

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

## “Why should someone work with the Small Business Center?”



By Allan Younger, Director, Small Business Center

**“F**orsyth Tech’s Small Business Center (SBC) has been in existence since the 1980s to help small businesses in our area succeed by providing high quality, readily accessible assistance to prospective and existing business owners. Nonetheless, there are numerous small businesses in our community that have no idea of what we do. For that reason, I want to provide responses to some of the most commonly asked questions about why small businesses should work with us.

**Question:** How can our business afford to attend small business workshops?

**Answer:** Many of our services are free. There is a nominal fee for some classes; however, we understand the limitations of small businesses.

**Question:** What assistance can I obtain in addition to workshops?

**Answer:** We provide confidential one-on-one counseling to small businesses. We are also enhancing our resource center and starting a discussion series.

**Question:** What about people considering starting their own businesses?

**Answer:** We offer business startup workshops specifically for these persons. We have helped many people to become small business owners over the years.

**Question:** What are some of the workshops that you offer?

**Answer:** Recent workshop topics include the following:

- > Everything You Ever Wanted to Know About Starting a Business
- > How to Setup QuickBooks Pro
- > Financial Statements for Your Business Plan
- > Effective Budgeting for Grants
- > Professionalism . . . Why it Matters
- > Time Management Tips and Tricks

- > Setting Up a Home-Based Business
- > How to Sell More Stuff . . . Easier
- > Social Media for Small Business
- > Computer Classes: Excel, PowerPoint, QuickBooks and Word

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](mailto:sbc@forsythtech.edu) or calling 336.631.1320. *Our resources and advice are always available and always free of charge.*

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# The Bottom Line

from the Micro Enterprise Loan Program

## Are You Financially Healthy?

By Darryl Little  
Chief Executive – Micro Enterprise Loan Program

I advise clients all the time to take a snapshot of how and where their money is made and spent. It is very easy to get caught up in living day-to-day and not pay attention to our financial status, whether we are getting the best interest rates on credit balances or if we are upside down with our home and its mortgage. Some of us are not even familiar with a household budget or why it is essential. Most goals in life have a financial component that is associated with them such as buying a home, planning for retirement, sending children to college or a multitude of others. It is imperative that you begin to assess your financial status as quickly as possible.

I remember becoming familiar with a Personal Financial Statement in a business course several years ago. Little did I realize its importance at the time, and I did not complete one until several years later. What an eye-opening experience it was. Not only did it show me how I made money, but also spending habits, assets that I considered valuable and others that I overlooked completely. One unexpected benefit was that it helped me to appreciate one of the most difficult jobs that I've ever had by allowing me to understand what that job had enabled me to afford.

Okay, let's try to create one for you. Grab a sheet of paper and at the top of one side list assets; list all of the things you own and their associated value. List everything, including life insurance and home values. On the other side, list liabilities – all the money you owe to everyone and on everything. Then just add up all of your asset values and all of your liability values. Which of these is greater? Subtract the two. Are you in the positive or negative? This is a great exercise that you should do at least once a year to determine if you are financially healthy.

If you are, that's great. But if you aren't, you need to make some changes. Your financial health is just like your physical health – the longer you put off correcting problems, the worse they get. So create a smart, sensible financial plan and stick to it. Your financial health is sure to improve.

For more information about the Micro Enterprise Loan Program, contact Darryl at 336.722.9600 or email him at [melp@bellsouth.net](mailto:melp@bellsouth.net).

*If there is a financial topic you'd like to see highlighted in an upcoming issue, send your suggestion by email to: [sbc@forsythtech.edu](mailto:sbc@forsythtech.edu).*



## 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 Tricia Hamlin at 336.734.7357 or [thamlin@forsythtech.edu](mailto:thamlin@forsythtech.edu).

