

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

## Let's Give *Small* Businesses Credit They Help Our Economy Grow

By Nell Perry, Coordinator Small Business Center

**O**n July 7, 2011, Forsyth Tech, along with the National Federation of Independent Businesses and the Winston-Salem Chamber of Commerce, hosted a Small Business Roundtable with North Carolina Lieutenant Governor Walter Dalton. Held at the Chamber offices, the Roundtable attracted 32 participants representing businesses in Forsyth, Stokes and Guilford counties. N.C. State Representatives Dale Folwell and Larry Womble were also in attendance.

Lieutenant Governor Dalton fielded a wide variety of questions from the businesspeople in attendance — everything from exporting rules and regulations to job placement versus collecting unemployment issues — but one of his primary topics was the availability of credit and loans for small businesses in the current economic environment.

Beginning in 2009, the Lieutenant Governor began crisscrossing the state, hearing directly from small business owners about their needs and identifying ways the state can provide assistance. Their number one concern, he said at the Roundtable, has consistently been a need for better access to capital. "Too often we heard about small businesses that had maxed out every credit card that they could put their hands on, at very high interest rates, because that's the only place they could find credit," he said.

As a result, Dalton introduced legislation in 2009 that led to the establishment of a small business assistance fund, which, in partnership with the North Carolina Rural Economic Development Center and the Golden LEAF Foundation, is working to meet the capital needs of the state's small business community.

Banks are also doing what they can to meet the financial needs of small businesses. Scott Bauer, chief executive officer and chairman of the board of directors of Southern Community (sponsor of the Forsyth Tech Small Business Center), wrote recently about what his bank was doing to meet the needs of small business owners, saying that the bank was "making every effort to be responsive to the financial needs of our customers," and had put in place "a new, flexible, streamlined process for making small business loans."



This focus by both the state and the private sector on keeping small businesses healthy and growing is vital, Dalton said, because small business is an integral part of North Carolina's communities and its economy. In North Carolina, 86 percent of businesses have fewer than 100 employees, and it is small businesses like this that have accounted for 70 percent of the country's new jobs in the last 10 years.

If you would like to learn more about what North Carolina is doing to help small businesses get the capital they need, visit the website for the North Carolina Rural Economic Development Center, [www.ncruralcenter.org](http://www.ncruralcenter.org), or for the Golden LEAF Foundation, [www.goldenleaf.org](http://www.goldenleaf.org).

The professionals at the Forsyth Tech Small Business Center can help you get information and provide assistance in applying for loans or lines of credit, whether through a state organization or local bank like Southern Community. ***Our resources and advice are always available and always free of charge.***

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# The Bottom Line

**Southern Community**  
BANK AND TRUST

*Small Enough To Care About Small Businesses*

## Take Account of Your CPA Relationship

By Michelle Koster

Small Business Banking Manager, Southern Community Bank and Trust

No business owner can run a business alone. It is critical to develop good relationships with outside partners such as your bank, vendors, attorney, and other professionals. One of the most important relationships you can have is with your Certified Public Accountant (CPA).

Too often a businessperson only interacts with a CPA at tax time, but relying on your CPA only for tax preparation underestimates the many ways a good CPA can help your business. You may want to meet with your CPA throughout the year to discuss your business finances. The various savings you will realize through these sessions can often offset whatever you pay for the CPA's time and advice.

Start by making sure your CPA thoroughly understands your business — not just the nuts and bolts of what it is and how you run it, but your business model and strategy as well. In this way, the CPA will be able to provide financial advice — both long term and short term — that fits your goals.

As your business grows, it is important to regularly look at your business and accounting practices and adjust them as needed. Your CPA can look at these practices with fresh eyes and see if they make sense over time. For instance, you may lease equipment when it would be more advantageous to purchase it. Your CPA can examine such ongoing expenses and determine the best course of action for your specific situation.

Regularly discussing your financial plans with your CPA will also allow him or her to better advise you on tax liability. When it comes to taxes, it is important to know the best moves before you make them, not afterwards. Your CPA can help you plan out expenditures, capital investments, retirement plans, and so forth in order to maximize your long-term tax benefit.

The bottom line is that a CPA can be a great resource for you throughout the year, not just at tax time. If you aren't already communicating with your CPA on a regular basis, consider doing so. You might be surprised at the many ways it will benefit you and your business.

