

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

Step Right Up!

By Kathleen Wheelless,
Reference Supervisor,
Forsyth County Public Library

We cannot overstate the importance of business research prior to starting a business or spending money to grow or improve an existing business. We are often asked how to determine what customers want, how competitors are successful, and what the future may hold for a particular industry. The answers are often discovered as we commit to business research.

Some things sound too good to be true, right? What would you say to an absolutely free collection of fabulous databases and books, purchased with the small business owner in mind? *Resources that will help you to:*

- > Establish a new business
- > Target your market
- > Identify sales leads
- > Brush up on your sales skills
- > Anticipate and capitalize on industry trends
- > Find sources of supply
- > Operate your business efficiently
- > Keep up with your competition
- > Differentiate your products and services
- > Plan strategically

Forsyth County has a resource for small businesses that seems too good to be true, but it is not — it is your free *Forsyth County Public Library*.

Your small business needs information. Libraries are all about information. At Forsyth County Public Library, you will find trained business librarians as well as collections of current business resources available in print and electronically. Anyone with a current library card can log into the website at www.forsythlibrary.org to access many of these resources away from the Library. That's right — you don't even need to leave your home or office to use the Library's electronic databases.

A database you are sure to love is ReferenceUSA.

ReferenceUSA contains detailed business information on over 24 million US businesses, almost 500,000 NC businesses, and over 48,000 businesses in Forsyth and Guilford counties. The business database can be searched by 40

criteria such as type of business, business size, geography or the year established.

ReferenceUSA also offers a residential component listing over 89 million US households (over 6 million in NC). The database includes information that can be used to compile targeted sales lists, make site selections and plan strategically.

Forsyth County Public Library also subscribes to databases that bring together company profiles, industry news, mapping, brand information, rankings, investment reports, company histories, and trade journal articles. These and other helpful databases are available to you away from the library at www.forsythlibrary.org. Visit the Nonprofit Resource Center at the Central Library to identify funding sources and best management practices for nonprofits.

At the library, the small business owner will also find a quiet wireless environment, free meeting rooms that may be reserved in advance, scanning, copy machines and a helpful librarian who will help you find the information you need to bring success to your small business. Give us a call at 336-703-3020, Librarians are happy to help you over the phone.

So what is the catch? How do you take advantage of these free resources? There is no catch. All you need is a Forsyth County Public Library card to keep your business on the cutting edge.



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 336.757.3810. ***Our resources and advice are always available and always free of charge.***

ForsythTech *Small Business Center* **resources**

More Than You Know

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The Bottom Line

from the Micro Enterprise Loan Program

Perseverance

By Darryl Little

Chief Executive – Micro Enterprise Loan Program

“Celebrating 20 years of service to our community 1994-2014”

It's always important to look back and take an assessment of where you've been and how far you've come. Each year, I take a whole month to measure the previous year's outcomes and make new goals throughout the next 12 months or so. Some may refer to this as a strategic plan or a bucket list, but in any event, it should always be something comprehensive and achievable.

If any of you are like me, you'll come to realize some important things when doing your yearly assessment. First, there's always an abundance of lofty goals, and second, there's always a shortage of perseverance. We usually dismiss it as, “there's just not enough time in the day” or “life got in the way.” Whatever the problem may be, it soon becomes clear, we did not achieve certain goals because we did not invest ourselves with the proper tools/attitude to ensure a positive outcome, and we did not persevere. Take a look at your history; what was your last greatest achievement? What elements were in place to help facilitate it? What qualities did you employ? What were the challenges along the way and how did you overcome them? And finally, how did it feel having accomplished your goal?

Celebrating accomplishments is the key to helping us understand that we can persevere with each new challenge as we use energy from our latest victory. I think most of us realize through trial and error that a good healthy dose of endurance was involved in the equation above. There is absolutely no substitute for good old-fashioned determination and hard work. Of course it's always important to make sure that the task before you is one that is comprehensive as well. So the next time you plan on climbing Mount Everest, make sure you fortify yourself with all the necessary tools you will need and the mental aptitude to succeed. Oh, and by the way, don't forget the map.