## CORPORATE TRAINING: TRAINING FOR YOUR ORGANIZATION

*William "Mack" Thompson, Director of Corporate Education*

A recent article on [hr.com](http://hr.com) discussed some current business trends that are, as they put it, "changing the future of corporate learning." According to the article, these are among the main findings:

- > There is evidence that setting employee performance goals each quarter rather than annually can result in as much as 30 percent more productivity.
- > Companies are getting good results by doing continuous training that may utilize mobile devices or social media rather than the traditional full-day training sessions many organizations have used for years.
- > Just as marketers now pinpoint what individual consumers want and sell to them, trainers are focusing on more competency-based training that pinpoints what each specific learner requires.
- > The rapidly changing business climate is creating more demand for quality learning and development programs.
- > More companies are developing in-house talent to fill internal vacancies and lateral positions, which lessens the need for extensive training and can help with employee retention.

Those of us in Forsyth Tech's Economic and Workforce Development division have to stay aware of trends and reports like this, because we are constantly looking at new and better ways to help you, and your business reach your training and business goals. For instance, we offer a variety of competency-based half-day classes that can be delivered on-site for your employees, covering such topics as technology training, critical thinking, problem solving and sales fundamentals. Your employees can build knowledge and skills in the morning and put their new learning to work after lunch! We also offer many other customized skill-building options. It's quality training you can count on to get results. Please contact us to discuss the learning and development options available for your team.

*For more information on how your small business can benefit from customized training and development, contact the Business & Industry Training Team at 336.734.7723 for a free needs' assessment today!*

# sbcfyi

## What's Happening At The Forsyth Tech Small Business Center

### In a League of Its Own



This past fall, the Forsyth Tech Small Business Center participated in the Winston-Salem Urban League's week-long "Claim Your Career" event held on Forsyth Tech's West Campus. A total of 395 people attended and participated in workshops to help with career assessment, career advancement and starting a business. The keynote speaker was nationally known presenter and coach John Formica, who calls himself "an Ex-Disney Guy." He spoke on "Success Principles to Overcome Challenges," and also conducted a workshop on exclusive executive coaching. The event also included a job fair.

### The Chamber's Big Move



The Winston-Salem Chamber of Commerce, sponsor of the Small Business Center's free workshops and seminars on small business development and other topics, is no longer our neighbor. For years we shared the same building, but now the Chamber has moved into new offices at 411 West Fourth Street, just up the street from our location. And though we hated to see them go, we're happy that they have such a spectacular new home – we attended the gala open house of their new offices in January and were very impressed. The seminars and workshops they sponsor, however, have not moved. They will continue to be held in our offices at 601 West Fourth Street.

### Work Out with Our Personable Trainer!



Forsyth Tech has a new Director of Corporate Training – William "Mack" Thompson, who brings a great deal of expertise and knowledge to the college in his new role. In addition to having an advanced Educational Specialist degree in Curriculum and Instruction from Virginia Tech, Mack has more than a quarter century of professional experience in corporate training with such companies as Wyeth Pharmaceuticals, Pfizer and Edge Training Systems. Originally from this area, Mr. Thompson says "after being gone from Winston-Salem for 30 years, it is very nice to be back home and at Forsyth Tech." We're happy to have you on the team, Mack!

### Meet the New SBC Director



### Allan Younger: A Familiar Face to Forsyth Tech

Allan Younger was recently installed as director of the Forsyth Tech Small Business Center, a newly formed position. In taking on this role, Allan says he has three main priorities. First, he wants to strengthen the operations, workshops, counseling and marketing at the Small Business Center. Second, he wants to enhance the Small Business Center's relationships and services to small businesses in Stokes County. And third, he wants to enhance the marketing and advocacy of the Small Business Center and of Forsyth Tech's Economic and Workforce Development division in general. "We are making plans to improve our marketing outreach so that more people know about our services," he says. Asked what he sees as the greatest value the Small Business Center brings to the community, Allan says, "Our greatest value is that we help existing and prospective business owners feel more confident about the likelihood of their success. We help them to know about and take advantage of the countless resources available to them."