*If there is a financial topic you'd like to see highlighted in an upcoming issue, send your suggestion by email to:  
michelle.koster@smallenoughtocare.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 Shari Covitz at 336.734.7520 or scovitz@forsythtech.edu.

## Why Corporate Training IS GOOD FOR SMALL BUSINESS

Jennifer Coulombe, Director, Corporate Education

With all businesses seeking to do more with less these days, it is common for many small businesses to view employee training and development as a non-essential drain on the bottom line. In fact, the opposite is true. Here are only a few reasons why Corporate Training is good for your small business:

**Improving and Updating Skills:** The marketplace is constantly evolving, and so should your business. Honing, updating and enhancing employee skills provides your team with the resources to be nimble and responsive to ever-changing client needs and industry trends.

**Get Ready to Grow:** Many employers wait to cross-train their staff in response to growth and not in preparation for it. Equipping your team with the appropriate education and tools to handle new expectations will make your transition smoother and will ensure that the gains you find are gains that you keep!

**An Investment in Your People Is an Investment in Your Business:** Corporate Training can help reduce costs by enhancing employees' efficiency, improving employee loyalty and therefore reducing employee turnover. When you invest in your people, the return is significant.

**Customer Service Matters (Now More Than Ever):** Great customer service skills aren't something that we're born with; they are learned. Training your employees to speak the same great customer-focused language helps to retain valuable customers and even gain new ones.

**It May Be FREE!:** There are numerous funding programs that may cover all of the costs of your training and development program. Forsyth Tech Corporate Training regularly partners with regional, state and federal partners in grant identification to make the most of your training dollars.

*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

### Ongoing SBCN Events



The 59-member Small Business Center Network (SBCN), along with the Small Business Technology Development Center (SBTDC), is creating regional partnerships that promote and support small business owners. Here is a list of some of the ongoing SBCN events in the Piedmont Triad region:

- > Alamance Community College holds a Small Business Owners' Roundtable on the first Wednesday of each month, 11:30 a.m. - 1:00 p.m. Call 336.506.4312 for details.
- > Debi Joyce, GATE (Growing America Through Entrepreneurship) Counselor at Rockingham Community College, hosts a radio talk show from 11:30 a.m. - 12 noon every other Thursday on WLQE 1490 AM in Eden.
- > The Small Business Technology Development Center (SBTDC) in Greensboro holds a seminar called Introduction to Government Contracting on the last Tuesday of each month, 11:00 a.m. - 12 noon. Please call 336.334.7005 for more information.

### Business Expo Booth Brings Large Crowd

Forsyth Tech's booth at the 2011 Triad Business and Innovation Expo in September stayed busy all day long, according to Nell Perry, coordinator of the Forsyth Tech Small Business Center, who was in the booth much of day. Held at the Benton Convention Center and hosted by the Winston-Salem Chamber of Commerce, the Expo featured nearly 200 exhibitors and drew huge crowds. Nell was there along with Jethea Bell, who also works at the Center, and Ayana Short, the Center's Forsyth Tech work-study student. The three of them talked to over 100 people during the course of the day.

Jethea said several people stopped by who were interested in engineering careers, and two or three asked about getting a degree in nonprofit management. On the business side, Ayana took note of one person who talked to her about opening a day care center, while another was interested in starting a church. Everyone agreed it was enlightening and energizing to get out and meet such a wide variety of people interested in what Forsyth Tech and the Small Business Center have to offer.

### Business Accelerator 2012



The Winston-Salem Chamber of Commerce can help your business achieve success faster with their Business Accelerator 2012 seminar series. Each seminar is presented by a local business leader who can provide real-world knowledge and tools you can use to address your own business needs. Sessions last from 3:30 p.m. - 6:00 p.m., with networking opportunities beginning at 3:00 p.m. Register to participate in all of the programs or choose the topics that are most important to you. For a list of 2012 topics, visit [www.winstonsalem.com/businessaccelerator.aspx](http://www.winstonsalem.com/businessaccelerator.aspx).

### New Programs Coming Soon

Be on the lookout for some new and exciting programs offered by the Forsyth Tech Small Business Center. We are planning monthly resource information sessions with guest speakers who specialize in different aspects of small business. To learn about the topic of the month, call 336.631.1320.

