

# Small Business Center at Forsyth Tech

“Increasing Business Success”



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

336-757-3810  
SBC@forsythtech.edu

525@Vine Street  
Winston-Salem, NC  
27101



## Small Business Roundtable


In my previous article, I discussed our weekly series called Marketing Outside The Box. We partner with HUSTLE Winston Salem to provide this series to current and prospective small business owners. In this series, we explore innovative and radical ideas for marketing small businesses. We introduce our clients to new cutting-edge (but proven) marketing strategies and/or technology to help them attract, retain, and increase revenue from their customers.

This month, I want to discuss our monthly series called Small Business Roundtable. Since 2014, the Small Business Center has partnered with The Enterprise Center. This former Salvation Army Boys and Girls Club is managed by the Simon Green Atkins Community Development Corporation. Winston Salem State University founded the CDC several years ago in order to foster community-based leadership focused on revitalizing the neighborhoods surrounding Winston-Salem State University.

We started the Small Business Roundtable in order to provide business development education to current and prospective business owners. Many of them have rented office space at The Enterprise Center while others have never previously visited. Our average attendance is 20 people. Many of these people have connected with the Small Business Center for the first time because they were looking for new business development ideas. Our topics have included the following:

- Business Finances
- Business Insurance
- Business Resources
- Business Structures
- Business Taxes
- Crowdfunding
- Financial Accountability
- Managing Cash Flow
- Performance Indicators
- Self-Care for Business Owners
- Social Media
- Working Capital

You can learn about many opportunities to enhance your business by visiting our website or participating in our educational events. We want to help you to achieve your dream of starting a new business or realizing more success if you already own a business. Our team has the experience and expertise to help you to overcome most challenges that come your way.



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

The objective of the Small Business Center at Forsyth Tech is to help small businesses succeed by providing high quality, readily accessible assistance to prospective and existing business owners in Forsyth and Stokes counties. Our motto is “Increasing Business Success,” which describes our commitment to clients. The N.C. Community College’s Small Business Center Network assists in starting an average of more than 700 businesses each year and the centers have an economic impact in 90 percent of all N.C. counties each year, helping to create and retain over 3,800 jobs annually.

*Article by Allan Younger appeared in Black Business Ink*