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.

DiSC for Driving Performance

By Mack Thompson, Director of Corporate Training

Forsyth Tech offers a wide range of classes. Learners from all sides of the workforce can find options to grow their knowledge, skills, and abilities. One section of the Economic & Workforce Development division that is dedicated to enhancing the skills is Corporate Education. This group delivers a full range of training from basic computer skills to communication and executive leadership skills.

One of the most popular classes is the DiSC class taught by Corporate Education. DiSC is a personal assessment tool used to improve work productivity, teamwork and communication. DiSC is non-judgmental and helps people discuss their behavioral differences. Participants in a DiSC program are asked to complete a series of questions that produce a detailed report about their personality and behavior.

DiSC profiles help you and your team:

- > Increase your self-knowledge: what motivates you and how you respond to conflict
- > Facilitate better teamwork and minimize team conflict
- > Develop stronger sales skills by identifying and responding to customer styles
- > Manage more effectively by understanding the priorities of employees and team members
- > Become more self-knowledgeable, well-rounded and effective leaders

The DiSC model provides a common language that people can use to better understand themselves and to adapt their behaviors with others. This can be within a work team, a sales relationship, a leadership position, or other relationships. In turn, this enables better communication skills among teams, individuals, and clients, which then helps drive corporate performance and sales.

If you have questions or would like to schedule a class, please call Mack Thompson at 336.734.7717.

sbcfyi

What's Happening At The Forsyth Tech Small Business Center

New Seminars

The Small Business Center is committed to offering new, interesting and helpful seminar topics each semester. New seminars for the summer 2014 semester include:

- > Business Tune-Up
- > The Inner Road Map for New Entrepreneurs
- > Ready, Set, Wait! Before you start your business. . .
- > ABC Budgeting for Small Business
- > Clueless About Accounting
- > Curious About QuickBooks Pro?
- > How to Set Up QuickBooks Pro for Your Business
- > Introduction to North Carolina Sales & Use Tax for Small Business
- > Understanding and Applying Leadership - "What's the Safest Ship in a Storm?...Leadership
- > The Mindset of the Successful Entrepreneur
- > Google Apps for Small Business

Let us know of small business topics that would be of interest and benefit you by emailing your suggestions to SBC@forsythtech.edu.

Entrepreneurship Skills

Many people ask us what it takes to be a successful business owner. This fall at one of the national entrepreneurship summits, we explored the future of entrepreneurship and skills needed for success, and these ten top themes emerged:

1. Self awareness
2. Social/diversity awareness
3. Resilience
4. Empathy
5. Communication skills
6. Adaptability
7. Collaboration
8. Digital literacy
9. Entrepreneurial mindset
10. Analysis/solution mindset

We are pleased to say that we see many of these skills in the more than 200 people who work with the Small Business Center each month.



Customer Service Essentials

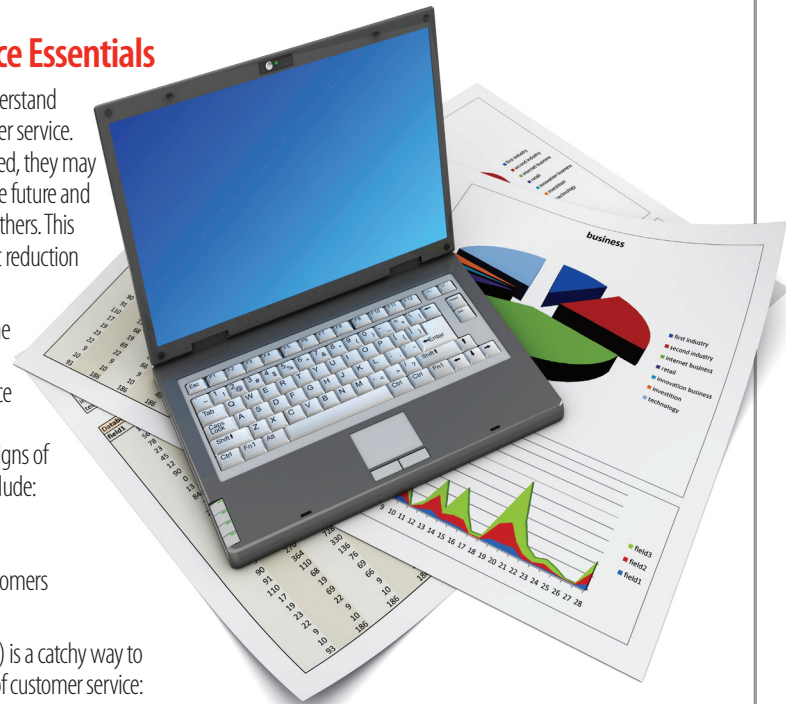
Many businesses understand the importance of customer service. If customers are not satisfied, they may use another business in the future and voice their complaints to others. This could result in a significant reduction and even business failure.

