77788 Thursday, Sept. 19 6 – 8 p.m. SBC

Financial Statements for Your Business Plan (Profit & Loss Statement)

Presenter: Semone Brisson

This seminar is an insightful overview that addresses the basics of preparing a profit and loss statement. Information will include how to prepare a profit and loss statement; the "cost of goods sold" section and how it differs for retail and service-based business; the cash and accrual basis method of accounting; and how historical data can help you manage your business.

Seminar: #77793 Monday, Sept. 23 6 – 8 p.m. SBC

How to Set Up QuickBooks Pro

Presenter: Semone Brisson

This seminar covers the important basics necessary to setting up a company data file in QuickBooks. Topics include the charting of accounts, setting up users, understanding the basics of financial statements, creating a balance sheet for an ongoing business, backing up data files, and an open question and answer period for participants.

Seminar: #77806 Thursday, Oct. 3 3 – 5 p.m. SBC

Track the Numbers

Presenter: Semone Brisson

This foundational seminar will focus on the "what, why and how" of the profit and loss statement. Learn what numbers you should pay attention to, why and how to determine a break-even point for your business.

Understand "the cost of goods sold section" on the profit and loss statement and the difference between accrual and cash basis method of accounting. This is a great primer for the non-accountant.

Seminar: #77815 Thursday, Oct. 10 6 – 8 p.m. SBC

Bookkeeping Made Easy

Presenter: Semone Brisson

This seminar answers basic bookkeeping questions for new and prospective business owners. It covers topics like accrual and cash basis accounting; what are expenses and revenues; bookkeeping options including manual and software systems; outsourcing; and what does your business actually need when it comes to bookkeeping? The presenter provides participants with down to earth suggestions that are practical and easy to follow.

Seminar: #77833 Wednesday, Oct. 23 6 – 8 p.m. SBC

Clueless About Accounting

Presenter: Semone Brisson

Designed for the business owner and others interested in learning more about accounting, this seminar breaks accounting theory into bite-sized chunks that are easy to swallow. Learn the basics of the accounting cycle, understand how transactions are tracked in the general ledger, and learn how to use debits and credits to record transactions using the "double-entry" method. If you own a business and use accounting software like Quickbooks or would like to understand the nuts and bolts of accounting theory, this seminar is for you.

Seminar: #77907 Tuesday, Nov. 19 2 – 5 p.m. SBC

Business Guide to Basic Bookkeeping with QuickBooks Pro

Presenter: Semone Brisson

This seminar will share a practical working example of a QuickBooks Pro company file that uses an "after the fact" approach to recordkeeping as well as using QuickBooks in the simplest way possible. This seminar will focus on recording your business transactions "after the fact" (the way most businesses start out) and will cover examples of how to: first, set up a simple chart of accounts for profit & loss reporting; second, use the

check register to enter data; third, record deposits and summarize sales information; and fourthly reconcile the bank account and keep the check stub balance.

Seminar: #77910 Tuesday, Dec. 3 1 – 4 p.m. SBC

> Budgeting

Effective Budgeting for Grants 101

Presenter: Calvin Patterson

Focus will be on the critical nature of effective budgeting in the context of the grant development process. What are the programs and initiatives of the organization seeking funding? What is the overall fund development strategy for the project/organization? Have programs and services been reviewed for cost/benefit analysis?

Seminar: #77863 Monday, Nov. 18 6 – 9 p.m. SBC

Effective Budgeting for Grants 102

Presenter: Calvin Patterson

Focus will be on various types of budgeting templates that are used, the relationship between budgeting and accounting, and the role of leadership and staff in developing an operating budget/project budget.

Seminar: #77873 Monday, Nov. 25 6 – 9 p.m. SBC

Effective Budgeting for Grants 103

Presenter: Calvin Patterson

Focus will be on developing an actual budget, reviewing the budget and recommendations for increased effectiveness in the budget development process.

Seminar: #77876 Monday, Dec. 2 6 – 9 p.m. SBC

> Business Leadership

Co-Sponsor: Winston-Salem Chamber of Commerce

Key Leadership for Small Business Owners

Presenter: Allan Younger

To be effective business owners, we must develop our abilities to maintain good relationships and bring out the best in others. This seminar teaches participants how to accomplish their objectives through and with the help of other people. Participants will explore essential interaction skills and assess their strengths and weaknesses. They will be better prepared to meet today's challenges as business owners.