Allan, who holds a bachelors degree in Economics and Sociology from UNC-Chapel Hill and an MBA from Winston-Salem State University, is no stranger to Forsyth Tech – he is a former instructor and facilitator at the college. He is also no stranger to the world of small business. He is president of his own company, GRACE Consulting, which specializes in helping businesses improve effectiveness, and has worked with the Small Business and Technology Development Center (SBTDC). Jennifer Coulombe, dean of business and industry services, says this makes him ideal for his new position. "Allan's experience both as a small business owner and counselor with the SBTDC provide him with a unique perspective," she says, adding that his "true passion for small business" will make him especially effective as director of the SBC.

## Free, Confidential Counseling Services

The Forsyth Tech Small Business Center provides free, confidential counseling services for new and existing businesses. This free service acts as a sounding board for ideas and concerns you may have about your business. No question is too simple or too complicated. Our staff is here to assist you. To schedule an appointment or to find out about counseling or the Small Business Development seminars/classes and resource center, email [sbc@forsythtech.edu](mailto:sbc@forsythtech.edu) or call 336.631.1320.

## Some of the Presenters

- > **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 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 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.
- > **Calvin Patterson** is chairman and CEO of Earnest Harvest, LLC. He wrote and facilitated more than \$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.
- > **Allan Younger** currently serves as the director of the Small Business Center. He spent more than twenty years gaining diversified business experience. This experience includes business development, risk management, process analysis and strategic planning. He 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.



## New Events

### Small Business Focus Groups

The Small Business Center will hold small business focus groups to address needs of small business owners and plant the seed for a successful future. Topics, which vary, will be presented by either an individual or a panel. Registration is required. For additional details or to register, email [sbc@forsythtech.edu](mailto:sbc@forsythtech.edu) or call 336.631.1320.

### E-Talks Seminars Series

E-Talks Seminars Series is hosted monthly by Dr. Notis Pagiavlas, Winston-Salem State University marketing professor and director of the university's Center for Entrepreneurship. Each month a local entrepreneur shares his or her expertise on matters related to small business. The series is held at The Enterprise Center, 1922 MLK Jr. Drive, Winston-Salem, NC from noon to 1:30 p.m. Lunch is provided and registration is required. For additional details, visit <http://www.spacdc.org>. To register, email [sgatkinscdc4@gmail.com](mailto:sgatkinscdc4@gmail.com) or call 336.734.6900.

## 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 4<sup>th</sup> 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: #73169 Tuesday, May 21 1 – 4 p.m.

### Developing a Small Business Marketing Plan that Works

Presenter: Ruben Gonzales

In this session, 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 tools to develop a marketing plan for a sample business.

Seminar: #73178 Tuesday, May 28 1 – 4 p.m.

### Keeping Small Business Records and Paying Your Taxes

Presenter: Ruben Gonzales

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: #73181 Tuesday, June 4 1 – 4 p.m.

### How to Write a Convincing Business Plan

Presenter: Ruben Gonzales

In this seminar, participants will evaluate the business plan format and the importance of an Executive Summary for attracting interest and investment. Seminar attendees 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: #73185 Tuesday, June 11 1 – 4 p.m.

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

Presenter: Ruben Gonzales

In this seminar, attendees 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: #73198 Tuesday, June 25 1 – 4 p.m.

## Workshops and Seminars

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

**Cost:** Free

**Locations:** SBC – Small Business Center, 601 West 4<sup>th</sup> Street, Winston-Salem, NC; TENC – The Enterprise Center, 1922 S. Martin Luther King Jr. Drive, Winston-Salem, NC

### > Business Leadership

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

#### Key Leadership for Small Business Owners

Presenter: Allan Younger

To be effective leaders, we must develop our abilities to maintain good relationships and bring out the best in others. This course teaches leaders how to accomplish their objectives through and with the help of others. Participants will explore essential interaction skills and assess their strengths and weaknesses. They will be better prepared to meet today's challenges whether they work for large corporations, mid-sized companies or aspire to become small business owners.