Customer Service is the process of delivering the value of a product or service to customers and building long-term relationships. Signs of good customer service include:

- > Good Attitude
- > Conflict Resolution
- > Knowledge of Customers
- > Timeliness

RREV (your engines!!!) is a catchy way to remember the essentials of customer service:

- > **Responsiveness** – We must effectively and quickly respond to customer concerns and questions.
- > **Relationship** – We must connect with our customers and seek to gain loyalty for the long term.
- > **Experience** – We must create memories that our customers want to enjoy and tell others to do the same.
- > **Value** – We must create memories that our customers want to repeat and tell others to do the same.



Personal Help for Stokes County's Entrepreneurs and Small Businesses

The Small Business Center (SBC) in Walnut Cove provides you with a local, confidential advisor for your business questions. This free service acts as a sounding board for new ideas and issues that come up within your business dealings. We can help you start a new business, manage and market an existing business or restructure a mature business.

Having the help of a Stokes County native who understands the local business environment can make a difference! These advisors are great go-to resources for questions that pop up such as: My company needs a website, how do I accomplish this? How do I finance my growth plan? How do I compete with the Big Box stores? How do I bring my family business into the 21st century?

For entrepreneurs with a great product idea or business concept, the SBC can help your ideas become a reality by helping you navigate obstacles such as setting the business up, financing, planning, hiring employees and marketing.

The Stokes SBC can also connect you with Forsyth Tech's training and educational opportunities. We offer classes and seminars locally to educate your workforce and create better employees.

The SBC is located in the Workforce Center (old Joblink building) at 904 North Main Street, Walnut Cove, NC 27052. Contact Holly Kidd to set up a free business consulting session: call 336.591.4074 or register for an appointment online at <http://www.forsythtech.edu/services-businesses/small-business-center/>.

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 336.757.3810.

Presenter Highlights

- > **Jim Blaylock** is an independent sales consultant in the Triad. He helps small, medium and large companies grow their sales by finding new customers.
- > **Semone Brisson** is a self-employed accountant, educator, and QuickBooks consultant practicing in Salisbury, North Carolina since 1990. She enjoys consulting with small business owners in all aspects of running a business with a special focus on accounting. Semone 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.
- > **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.
- > **Ken Griffin** is a multi-faceted entrepreneur with the heart of a teacher committed to changing a generation one family at a time. His entrepreneurial experience is focused in the areas of Financial Coaching, Group Facilitation, Public Speaking, Health Care, Real Estate, Training, Mentoring and Logistics. His love is to share "ABC Budgeting" and "How to Start a Business" through seminars, workshops, and group discussions.
- > **Jason Owens** is an author and public speaker who is passionate about helping new business owners succeed. Jason leads DeepWaterLabs, a research-based consulting firm that focuses on increasing the survival rate of entrepreneurs. He is currently pursuing a doctoral degree in management from University of Phoenix. Jason and his wife of 18 years live just outside of Charlotte, North Carolina.
- > **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.
- > **Wrenwyck Williams** is an extremely effective life strategist who specializes in Executive, Personal, Health and Wellness, Spiritual coaching. He empowers you with a greater capacity to produce results and a greater confidence in your ability to do so. He is also a highly recognized and award winning International Public Speaker (Toastmasters International-DTM) and Trainer. His inspirational messages and charismatic style has impacted the lives of thousands.