Seminar: #77744 Wednesday, Aug. 28 2 – 5 p.m. SBC

Leading Change During a Challenging Economic Environment

Presenter: Allan Younger

In our fast-paced, highly-competitive business environment, the economy and changes in technology often cause businesses to change their

approach to conducting business just to stay competitive. This seminar will teach business owners about their need to adapt and initiate needed changes. They will explore ways to implement needed changes to increase the likelihood of success. They will also discuss ways to overcome negative effects of change, which ultimately impacts their ability to meet customer needs.

Seminar: #77759 Wednesday, Sept. 11 2 – 5 p.m. SBC

Enhancing Business Success

Presenter: Allan Younger

There is a direct correlation between effective leadership and business success. This seminar will teach participants how to enhance their business success through the effective use of well-developed leadership skills. More than a theoretical discussion, participants will explore one of their own responsibilities or objectives whose results will be enhanced through the use of leadership skills learned during the seminar.

Seminar: #77804 Wed., October 2 2 – 5 p.m. SBC

Professionalism...Why it Matters

Presenter: Allan Younger

There is a direct correlation between how a business owner is viewed and opportunities for business success. This seminar will teach participants how to maximize the perception that others maintain about them. Participants will be challenged to create action plans to enhance their professionalism and leadership skills.

Seminar: #77831 Wednesday, Oct. 23 2 – 5 p.m. SBC

Seminar: #77883 Wednesday, Dec. 11 2 – 5 p.m. SBC

Time Management Tips and Tricks for Small Business Owners

Presenter: Allan Younger

Do people always seem to wait on you to show up? Do you regularly miss deadlines? Do your responsibilities seem to be out of control? If so, this workshop is for you. Unfortunately, there is no secret formula that always works for everyone. Business owners will learn about several time management strategies and select some of them to add to their own arsenal.

Seminar: #77847 Wednesday, Nov. 6 2 – 5 p.m. SBC

Being More Productive...By Saying "NO"

Presenter: Allan Younger

Business owners are confronted by many choices every day. In order to be more productive, we need to know when and how to say "YES" to opportunities that will enhance productivity. We also need to know when and how to say "NO" to opportunities that will interrupt productivity. Participants will develop criteria to evaluate the choices that are presented to them.

Seminar: #77875 Tuesday, Nov. 26 2 – 5 p.m. SBC

> Business Startup

10 Biggest Mistakes that Entrepreneurs Make and How to Avoid Them

Presenter: Carl Smalls

Research has shown that there are 10 Common Mistakes that prevent most entrepreneurs from becoming successful. These mistakes, and how to avoid or correct them, will be covered in this seminar. Take the seminar, and then take it again ... and again. Perhaps not that many times, however, you will want to keep these mistakes top-of-mind and make sure that you don't commit them. We believe this seminar will lead you in the proper direction and ensure your success.

Seminar: #77886 Thursday, Aug. 29 6 – 9 p.m. SBC

Seminar: #77887 Tuesday, Oct. 8 1 – 4 p.m. SBC

“Thinking of Starting Your Own Business”

Presenter: Susan Reagan

Are you thinking about getting into business for yourself? This seminar covers the issues that an individual should consider before thinking about opening the doors to their own business. In other words, this seminar is the starting point on your journey into business ownership. Learn how to identify critical issues and make the right decisions as you prepare to start your business.

Seminar: #77754 Tuesday, Sept. 10 3 – 5 p.m. SBC

Seminar: #77811 Tuesday, Oct. 8 3 – 5 p.m. SBC

Seminar: #78020 Tuesday, Nov. 12 3 – 5 p.m. SBC

Seminar: #77881 Tuesday, Dec. 10 3 – 5 p.m. SBC

> eCommerce

Co-Sponsor: King Chamber of Commerce (NWFC locations only)

eBay Your Way to Success: Selling Items on eBay

Presenter: Nick Hawks

During this fast-paced seminar, business owners will learn the best practices to use when setting up an account, advertising items for sale, taking payments and shipping. Topics will include eBay features and policies, registering an account, choosing formats and categories, writing descriptions that sell, taking and submitting photos, using the help section, feedback, using PayPal and shipping tips.