### Small Business Center Success Stories



## Erin James-Crook: Taking a Disciplined Approach

"When I started volunteering at the age of 13 at the local animal shelter, little did I know that a speckley dog that no one wanted would not only capture my heart but also redirect my career path from veterinary medicine to animal behavior." That's how Erin James-Crook describes the beginning of her career. Today she holds a B.S. in Animal Science from Purdue University and is a Certified Professional Dog Trainer who owns and operates Collegiate Canine, LLC, which provides in-home dog training services to residents of the Triad area. "We take pride in being able to assist clients with everything from basic manners to serious behavior issues," she says, "using scientifically proven, positive reinforcement techniques."

But before starting her business, Erin got some training of her own. "I attended business classes at Forsyth Tech's Small Business Center shortly after moving to the Winston-Salem area," she says. "I knew I wanted to start my own business but wanted to have a good foundation before doing so. The classes provided instruction on a broad range of topics, all of which I found quite helpful as a new business owner. I felt completely comfortable asking questions, and the interaction with other attendees and the instructors really gave me a great sense of community in addition to valuable information on marketing, financial management, and the ins and outs of running a business."

She didn't limit herself to just taking classes, however. "I also took advantage of the Center's business counseling. Because I was new to the state, I had a ton of questions about details related to permits, licenses, etc. The counselor was great about helping me determine exactly what my next steps were once my LLC was official, thus taking a lot of stress out of the process. I know that if I ever run into troubles in the future, that I have a great resource in the Small Business Center!"

*If you have need of Collegiate Canine's services, contact Erin at 336.462.9738 or through her website, [www.collegiatecanine.com](http://www.collegiatecanine.com).*

## Free, Confidential Counseling

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 the Small Business Development seminars/classes and resource center, contact us by calling 336.631.1167 or 336.631.1320.

## 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 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.
- > **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 over \$9 million in grants and loans while serving as Resource Development Manager at Goler Community Development Corporation.
- > **Allan Younger** spent 18 years gaining diversified corporate experience. This experience included the areas of business development, risk management, process analysis, account management and evaluation and strategic planning. He now owns GRACE Consulting, which is responsible for community relations, marketing, process analysis and professional development for several organizations. He loves to help others realize their potential as leaders.

## Small Business Development Seminars

**Co-Sponsors:** Southern Community Bank and Trust and the Greater Winston-Salem Chamber of Commerce

**Cost:** Free

**Location:** 4<sup>th</sup> Street Small Business Center, Chamber Building, 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: #58905 Tuesday, January 17 1 – 4 p.m.

Seminar: #58907 Wednesday, April 4 6 – 9 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 sample tools to develop a marketing plan for a sample business.

Seminar: #58908 Tuesday, January 24 1 – 4 p.m.

Seminar: #58909 Wednesday, April 11 6 – 9 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.

### Keeping Small Business Records and Paying Your Taxes (Continued)

Seminar: #58910 Tuesday, January 31 1 – 4 p.m.

Seminar: #58912 Wednesday, April 18 6 – 9 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: #58913 Tuesday, February 7 1 – 4 p.m.

Seminar: #58916 Wednesday, April 25 6 – 9 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: #58917 Tuesday, February 14 1 – 4 p.m.

Seminar: #58918 Wednesday, May 2 6 – 9 p.m.

## Workshops and Seminars

**Co-Sponsors:** Southern Community Bank and Trust and the Greater Winston-Salem Chamber of Commerce

**Cost:** Free

**Location:** 4<sup>th</sup> Street Small Business Center, Chamber Building, 601 West 4<sup>th</sup> Street, Winston-Salem, NC

### 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: #57984 Wednesday, January 11 6 – 9 p.m.

Seminar: #57994 Wednesday, April 11 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: #57985 Wednesday, January 18 6 – 9 p.m.

Seminar: #57995 Wednesday, April 18 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. Participants will learn how to optimize their eBay store, how to market their eBay store more effectively and how to list their items in their eBay store.

Seminar: #57986 Wednesday, January 25 6 – 9 p.m.

Seminar: #57996 Wednesday, April 25 1 – 4 p.m.

### 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: #58290 Thursday, January 12 1 – 4 p.m.

Seminar: #58293 Thursday, April 12 6 – 9 p.m.

### Grant Seeking/Grant Writing 102

Presenter: Calvin Patterson

This seminar is a continuation from Grant Seeking/Grant Writing 101.

Seminar: #58291 Thursday, January 19 1 – 4 p.m.