Please register for seminars so that you will be notified of schedule changes.

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 www.alamancecc.edu.

Davidson County Community College – 297 DCCC Road, Thomasville, NC. For additional details, call 336.224.4557 or visit 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 www.gtcc.edu.

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

Randolph Community College – 629 Industrial Park Avenue, Asheboro, NC. For additional details, call 336.633.0240 or visit 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 www.rockinghamcc.edu.

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

Small Business Development Seminars

Co-Sponsor: Winston-Salem Chamber of Commerce

Presenter: Ruben Gonzales

Time: Tuesdays 1 - 4 p.m.

Cost: Free

Location: Transportation Technology Center, 4255 N. Patterson Avenue, Winston-Salem

Everything You Ever Wanted to Know about Starting a Business

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: #83773 Tuesday, July 8 1 – 4 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: #83800 Tuesday, July 15 1 – 4 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: #83809 Tuesday, July 22 1 – 4 p.m.

Please register for seminars so that you will be notified of schedule changes.

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: #83820 Tuesday, July 29 1 – 4 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: #83830 Tuesday, August 5 1 – 4 p.m.

Workshops and Seminars

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

Cost: Free

Locations: Transportation Technology Center, 4255 N. Patterson Avenue, Winston-Salem

Grady P. Swisher Center, 1108 Swisher Center Rd., Kernersville (GSC)

Unless otherwise indicated, workshops and seminars will be held at the Transportation Technology Center

> Business Startup

Business Tune-Up *New Offering*

Presenter: Ken Griffin

Is your business ready for a Tune Up? In this course we will explore how to redirect business plans that are not quite working. We will explore customer complaints, inconsistent payables and expansion needs.

Seminar: #83856 Wednesday, June 4 1 – 4 p.m.

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 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: #83607 Tuesday, May 20 3 – 5 p.m.

Seminar: #83659 Monday, June 9 3 – 5 p.m.

Seminar: #83774 Wednesday, July 9 3 – 5 p.m.

The Inner Road Map for New Entrepreneurs *New Offering*

Presenter: Jason Owens

This talk is geared toward helping new and aspiring entrepreneurs know what to expect. Here we focus on managing the mental game needed to go it alone. During the talk, the audience has the chance to build a mental roadmap to help them navigate their way through the twists and turns of starting a venture. Without these tools and techniques one stands a great chance of having their dream dashed on the rocks.

Seminar: #83863 Monday, August 11 2 – 5 p.m.

Please register for seminars so that you will be notified of schedule changes.

Ready, Set, Wait! Before you Start Your Business... *New Offering*

Presenter: Semone Brisson

Are you considering starting a business but not sure how, or if, you want to move forward? If so, please join us for an informative session about things you need to consider as you prepare to start your own business. Discover what questions you will need to ask and answer to help you get started on your journey to successful business ownership.

Seminar: #86862 Thursday, August 7 1 – 3 p.m.

> Budgeting

ABC Budgeting for Small Business *New Offering*

Presenter: Ken Griffin

This course will teach you the fundamentals of setting up a budget, establishing goals and monitoring progress. The class will review all aspects of debt management with an emphasis on increased cash flow through streamlining current cash application processes.

Seminar: #83849 Wednesday, May 21 1 – 4 p.m.

Clueless About Accounting *New Offering*

Presenter: Semone Brisson

This seminar is designed for business owners and others interested in learning more about accounting. The presenter breaks accounting theory into bite-sized chunks that are very easy to swallow. Learn the basics of the flow of information through a business, understand how business transactions are tracked in the general ledger using accounting software like QuickBooks, and become familiar with the language of accounting, including terms like: “chart of accounts”, “double-entry accounting” and “debits & credits”. If you would like to better understand the missing pieces of your accounting “puzzle” then this seminar is for you.