Seminar: #77737 Tuesday, Aug. 20 6 – 9 p.m. GSC 212

Seminar: #77752 Monday, Sept. 9 1 – 4 p.m. SBC

Seminar: #77824 Monday, Oct. 21 6 – 9 p.m. NWFC 113

Seminar: #77853 Thursday, Nov. 7 6 – 9 p.m. SBC

Selling Items on eBay: Beyond the Basics

Presenter: Nick Hawks

This seminar takes business owners to the next level of their eBay experience. This hands-on seminar is a fantastic way to provide a step-by-step approach to those individuals who are ready to take the next step in their experience as sellers on the world's leading online marketplace.

Seminar: #77742 Tuesday, Aug. 27 6 – 9 p.m. GSC 212

Selling Items on eBay: Beyond the Basics (continued)

Seminar: #77763 Monday, Sept. 16 1 – 4 p.m. SBC

Seminar: #77837 Monday, Oct. 28 6 – 9 p.m. NWFC 113

Seminar: #77861 Thursday, Nov. 14 6 – 9 p.m. SBC

eBay Store

Presenter: Nick Hawks

This seminar will take business owners to the next level of their eBay experience. This hands-on seminar is a fantastic way to provide a step-by-step approach to those individuals who are ready to become eBay Store owners. You will learn how to optimize your eBay store, how to market your eBay store more effectively and how to list and sell your items in your eBay store.

Seminar: #77748 Tuesday, Sept. 3 6 – 9 p.m. GSC 212

Seminar: #77790 Monday, Sept. 23 1 – 4 p.m. SBC

Seminar: #78019 Monday, Nov. 4 6 – 9 p.m. NWFC 113

Seminar: #77872 Thursday, Nov. 21 6 – 9 p.m. SBC

> Grants

Grant Seeking/Grant Writing 101

Presenter: Calvin Patterson

This seminar is designed for individuals and small business owners interested in gaining the fundamentals of grant seeking and grant writing. Through interaction, role playing and sharing best practices, you will learn how to identify prospects, how to establish relationships with prospective funding organizations and individuals, how to structure a grant proposal and how to meet deadlines while delivering the best possible product.

Seminar: #77885 Thursday, Aug. 22 1 – 4 p.m. SBC

Seminar: #77820 Thursday, Oct. 17 6 – 9 p.m. SBC

Grant Seeking/Grant Writing 102

Presenter: Calvin Patterson

This seminar is a continuation from Grant Seeking/Grant Writing 101. Business owners will refine and further develop strategies to submit successful grant proposals, examination of specific grant components and concepts helps to achieve proficiency.

Seminar: #77746 Thursday, Aug. 29 1 – 4 p.m. SBC

Seminar: #77836 Thursday, Oct. 24 6 – 9 p.m. SBC

Grant Seeking/Grant Writing 103

Presenter: Calvin Patterson

This seminar is a continuation from Grant Seeking/Grant Writing 102. Business owners will break out into groups and create a mock grant utilizing the knowledge and information gained from the previous seminars. The evaluation of action items and results helps participants gain confidence to seek other specific opportunities to write and submit grant proposals.

Seminar: #77751 Thursday, Sept. 5 1 – 4 p.m. SBC

Seminar: #77844 Thursday, Oct. 31 6 – 9 p.m. SBC

> Sales

Selling Process for Small Business (Talk the Talk)

Presenter: Jim Blaylock

“People buy from people they know, like and trust”. Small business owners will learn the first step in the selling process is to make the customer feel comfortable. Participants will take a DISC personality assessment to identify their selling style and use it to better understand how to talk with customers.

Seminar: #77902 Monday, Aug. 19 6 – 9 p.m. SBC

Small Business Owners Selling Tactics (Know Your Enemy)

Presenter: Jim Blaylock

Buyers hold the checkbook so it's important that small business owners know what's important to them. Sales people often make the mistake of assuming that prospects only want the lowest price. But is that all there is? Participants will learn how buyers buy and what goes through the buyer's mind as they consider a product or service. Understanding the buyer is a key skill for all sales people.