Seminar: #58295 Thursday, April 19 6 – 9 p.m.

### Grant Seeking/Grant Writing 103

Presenter: Calvin Patterson

This seminar is a continuation from Grant Seeking/Grant Writing 102.

Seminar: #58292 Thursday, January 26 1 – 4 p.m.

Seminar: #58296 Thursday, April 26 6 – 9 p.m.

### Blogging for Small Business

Presenter: Teddy Burriss

In this seminar, participants will learn what blogging is as well as why and how to share useful information with their audiences that can demonstrate their industry expertise.

Seminar: #59218 Wednesday, February 29 6 – 8 p.m.

Seminar: #59219 Tuesday, April 3 1 – 3 p.m.

### Networking for Mutual Benefit

Presenter: Teddy Burriss

This seminar focuses on “Networking for Mutual Benefit,” which is a key point in developing relationships that can propel careers, increase revenues and uncover business opportunities.

Seminar: #59221 Tuesday, March 20 1 – 4 p.m.

Seminar: #59222 Thursday, May 3 6 – 9 p.m.

### Social Media for Small Business

Presenter: Teddy Burriss

In this seminar, participants will learn what social media channels to participate in, as well as why and how to contribute, collaborate, connect and cram (research) to grow your business.

Seminar: #59216 Tuesday, March 6 1 – 4 p.m.

Seminar: #59217 Wednesday, March 28 6 – 9 p.m.

## Business Leadership Workshops

**Co-Sponsors:** Southern Community Bank and Trust and the Greater Winston-Salem Chamber of Commerce

**Cost:** Free

**Location:** 4<sup>th</sup> Street Small Business Center, Chamber Building, 601 West 4<sup>th</sup> Street, Winston-Salem, NC

### Key Leadership Skills 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 other people. 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: #58899 Thursday, February 2 6 – 9 p.m.

### 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: #58898 Thursday, January 19 6 – 9 p.m.

### 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: #58904 Thursday, March 29 6 – 9 p.m.

### 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: #58932 Thursday, March 15 6 – 9 p.m.

### 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: #58929 Thursday, February 16 6 – 9 p.m.

### 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: #58930 Thursday, March 1 6 – 9 p.m.

## Computer Classes

The Small Business Center offers computer classes at the 4th Street Chamber Building.

**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:** 4th Street Small Business Center, Chamber Building, 601 West 4th Street, Winston-Salem, NC

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

### Access 2010

In this 12-hour course, participants will learn how to set up a database, create tables, manage and use a database for business or personal use.

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

Course: #58138 Feb. 20 – Feb. 23 MTWTh 9 a.m. – noon

Course: #58148 Apr. 30 – May 3 MTWTh 9 a.m. – noon

### Access 2010 Intermediate

In this 12-hour course, participants will learn how to master the secrets of making the computer, not people, do all the work. Students will receive in-depth guidance in creating tables, forms, managing contacts, creating orders, receipts and invoices.

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

Course: #58141 Mar. 5 – Mar. 8 MTWTh 9 a.m. – noon

### Computer Basics

This course is designed for the computer novice and uses Microsoft Windows to demonstrate how to operate a computer while teaching basic computer terminology. NOTE: Students will use same textbook for Computer Basics II.

Course: #58143 Mar. 12 – Mar. 22 MTWTh 9 a.m. – noon

### Computer Basics II

This course is a continuation of Computer Basics and covers computer terminology, file management, troubleshooting techniques, practical PC maintenance and various other computer-related topics.

Course: #58147 Apr. 9 – Apr. 19 MTWTh 9 a.m. – noon

### Excel 2010

In this 12-hour course, participants will discover dozens of shortcuts and tricks for quickly and efficiently setting up fully formatted spreadsheets.

### Excel 2010 (Continued)

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

Course: #58134 Jan. 23 – Jan. 26 MTWTh 9 a.m. – noon

Course: #58146 Mar. 26 – Mar. 29 MTWTh 9 a.m. – noon

### Excel 2010 Intermediate

In this 12-hour course, participants will learn how to work faster and more productively by using many of Microsoft Excel's powerful features including building worksheets with decision-making capabilities.

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

Course: #58136 Feb. 6 – Feb. 9 MTWTh 9 a.m. – noon

### Office 2010

Microsoft Office 2010 offers flexible and powerful new ways to deliver your best work—at the office, at home or at school. In addition to exploring the new tools offered by Office 2010, this introductory class will teach you the basics of Word, Excel, PowerPoint and some Access.

