



Martin Community College

SMALL BUSINESS CENTER

Seminar Announcements Spring 2007

The Small Business Center at Martin Community College offers educational workshops and seminars to assist potential business owners or existing business owners and their employees. PRE-REGISTRATION IS REQUIRED. To pre-register or for more information about workshops, please contact the Small Business Center 792-1521, Ext. 201 or 202.

Software Maintenance and Internet Security

Mike Clendenen
Thursday, February 15, 2007
6-9 PM
Building 4, Room 41
NO CHARGE

Everyone knows all it takes to clean your computer hardware is a soft cloth and some elbow grease, but what about cleaning the software? "Things" get installed on your system all the time, from applications, to games, to web plug-ins. There may even be viruses or "spyware" installed on your system that you don't even know about yet. This course will show you how to use the proper tools (some of which you may already have) to clean up unused programs, get rid of unwanted files, and protect yourself and your computer from the bad side of the Internet. All you need to attend is a basic understanding of the Windows XP operating system and be familiar with using a mouse. Come learn how to clean-up the software side of your computer and keep your system running smoothly!

CANCELLED

~~OSHA 10-Hour General Industry Safety Awareness Course~~

~~Don Mott
Wednesday, February 21, 2007 — 1-6 PM
Thursday, February 22, 2007 — 8:30 AM — 3:30 PM
Building 1, Room 14
\$15 Registration Fee (includes lunch)~~

~~Attend this 10-hour seminar which includes an introduction to OSHA. Other topics to be addressed include requirements for electrical safety, blood borne pathogens, personal protective equipment (PPE), hazard communication standard, walking and working surfaces, and fire prevention plans and protection.~~

NEW

OSHA 10-Hour General Construction Industry Safety Awareness Course

Don Mott

Thursday, 2/22/07 - 1-6 PM

Friday, 2/23/07 - 8:30 AM - 3:30 PM

Building 1, Room 14

NO CHARGE

Attend this 10-hour seminar which includes an introduction to OSHA. Other topics to be addressed include personal protective and lifesaving equipment, scaffolds, and stairways and ladders.

Small Office Home Office (SOHO) Loans

SBA Representative

Wednesday, February 28, 2007

1-3 PM

Building 1, Room 14

NO CHARGE

Learn about SOHO, Small Office Home Office Banking, a product developed by Innovative Bank to promote the Small Business Administration (SBA) Community Express loan program. SOHO banking can offer smaller business loans to help entrepreneurs start, develop, and grow small businesses. SOHO banking is intended to serve women, veterans, minorities, and low-to moderate-income area applicants. SOHO banking offers minimal paperwork, no collateral required for loans up to \$25,000, and no business plan required. In addition, technical assistance component borrowers get the benefit of a technical assistance provider for business counseling and other assistance. All of this is free of charge.

Develop a Business Plan that Works for You

Jess McLamb

Tuesday, March 6, 2007

6-9 PM

Building 1, Room 14

NO CHARGE

Whether you are starting a business, growing an existing business or applying for a loan, you will need a business plan. Your business plan is the key to your business success because it acts as a road map for operating a business.

The Challenge of Women Working with Women

Denise Ryan

Thursday, March 8, 2007

6-9 PM

Building 1, Room 14

NO CHARGE

This seminar is designed for women struggling with the difficulties of working with other women. Many of you have been there and had to endure gossip, cat fights, sabotage and all sorts of frustrating problems. This seminar is designed to help you understand the differences between men and women in the workplace and teach you to work more effectively with your female co-workers and subordinates. You'll learn why there are so many problems when women work together and you will receive tips on how to solve those problems, including communicating differently, dealing with conflict, and balancing power.

Understanding Financials of Business Planning

Carolyn Wilburn
Thursday, March 15, 2007
6-9 PM
Building 1, Room 14
NO CHARGE

This seminar will introduce participants to standard financial statements: balance sheet, profit and loss, and cash flow. Profit margins, break-even analysis, and markup will also be discussed. Participants will be able to see how changes in pricing, profit margins, seasonality, accounts receivable collections, and operating expenses will affect their cash flow. Several examples of forecasts will be presented. This seminar will be beneficial to both start-up and existing business owners that want to learn the basics of forecasting income and expenses and analyzing basic financial statements

Internet Marketing: What You Need to Know

Robin Johnston
~~Wednesday, March 21, 2007~~

Rescheduled for Thursday, March 22, 2007

6-9 PM
Building 1, Room 14
NO CHARGE

How do you make sure that your web site works for you and is not wasting valuable time and draining your resources? Attend this engaging and informative session. You will gain beneficial information on how to create a website strategy that works, how to use low-cost techniques to drive web site traffic, and how to track the effectiveness of online marketing tactics.