Seminar: #77893 Monday, Aug. 26 6 – 9 p.m. SBC

Small Business Owner Elevator Sales Pitch (“So What?”)

Presenter: Jim Blaylock

Sales people will talk for hours about all the wonderful things their product or service can do. Usually that approach gets prospects running for the door. Participants will learn how to craft and deliver a 30-second core story that quickly establishes value in the mind of the right person ... the prospect.

Seminar: #77900 Monday, Sept. 9 6 – 9 p.m. SBC

Small Business Owners Steps to Making the Sale (Finding Buyers)

Presenter: Jim Blaylock

Small business owners have great products and services, but now what? How do they find buyers? Participants will learn several ways to find, meet, capture buyers and make the sale.

Seminar: #77889 Monday, Sept. 16 6 – 9 p.m. SBC

> Social Media

Networking for Mutual Benefit

Presenter: Teddy Burriss

“Networking for Mutual Benefit,” is a key activity in developing relationships that can propel careers, increase revenues and uncover business opportunities. Don't just collect business cards; instead, network for mutual benefit and business success will be far more rewarding.

Seminar: #77735 Tuesday, Aug. 20 1 – 4 p.m. SBC

Seminar: #77809 Monday, Oct. 7 6 – 9 p.m. SBC

Social Media for Small Business

Presenter: Teddy Burriss

Participants will learn what social media channels to participate in and why. We will introduce you to the steps of contributing, collaborating, connecting and cramming (research) to grow your business. Social media has been around far too long for small businesses not to be participating in them today.

Seminar: #77741 Tuesday, Aug. 27 1 – 4 p.m. SBC

Seminar: #77826 Monday, Oct. 21 6 – 9 p.m. SBC

LinkedIn for Small Business

Presenter: Teddy Burriss

Regardless of the size of your business or the industry you are in, LinkedIn is a beneficial business tool. Using your LinkedIn profile and company page can be a powerful way to build relationships that can build business success. Using LinkedIn is different than just “having a profile.” We'll show you how to participate and get value for your business.

Seminar: #77755 Tuesday, Sept. 10 1 – 4 p.m. SBC

Seminar: #77839 Monday, Oct. 28 6 – 9 p.m. SBC

Facebook for Small Business

Presenter: Teddy Burriss

If your business targets consumers, Facebook pages provide a great resource to connect, engage and build relationships that provide opportunities to drive customers to your store and website. We'll show you how to get started, and how to manage and engage with your followers in a way to drive business opportunities.

Seminar: #77888 Tuesday, Sept. 24 1 – 4 p.m. SBC

Seminar: #77895 Monday, Nov. 4 6 – 9 p.m. SBC

Blogging for Small Business

Presenter: Teddy Burriss

Participants will learn what blogging is as well as the basics of how to share useful information and stories with their audience that can demonstrate their industry expertise. Small businesses that blog know that it is a great tool to create leads and business opportunities. Blogging also helps to build awareness of their business solutions and/or services.

Seminar: #77798 Tuesday, Oct. 1 1 – 4 p.m. SBC

Seminar: #77855 Monday, Nov. 11 6 – 9 p.m. SBC

Creating a LinkedIn Profile and Company Page for Small Business

Presenter: Teddy Burriss

Using LinkedIn to contribute, collaborate, connect and cram (research) is different than just “having a profile.” In this workshop we will help you to setup your professional profile and create your LinkedIn company page. This will help you to get started with the social media activities needed to connect and grow your business. Limited to 14 and you must have an ongoing business to attend this lab.

Seminar: #77782 Tuesday, Sept. 17 1 – 4 p.m. SBC

Setting up your Facebook Page for Small Business

Presenter: Teddy Burriss

If your business targets consumers, Facebook pages provide a great resource to connect, engage and build relationships that provide opportunities to drive customers to your store and website. We'll help you get started, setup your page, administrators, insert your logo and begin building connections that drive business opportunities through social media. Limited to 14 and you must have an ongoing business to attend this lab.

Prerequisite: Access to your email from any computer and a personal Facebook account.