Seminar: #73175 Wednesday, May 22 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 companies to change their approach to conducting business just to stay competitive. This course teaches leaders about their need to adapt to 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: #73182 Wednesday, June 5 2 – 5 p.m. SBC

#### Enhancing Business Success

Presenter: Allan Younger

There is a direct correlation between effective leadership and business success. This course teaches leaders 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 course.

Seminar: #73192 Tuesday, June 18 2 – 5 p.m. SBC

#### Professionalism...Why it Matters

Presenter: Allan Younger

There is a direct correlation between how a leader is viewed and opportunities for business success. This workshop teaches leaders 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: #73205 Wednesday, July 10 2 – 5 p.m. SBC

#### Time Management Tips and Tricks

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. Participants will learn about several time management strategies and select some of them to add to their own arsenal.

Seminar: #73212 Wednesday, July 24 2 – 5 p.m. SBC

#### Being More Productive...By Saying "NO"

Presenter: Allan Younger

We 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 our productivity. We also need to know when and how to say "NO" to opportunities that will interrupt our productivity. Participants will develop criteria to evaluate the choices that are presented to them.

Seminar: #73214 Wednesday, July 31 2 – 5 p.m. SBC

### > Business Startup Pre-Venture Orientation

#### 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. 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: #73184 Tuesday, June 11 9 – 11 a.m. SBC

Seminar: #73202 Tuesday, July 9 9 – 11 a.m. SBC

### > eCommerce

#### eBay Your Way to Success: Selling Items on eBay

Presenter: Nick Hawks

During this fast-paced session, learn 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: #73203 Tuesday, July 9 1 – 4 p.m. SBC

### Selling Items on eBay: Beyond the Basics

Presenter: Nick Hawks

This seminar takes students to the next level of their eBay experience. This hands-on course 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: #73206 Tuesday, July 16 1 – 4 p.m. SBC

### eBay Store

Presenter: Nick Hawks

This seminar will take participants to the next level of their eBay experience. This hands-on course 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 your items in your eBay store.

Seminar: #73211 Tuesday, July 23 1 – 4 p.m. SBC

## > Grants

### Grant Seeking/Grant Writing 101

Presenter: Calvin Patterson

This three-part workshop is designed for individuals 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: #73176 Thursday, May 23 1 – 4 p.m. SBC

### Grant Seeking/Grant Writing 102

Presenter: Calvin Patterson

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

Seminar: #73179 Wednesday, May 29 1 – 4 p.m. SBC

### Grant Seeking/Grant Writing 103

Presenter: Calvin Patterson

This seminar is a continuation of Grant Seeking/Grant Writing 101 and 102. Students will break out into groups and create a mock grant utilizing the knowledge and information gained from the previous courses. The evaluation of action items and results helps participants gain confidence to seek other specific opportunities to write and submit grant proposals.

Seminar: #73187 Thursday, June 13 1 – 4 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. Do not just collect business cards, instead network for mutual benefit, and business success will be far more rewarding.

Seminar: ##73168 Monday, May 20 1 – 4 p.m. SBC

Seminar: #73188 Thursday, June 13 1 – 4 p.m. TENC

### 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 services.

Seminar: #73177 Thursday, May 23 1 – 4 p.m. TENC

Seminar: #73190 Monday, June 17 1 – 4 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: ##73180 Monday, June 3 1 – 4 p.m. SBC

Seminar: #73208 Thursday, July 18 1 – 4 p.m. TENC

### 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 is a powerful way to build relationships that can



grow your 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: #73183 Monday, June 10 1 – 4 p.m. SBC  
 Seminar: #73218 Thursday, August 8 1 – 4 p.m. TENC

### Creating a LinkedIn Profile & 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 students and you must have an ongoing business to attend this seminar.