Seminar: #83803 Wednesday, July 16 1 – 4 p.m.

Curious About QuickBooks Pro? *New Offering*

Presenter: Semone Brisson

Are you considering this popular software for your business? This introduction to QuickBooks Pro informs business owners of ways the software can help them save time, manage their business, simplify bookkeeping and avoid stress at tax time. This seminar, taught by an accountant and QuickBooks consultant, provides an overview of QuickBooks Pro that offers practical suggestions on ways this software can help you run and grow your business. Bring your questions!

Seminar: #83858 Thursday, June 12 1 – 3 p.m.

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: #83770 Monday, July 7 2 – 5 p.m.

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: #83776 Monday, July 14 2 – 5 p.m.

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: #83805 Monday, July 21 2 – 5 p.m.

How to set up QuickBooks Pro for Your Business *New Offering*

Presenter: Semone Brisson

This beginning level seminar focuses on the important steps necessary to set up a QuickBooks company data file for your business. Topics include: creating the chart of accounts, setting up users, understanding the basics of financial statements, opening balances, backing up data files, and a forum for questions. A helpful seminar for business owners interested in, or currently using, QuickBooks software. A great supplemental in-depth seminar for those who have taken, or plan to take additional QuickBooks instruction.

Seminar: #83679 Thursday, June 19 1 – 3:30 p.m.

Introduction to North Carolina Sales & Use Tax for the Small Business Owner *New Offering*

Presenter: Semone Brisson

This introductory seminar teaches the basics of collecting and reporting North Carolina sales and use tax. Understand general reporting requirements for the most common sales and use tax situations, how to complete a sales tax form, and explore methods to track sales and use tax that will keep your business in good standing with tax authorities.

Seminar: #83850 Thursday, May 22 1 – 3 p.m.

Please register for seminars so that you will be notified of schedule changes.

> eCommerce

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: #83780 Tuesday, July 15 2 – 5 p.m. GSC 212

Seminar: #83814 Wednesday, July 23 2 – 5 p.m.

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 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: #83808 Tuesday, July 22 2 – 5 p.m. GSC 212

Seminar: #83826 Wednesday, July 30 2 – 5 p.m.

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: #83817 Tuesday, July 29 2 – 5 p.m. GSC 212

Seminar: #83847 Wednesday, August 6 2 – 5 p.m.

> Grants

Grant Seeking/Grant Writing 101

Presenter: Calvin Patterson

This seminar is designed for 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: #83673 Wednesday, June 11 2 – 5 p.m.

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: #83678 Wednesday, June 18 2 – 5 p.m.

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: #83741 Wednesday, June 25 2 – 5 p.m.

> Leadership

Understanding and Applying Leadership - "What's the safest ship in a Storm?.....Leadership" *New Offering*

Presenter: Wrenwyck Williams

Everything from quarterbacking a football team, leading a corporate conglomerate or growing your local civic organization, begins and ends with Leadership. In this seminar you will learn what leadership truly is and what it is not. You will uncover the characteristics of true leaders and how to gain the influence necessary to lead. You will gain firsthand experience and have the opportunity to apply what you have learned. You will leave well on your way to developing the skills necessary to have individuals willingly follow you.

Seminar: #83861 Thursday, July 10 2 – 5 p.m.

The Mindset of the Successful Entrepreneur *New Offering*

Presenter: Wrenwyck Williams

Well Done is much better than Well Said. What is it that truly separates those that take action and attain their goals and dreams, from those that simply dream? In this extremely charged seminar you will learn the keys to creating a "success" mindset. You will be instructed on how to discover your true "why" and understand the importance of focusing on it. You will be introduced to the importance of the sub conscious and the role that it plays in your success. Get Ready to take journey of a lifetime!!!

Seminar: #83864 Wednesday, August 13 2 – 5 p.m.