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

Course: #58152 Jan. 10 – Feb. 28 T 6 – 9 p.m.

Course: #58154 Mar. 13 – May 1 T 6 – 9 p.m.

### PowerPoint 2010

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

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

Course: #58137 Feb. 13 – Feb. 16 MTWTh 9 a.m. – noon

Course: #58150 May 7 – May 10 MTWTh 9 a.m. – noon

### Word 2010

In this 12-hour course, participants will learn how to create and modify documents in Word 2010 to produce documents using many of the formatting features and be able to use this program confidently at home or on the job.

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

Course: #58133 Jan. 9 – Jan. 12 MTWTh 9 a.m. – noon

Course: #58140 Feb. 27 – Mar. 1 MTWTh 9 a.m. – noon

### Word 2010 Intermediate

In this 12-hour course, participants will learn how to manage auto text entries, styles, templates, macros, merging and multiple column formats.

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

Course: #58135 Jan. 30 – Feb. 2 MTWTh 9 a.m. – noon

## Continuing Legal Education (Attorneys Only)

**Location:** West Campus, 1300 Bolton Street, Winston Salem, NC

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

### Improving Your Appellate Practice

January 19

### Workplace Injuries and Conditions

January 31

### Real Properties Fundamentals

February 13 – 14

### 34<sup>th</sup> Annual Bankruptcy Institute

February 22 – 23

### Ethical Roadmap for Lawyers

February 23

## 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 serves 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.

# What's Happening at Goodwill Industries

## Customer Relations Management in a Call Center

**Cost:** Registration Fee – \$175.00, Lab Fee – \$5.00.

**Location:** Goodwill Industries, 2701 University Parkway, Winston-Salem, NC

**For dates and times for this course**, call the Customer Service Center at 336.734.7718

**For more information**, call 336.631.1320.

This 64-hour training consists of a series of programs that teach participants the art of serving customers in a call center environment. Participants will learn how to become telephone customer service professionals, apply communications techniques which will cultivate repeat business, market products and cross-sell when appropriate, and gain the skill-sets necessary to be a productive Telephone Call Center Customer Service Agent within the wide variety of fields call centers encompass in today's job market.

## 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:** Goodwill Industries, 2701 University Parkway, Winston-Salem, NC

**For more information**, call 336.631.1320.

**To pre-register**, call the Customer Service Center at 336.761.1002.

## Office 2007

This course covers the basics of Microsoft Word, Excel, PowerPoint, Access and Outlook software programs. In Word, students learn how to create and edit documents, create tables and use Mail Merge. In Excel, students learn how to create and format Excel worksheets, write formulas and use built-in functions, and create Excel charts and graphs. In PowerPoint, students will acquire the skills necessary to create, edit, and deliver effective presentations, which include transitions, animations, clip art, and music. In Access, students will learn the basics of database design and usage; focusing on records, tables, forms, and reports. In Outlook, students will learn how to send and receive email messages and attachments, schedule appointments using Outlook calendar, work with contact and distribution lists and use the Task, Journal, and Notes features.

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

Course: #58248 Jan. 30 – Mar. 14 MTWTh  
 8:30 – 12:30 p.m.

Course: #58249 Mar. 19 – May 2 MTWTh  
 8:30 – 12:30 p.m.

## What's Happening at The Enterprise Center

### Workshops and Seminars

**Cost:** Free

**Locations:** The Enterprise Center, 1922 S. Martin Luther King Jr. Drive, 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: #58906 Wednesday, March 7 6 – 9 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: #58914 Wednesday, March 14 6 – 9 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: #58911 Wednesday, March 21 6 – 9 p.m.



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

Presenter: Nick Hawks

During this fast-paced seminar, 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: #57997 Monday, April 30 6 – 9 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 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: #57998 Monday, May 7 6 – 9 p.m.