Seminar: #73197 Wednesday, June 19 1 – 4 p.m. SBC

### Creating a Blog for Small Business

Presenter: Teddy Burriss

Blogging is a powerful way to showcase your expertise and value as a small business. Attendees of this workshop will actually begin to build their first business blog and learn the basics steps needed to take their blog to a level that will help to grow their business. Don’t be afraid to get involved with blogging for business. Let us help you get started. Limited to 14 students and you must have an ongoing business to attend this seminar.

Seminar: #73199 Thursday, June 27 1 – 4 p.m. SBC

## Computer Classes

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

Note: Class will not meet on June 11 and June 13.

Course: #74034 May 21 – June 20 TTH 1 – 4 p.m.

### Excel 2010 Introduction Refresher

Are your Excel skills a little rusty? If so, then this one week, 12-hour course is for you. 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 the new ribbon system for selecting tools. This makes using Excel 2010 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 the Microsoft Windows operating system.

Course: #72480 June 10 – June 13 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 and linking spreadsheets, including additional shortcuts to make spreadsheet preparation easier and faster. 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 the Microsoft Windows operating system.

Course: #72481 June 17 – June 20 MTWTh 9 a.m. – noon

### PowerPoint 2010

In this 12 hour course learn how to use Microsoft 2010 to create impressive slide presentations with formatted text, images, videos, animation, charts and links to the web.

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

Course: #72481 June 17 – June 20 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: #73204 July 9 – August 1 TTh 1 – 4 p.m.

## 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](mailto: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.

## Continuing Legal Education (Attorneys Only)

**Locations:** Small Business Center, 601 West 4<sup>th</sup> Street, Winston-Salem, NC; West Campus, 1300 Bolton Street, Winston-Salem, NC

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

### Making It Work... Advanced Techniques in Conflict Resolution

May 22  
West Campus

### Estate Planning 2013

June 14  
West Campus

### 2013 Education Law Annual Meeting

June 19  
Small Business Center

### Transfer Taxation, Transfer Tax Audits & Estate Administration

July 11  
Small Business Center

### Marijuana Law Reform

August 9  
Small Business Center

# What's Happening in Stokes County

## Message from Allan Younger, Director, Small Business Center

The Small Business Center is working with organizations in Stokes County to determine the most effective ways to support small businesses in Stokes County. We are assessing the business climate, learning about business opportunities, taking surveys and soliciting feedback almost everywhere we go in Stokes County. Which workshops are needed? How much of a need is there for one-on-one counseling?

What are the unique issues and needs in various parts of the county? Our objective is to positively contribute to the success of Stokes County businesses. We appreciate all of the advice and suggestions that you have to offer as we continue to enhance our service. To contact us, email [sbc@forsythtech.edu](mailto:sbc@forsythtech.edu) or call 336.631.1320.

## Workshops and Seminars

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

**Cost:** *Free*

**Location:** *Northwest Forsyth Center, 3111 Big Oaks Drive, King, NC*

### > eCommerce

#### eBay Your Way to Success: Selling Items on eBay

Presenter: Nick Hawks

During this fast-paced session, learn 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: #73213 Thursday, July 25 1 – 4 p.m.

#### Selling Items on eBay: Beyond the Basics

Presenter: Nick Hawks

This seminar takes students to the next level of their eBay experience. This hands-on course 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: #73215 Thursday, August 1 1 – 4 p.m.

#### eBay Store

Presenter: Nick Hawks

This seminar will take participants to the next level of their eBay experience. This hands-on course 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 your items in your eBay store.

Seminar: #73217 Thursday, August 8 1 – 4 p.m.

# 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 336.631.1320.*

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:*

- **Small Business Center, 601 West 4th St., Winston-Salem**
- Northwest Forsyth Center, 3111 Big Oaks Drive, King
- The Enterprise Center, 1922 S. Martin Luther King, Jr. Drive, Winston-Salem
- West Campus, 1300 Bolton St., Winston-Salem

*Questions? Contact the Small Business Center at 336.631.1320 or [sbc@forsythtech.edu](mailto:sbc@forsythtech.edu)*