Seminar: #77897 Monday, Sept. 30 6 – 9 p.m. SBC

> Technology for Small Businesses

iPad/Tablet for Small Business

Presenter: Allan Younger

Small business owners will explore ways to enhance effectiveness leading to greater business success. Do you use your calendar(s)? Can you stay on top of your email messages? Have you stored and edited documents? We will cover these topics and more, such as note taking, to do lists and using external resources. Learn how to use current technology to make your business grow! Please bring your iPad/tablet to this workshop.

Seminar: #77890 Wednesday, Sept. 4 2 – 4 p.m. SBC

Seminar: #77891 Wednesday, Oct. 30 2 – 4 p.m. SBC

Seminar: #77892 Wednesday, Dec. 4 2 – 4 p.m. SBC

Website Building 101 for Small Businesses

Presenter: Jacqueline Morgan

If you are a small business owner or individual who wants to take your business to the next level by creating a web presence, then this beginning web design class is right for you. This seminar can help you quickly and efficiently design a website for your business with little technical knowledge. Don't continue to lose valuable clients because you lack a web presence. A website can be a valuable marketing tool that your business cannot continue to do without. This seminar will share with you various resources available to help you quickly build a web site in a short period of time.

Seminar: #77903 Thursday, Aug. 22 6 – 9 p.m. SBC

Seminar: #77905 Monday, Sept. 30 1 – 4 p.m. SBC

Computer Classes

Cost: Registration Fee – \$65.00, Lab Fee – \$5.00.

Book and USB Flash Drive – Required. Cost varies. For more information regarding the purchase of textbooks, call Forsyth Tech West Campus Bookstore at 336.734.7754.

Location: Small Business Center, 601 West 4th Street, Winston-Salem, NC

For more information or to pre-register, call the Customer Service Center at 336.761.1002.

Accounting for Business

This course illustrates the basics of finance and accounting; the basic accounting equation; working with T accounts; debits and credits; the accounting cycle and journal transactions; working with the general ledger; generating financial statements; and working with adjusting and closing entries.

Course: #77821 Oct. 21 – Dec. 9 M 6 p.m. – 9 p.m.

Excel 2010 Introduction Refresher

This course introduces students to Excel 2010's improved tools to analyze data, write formulas, graph data and sort data. Basic skills are taught in this introductory class using a new ribbon system for selecting tools. This makes using Excel 2012 much easier with instinctive design and simple point-and-click functionality. At the end of the course, students will be able to use this program confidently at home or on the job.

Prerequisite: A basic understanding of Microsoft Excel and the Microsoft Windows operating system.

Course: #77408 Aug. 19 – Aug. 22 MTWTh 9 a.m. – noon

Excel 2010 Intermediate Refresher

This 12-hour course is a continuation of Excel 2010 Introduction Refresher. Students will learn more advanced Excel 2010 tools such as filtering, merge and center, wrap text, conditional formulas, linking spreadsheets, and additional shortcuts to make spreadsheet preparation easier and faster. At the end of this course, students will be able to use this program confidently at home or on the job.

Prerequisite: Excel 2010 Basic, Excel 2010 Introduction Refresher or advanced knowledge of previous versions of Microsoft Excel.

Course: #77417 Sept. 9 – Sept. 12 MTWTh 9 a.m. – noon

MS Office 2010

In this 24-hour course, students will learn how Microsoft Office 2012 offers flexible and powerful new ways to deliver their best work – at the office, at home or at school. In addition to exploring the new tools offered by Office 2010, this introductory course will teach the basics of Word, Excel, PowerPoint and some Access.

Prerequisite: A basic understanding of the Microsoft Windows operating system.

Course: #77458 Nov. 4 – Nov. 14 MTWTh 9 a.m. – noon

PowerPoint 2010

Students will learn how to use Microsoft PowerPoint 2010 to create, edit, save, run and print impressive slide presentations filled with formatted text, images, video, audio, animation, charts and web links. Whether you are a beginner or an experienced user, this 12-hour course will teach you how to turn simple slides into exciting presentations that will grab and hold your audience's attention from start to finish. At the end of this course, students will be able to use this program confidently at home or on the job.

Prerequisite: A basic understanding of Microsoft PowerPoint and the Microsoft Windows operating system.