## What's Happening in Stokes County

**Co-Sponsors:** Southern Community Bank and Trust and the King Chamber of Commerce

**Locations:** KINP – King Public Library, 101 Pilot View Drive, King, NC; NWFC – Northwest Forsyth Center, 3111 Big Oaks Drive, King, NC

### Workshops and Seminars

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

Presenter: Nick Hawks

During this fast-paced seminar, 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: #58246 Monday, Feb. 6 6 – 9 p.m. NWFC

Seminar: #57991 Monday, Apr. 9 6 – 9 p.m. KINP

#### 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 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: #57989 Monday, Feb. 13 6 – 9 p.m. NWFC

Seminar: #57992 Monday, Apr. 16 6 – 9 p.m. KINP

#### 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. Participants will learn how to optimize their eBay store, how to market their eBay store more effectively and how to list their items in their eBay store.

Seminar: #57990 Monday, Feb. 20 6 – 9 p.m. NWFC

Seminar: #57993 Monday, Apr. 23 6 – 9 p.m. KINP

### Computer Classes

**Cost:** Registration Fee – \$65.00, Lab Fee – \$5.00, Book – Required for the classes indicated. Cost varies. For more information regarding the purchase of textbooks, call Forsyth Tech West Campus Bookstore at 336.734.7754.

**Locations:** KINP – King Public Library, 101 Pilot View Drive,

King, NC; WCFT – Walnut Cove Forsyth Tech Small Business Center, 904 N. Main Street, Walnut Cove, NC

#### Computer Basics

This course is designed for the computer novice and uses Microsoft Windows to demonstrate how to operate a computer while teaching basic computer terminology.

Course: #58250 Jan. 30 – Mar. 7 MW  
6:30 – 8:30 p.m. WCFT

#### Computer Basics II

This course is a continuation of Computer Basics and covers computer terminology, file management, troubleshooting techniques, practical PC maintenance and various other computer-related topics.

Course: #58251 Mar. 19 – Apr. 25 MW  
6:30 – 8:30 p.m. WCFT

#### Excel 2007 (Book required)

In this 24-hour course, participants will discover dozens of shortcuts and tricks for quickly and efficiently setting up fully formatted worksheets. Learn the secrets behind writing powerful formulas, using functions, sorting and analyzing data, creating custom charts, creating three-dimensional workbooks, building links, creating macros and customizing toolbar buttons.

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

Course: #58165 Jan. 17 – Feb. 23 TTH  
6 – 8 p.m. KINP

#### Office 2007 (Book required)

In this 24-hour course, participants will learn the basics of Microsoft Word, Excel, PowerPoint and Access software programs. In Word, learn how to use word processing on the PC efficiently and effectively. In Excel, learn how to create, navigate and format a basic worksheet by using built-in functions. In PowerPoint, acquire the skills necessary to create, edit and deliver effective presentations. In Access, learn the basics of database design and usage, focusing on records, tables, forms and reports.

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

#### Word 2007 (Book required)

In this 24-hour course, participants will learn to use Microsoft Word 2007 to produce documents using Word's many formatting features. Prerequisite: A basic understanding of the Microsoft Windows operating system.

Course: #58166 Mar. 1 – Apr. 12 TTH  
6 – 8 p.m. KINP

# ForsythTech

*More Than You Know*

2100 Silas Creek Parkway  
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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**
- Goodwill Industries, 2710 University Parkway, Winston-Salem
- The Enterprise Center, 1922 S. Martin Luther King, Jr. Drive, Winston-Salem
- King Public Library, 101 Pilot View Drive, King
- King Senior Center, 229 S. Main Street, King
- Northwest Forsyth Center, 3111 Big Oaks Drive, King
- Walnut Cove Forsyth Tech Small Business Center, 904 N. Main St., Walnut Cove

*Questions? Contact Nell Perry at 336.631.1320 or [nperry@forsythtech.edu](mailto:nperry@forsythtech.edu)*

Forsyth Technical Community College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees, diplomas and certificates. Contact the Commission on Colleges at 1966 Southern Lane, Decatur, GA 30033-4097 or call 404.679.4500 for questions about the accreditation of Forsyth Technical Community College. The Commission can be contacted to file a third-party comment during the time of the College's decennial review or to file a complaint if there is evidence appearing to support the College's non-compliance with a requirement or standard. All other inquiries about the College should be addressed directly to the College.

Forsyth Tech welcomes diversity and is dedicated to meeting the needs of students with disabilities, as mandated by Americans with Disabilities Act. For more information, please contact Sarah Hawks, Disability Services Office, at 336.734-7155 or [shawks@forsythtech.edu](mailto:shawks@forsythtech.edu) or view our Student Guide at <http://www.forsythtech.edu/services-students/student-resources/disability-services>.

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