

SMALL BUSINESS CENTER CLASSES SPRING 2010

Becoming a Board That is On Board

Learn about being on a non profit board and the duties and responsibilities that it entails.

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| #1611 | S. Gore | Jan 12 |
| Van Dusen 103 | T | 6-9 pm |

Essentials of Fundraising for the Non Profit

This seminar will help a non profit plan a fundraising strategy, assemble the right people, technology and other tools to maximize returns, attract supporters, and ask for donations.

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| #1612 | S. Gore | Jan 14 |
| Van Dusen 103 | Th | 6-9 pm |

Grantwriting Basics for the Non Profit

This course is designed for the beginning grant writer or for the pro fundraiser of a non profit who would like to pick up new ideas. Participants will examine the elements of an application, begin developing their own proposal, and explore finding potential donors.

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| #1613 | S. Gore | Jan 26 |
| Van Dusen 102 | T | 6-9 pm |

Marketing on a Shoestring

Do you wonder how you can successfully market your business without spending a fortune? Let Jim talk with you about your business and some of the marketing tips that won't break the bank!

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| #1614 | J. Pettit | Feb 2 |
| Van Dusen 103 | T | 6-9 pm |

How to Publish Your Book Now!

Author, speaker & publisher, L. Diane Wolfe will outline all the options open to writers including traditional publishing, using a POD publisher, self-publishing. Also covered will be formatting the book, printers & distribution.

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| #1615 | D. Wolfe | Feb 9 |
| Van Dusen 103 | T | 9-12 noon |

How to Promote Your Book Now!

In this seminar, Diane will cover endorsements, marketability, marketing materials including websites & blogs to speaking & book fairs.

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| #1616 | D. Wolfe | Feb 9 |
| Van Dusen 103 | T | 1:30-4:30 pm |

Branding Your Small Business

Think branding is only for the big guys? Kathy will demonstrate ways that a small business can make use of this marketing strategy.

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| #1617 | K. Torrey | Feb 11 |
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Promoting in a Virtual World

Diane will discuss successful online marketing. Topics include website features, blogs, search engines, creating media blitz, advertising and email.

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| #1625 | D. Wolfe | Mar 4 |
| Van Dusen 103 | Th | 6-9 pm |

Tax Implications for Starting a Business

Get your business off on the right foot by complying with North Carolina tax laws from the beginning.

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| #1626 | NC DOR | Mar 11 |
| Van Dusen 103 | Th | 6-9 pm |

Bookkeeping II for Small Business

This is a two-part class. Learn more about bookkeeping and financial statements from Bookkeeping I. This session will cover some aspects of tax preparation.

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| #1627 | S. Benefield | Mar 16 & 18 |
| Van Dusen 103 | TTh | 6-9 pm |

Writing a Business Proposal

It's crucial to connect with potential customers with your bidding proposal. Learn basic proposal concepts, the structured approach and common mistakes to avoid.

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| #1628 | K. Torrey | Mar 25 |
| Van Dusen 103 | Th | 6-9 pm |

Office Professionals Day – Motivation by Chocolate!

This session features two things everyone likes – chocolate and motivation! It teaches nine key motivational concepts that can help participants get more out of every day – both personally and professionally. They'll learn about persistence, passion, effective allocation of resources, the law of diminishing returns, and much more! The session includes a chocolate tasting to demonstrate not only how to appreciate chocolate, but life itself. Attendees will also learn about the communication styles of the world's best chocolate makers and determine their own style. They can use this insight to better relate to others. All that and chocolate too! Pre-registration and pre-payment of \$30 is required. Please note different day of the week.

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| #1629 | D. Ryan | Apr |
| 20Pinehurst Members Club T | | 9:00-2:00 pm |