Course: #77446 Sept. 16 – Sept. 19 MTWTh 9 a.m. – noon

QuickBooks Pro 2011 Level I

Students will receive an introduction to accounting principles, customer transactions, vendor transactions and online banking. By the end of this session, students will create a workbook from scratch.

Prerequisite: Windows course or working knowledge.

Course: #77736 Aug. 20 – Sept. 12 TTh 1 – 4 p.m.

QuickBooks Pro 2011 Level II

Students will be introduced to physical inventory and sales tax, setting up and using payroll, and other balance sheet account transactions. Students will learn how to make journal entries, customize reports, create custom templates and close the books.

Prerequisite: Quick books Pro Level I

Course: #77828 Oct. 22 – Nov. 14 TTh 1 – 4 p.m.

Word 2010 Introduction Refresher

This 12-hour course teaches students basic Word 2010 skills such as creating documents, moving and copying data, printing headers and footers, and aligning text. It also allows users of previous Word versions to learn changes that have been made to Word 2010. At the end of this course, students will be able to use this program confidently at home or on the job.

Prerequisite: A basic understanding of the Microsoft Windows operating system.

Course: #77452 Sept. 30 – Oct. 3 MTWTh 9 a.m. – noon

Word 2010 Introduction

In this course, students will learn how to create and modify documents in Word 2010. Students will be able to produce documents quickly and efficiently using many of the formatting features, and will be able to use this program confidently at home or on the job.

Prerequisite: A basic understanding of the Microsoft Windows operating system.

Course: #77461 Dec. 2 – Dec. 12 MTWTh 9 a.m. – noon

Continuing Legal Education (Attorneys Only)

Locations: Small Business Center, 601 West 4th Street, Winston-Salem, NC

For cost and registration information, contact the North Carolina Bar Association at 1.800.228.3402.

2013 Litigation Section Annual Meeting	August 15
2013 Real Property Section Annual Meeting	September 12
34th Annual Estate Planning & Fiduciary Law Program	October 17 –18
Fundamentals of Employment Law	October 24

Industrial Training

The following industrial training is periodically offered as open enrollment or customized courses.

For more information, call 336.734.7705 or email Tom Jaynes, director of Industrial Training, at tjaynes@forsythtech.edu.

Lean Manufacturing

This workshop will serve as an introduction to Lean Manufacturing principles, providing a solid foundation of the tools and principles involved. These principles apply to all business operations of any enterprise, not just manufacturing. An interesting four-part manufacturing game simulation effectively reinforces the learning process. Learn tools and methods training are available.

Six Sigma

Learn how to effectively apply the fundamentals of Six Sigma to consistently deliver near-perfect products and services. The session will include information on management's role, cultural issues and the necessary infrastructure for effective Six Sigma deployment. Yellow Belt, Green Belt and Black Belt Certification Training are available.

ISO 9000

The ISO 9000 training provides an overview of quality management system standards including benefits and audit considerations. Training will help you decide whether your implementation process should be to pursue a gap analysis or a detailed system development approach. ISO 9000 is applicable in all organizations.

Industrial/Manufacturing Blueprint Reading

This course is designed to develop the student's abilities to read and interpret engineering drawings. The foundation for this is achieved through study of such topics as: the role of ANSI Standards, multi-view drawings, sectional views, dimensions and tolerances, Geometric Dimensioning and Tolerancing, and part feature specifications.

ForsythTech

More Than You Know

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The mission of the Small Business Center is to increase the success rate and the number of viable small businesses in North Carolina by providing high quality, readily accessible assistance to prospective and existing business owners and their employees. Confidential counseling services and the resource libraries are free of charge. Some seminars and workshops require a minimum fee.

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 and counseling at 336.631.1167.

The Forsyth Tech Small Business Center offers courses, workshops, certification programs, custom training and more, all designed to help you and your business grow and prosper!

Look inside to see a complete list of our upcoming offerings at locations throughout Forsyth and Stokes Counties, including:

- **The 4th Street Small Business Center, 601 West 4th St., Winston-Salem**
- **The Enterprise Center, 1922 S. Martin Luther King, Jr. Drive, Winston-Salem**

Questions? Contact the Small Business Center at 336.631.1320 or SBC@forsythtech.edu