Please register for seminars so that you will be notified of schedule changes.

> Sales

Personality Styles *New Offering*

Presenter: Jim Blaylock

One of the basic skills sales people must have is the ability to recognize the personality style of their customer. Business owners will learn the four common personality styles and how to treat them. This is a very interactive class where students complete a personality profile assessment to learn their own style. Lots of fun and very useful.

Seminar: #83963 Thursday, June 5 2 – 5 p.m.

How to Find Customers

Presenter: Jim Blaylock

New customers are a major part of business growth. Participants will learn how to identify their ideal client, and how to reach, capture and keep them.

Seminar: #84530 Tuesday, June 10 2 – 5 p.m.

How to Grow Your Business

Presenter: Jim Blaylock

You have a small business. Great! Now how do you get it to the next level? Participants will learn the quickest, fastest, easiest ways to grow sales add customers and improve bottom line profits.

Seminar: #83859 Tuesday, June 17 2 – 5 p.m.

> Social Media

Google Apps for Small Business *New Offering*

Presenter: Teddy Burriss

Having a business email system is an important tool for small businesses. Google Apps can provide a small business owner with business Email, Calendar, Contacts, Business Phone Number, Documents & much more. This introduction seminar will provide the attendees with the basic setup instructions and use of the applications.

Seminar: #83848 Monday, May 19 1 – 4 p.m.

Seminar: #83851 Monday, June 2 1 – 4 p.m. GSC 212

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: #83616 Wednesday, May 28 1 – 4 p.m.

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: #83619 Tuesday, June 3 1 – 4 p.m.

Seminar: #83742 Monday, July 7 1 – 4 p.m. GSC 212

Networking for Small Business

Presenter: Teddy Burriss

Networking is a skill that all small business owners and business developers need to have in order for their business to be successful. This seminar teaches the attendees how to connect, build relationships and how to expand their circle of connections. These skills are necessary in order to find opportunities and resources that are required for business growth.

Seminar: #83617 Thursday, May 29 1 – 4 p.m.

Seminar: #83676 Monday, June 16 1 – 4 p.m. GSC 212

The Small Business Center offers computer classes at the Grady P Swisher Center. For more information on our computer classes or to pre-register, call the Customer Service Center at 336.761.1002. Most computer classes require a textbook and students will need to bring a USB flash drive to class. For more information regarding the purchase of textbooks, call Forsyth Tech West Campus Bookstore at 336.734.7754.

Cost: Registration Fee-\$70.00, Lab Fee-\$5.00, Book-Required for the classes indicated. Cost varies.

Location: Grady P Swisher Center, 1108 Swisher Center Rd., Kernersville, NC (unless otherwise indicated)

QuickBooks Pro 2011 Level I

(Book required – bring USB flash drive)

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: #83779 May 20 – Jun. 19 TTh 1 – 4 p.m. GSC 203

QuickBooks Pro 2011 Level II

(Book required – bring USB flash drive)

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: #83799 Jul. 15 – Aug. 7 TTh 1 – 4 p.m. GSC 203

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, which will provide 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.

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.

Please register for seminars so that you will be notified of schedule changes.

What's Happening in Stokes County?

Workshops and Seminars

Co-Sponsor: King Chamber of Commerce

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

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: #83615 Wednesday, May 28 1 – 4 p.m. NWFC

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 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: #83655 Wednesday, June 4 1 – 4 p.m. NWFC

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: #83666 Wednesday, June 11 1 – 4 p.m. NWFC

Please register for seminars so that you will be notified of schedule changes.

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 336.757.3810.

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:

- > **Transportation Technology Center, 4255 N. Patterson Ave., Winston-Salem**
- > **Grady P. Swisher Center, 1108 Swisher Center Rd., Kernersville**
- > **Northwest Forsyth Center, 3111 Big Oaks Dr., King**
- > **Stokes County Center, 1165 Dodgetown Rd., Walnut Cove**

Questions? Contact the Small Business Center at 336.757.3810 or SBC@forsythtech.edu