Biz Brief

NC Wage and Hour Laws

Larry Wilson
Thursday, March 22, 2007
11:30 AM – 2:00 PM
Building 1, Room 14

\$10 Registration Fee (includes lunch)

The wage and Hour Bureau will provide employers training to comply with the provisions of the Wage and Hour Act. A session will be given for questions and answers to address specific needs of employers. The following are some of the topics to be included:

- Who is covered by the Wage and Hour Act
- Employment practices not regulated by the Wage and Hour Act.
- * **Minimum Wage and Overtime (changes effective January 1, 2007)**
- Review of Wage and Hour terms
- Employment Relationships
- Hours worked under the Wage and Hour Act
- Exemptions from the Wage and Hour Act

NEW

OSHA 10-Hour General Construction Industry Safety Awareness Course

Don Mott

Thursday, 3/22/07 - 1-6 PM

Friday, 3/23/07 - 8:30 AM - 3:30 PM

Building 1, Room 26

NO CHARGE

Attend this 10-hour seminar which includes an introduction to OSHA. Other topics to be addressed include personal protective and lifesaving equipment, scaffolds, and stairways and ladders.

NEW

Exploring an Untapped Market

Janice White

Thursday, March 29, 2007

6-9 PM

Building 4, Room 41

NO CHARGE

This 3 hour seminar presents training on how to read and understand federal opportunities received on MatchForce and/or FedBizOpps (Sources Sought Notices, Pre-solicitation Notices, Synopses, Combined Synopsis/Solicitations, and Amendments). The training will include samples of actual opportunities and discussion of how to receive follow up information. In addition, the seminar includes an explanation and/or demonstration of the scope of federal opportunities, NCMBC services, MatchForce registration, locating opportunities, online representations and certifications and electronic invoicing. The seminar will conclude with hands-on registration on MatchForce for businesses not already registered.

Starting and Operating a Home-Based Business

Harry Overby

Tuesday, April 17, 2007

6-9 PM

Building 1, Room 14

NO CHARGE

This seminar is designed to provide both prospective entrepreneurs and those already operating a business from their home, valuable insight into the complexities of starting and successfully operating a home-based business. Discussion will include a detailed look at the necessary steps to starting a home-based business, record keeping requirements, tax considerations, insurance, marketing and advertising strategies, business planning, keys for success, pitfalls to avoid, and legal considerations.

Successful Marketing for the Craftsperson and the Artist

Linda Rozelle
Tuesday, April 24, 2007
6-9 PM
Building 1, Room 14
NO CHARGE

This hands-on seminar will emphasize excellence in product as well as efficient ways to broaden public awareness through effective advertising. This seminar will aid the craftsperson or artist in developing a marketing plan that will help increase sales and profit. Learn tips on designing your booth at shows. Learn pricing to ensure survival and what to do if your product isn't selling. Find out how to approach independent shops and galleries. Discover how flyers can bring you business. Attendees are encouraged to bring samples of their product to the seminar.

Tax Minimizing Strategies for Small Businesses

Renata Lynn
Thursday, April 26, 2007
6-9 PM
Building 1, Room 14
NO CHARGE

Does your business fit your life style? Do you know which deductions the IRS follow? How long do you need to keep all that paperwork for your tax returns? Do you know how to handle those trouble expenses like travel, office in home, an automobile? You will learn these answers and more. This seminar focuses on practical strategies small business owners can take to minimize their annual tax bill. Topics will include: your accounting system, changing how you report income, and how to fully utilize business tax deductions.

Starting Bookkeeping with QuickBooks

Terry Cusack
Tuesday, May 1, 2007
6-9 PM
Building 4, Room 41
NO CHARGE

This hands-on workshop will present a general overview of bookkeeping with the QuickBooks program. The workshop will be useful to businesses that are beginning or interested in moving their bookkeeping to the computer. Participants will be active in learning to set-up their company, as well as learning specific skills in invoicing, accounts receivable, making deposits, and paying bills. Space is limited so pre-register now. Some knowledge of computers is helpful but not a must.

Intermediate QuickBooks

Terry Cusack
Tuesday, May 8, 2007
6-9 PM
Building 4, Room 41
NO CHARGE

This hands-on workshop will be a continuation of the beginning class. Space is again limited so pre-register early.

BiZ Brief Series

If lunch is the only time you have to enjoy one of the SBC seminars, then the **BiZ Brief** series is designed with you in mind. Come join us and lunch will be provided. Each seminar has a **\$10 Registration Fee** (includes lunch) and will be located in **Building 1, Rm. 14**. Fees are due before the seminar meets

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