

Dedman Center

For Business Leadership



THE Small Business CENTER

sandhills.edu/sbc

The mission of the Small Business Center at Sandhills Community College is to increase the success rate and numbers of viable small businesses in North Carolina by providing high quality, readily accessible assistance to prospective and existing small business owners leading to job creation and retention.

The NC Community College's Small Business Center Network (SBCN) assists in starting an average of 700 businesses each year. Small Business Centers have an economic impact in 90% of NC counties annually, helping to create and retain nearly 3,800 jobs.

FREE WEBINARS, RESOURCES & COUNSELING

The Small Business Center is located at the Dedman Center for Business Leadership in 101 Van Dusen Hall. The center offers free seminars targeted to the needs of small business owners and startups. To register for a free seminar, visit sandhills.edu/sbc.

For free one-on-one counseling and information about starting a business or about specific business needs, contact Teresa Reynolds at (910) 695-3938 or reynoldst@sandhills.edu.

 LIKE us on Facebook at facebook.com/sbc.sandhills.edu, particularly for updates regarding COVID-19, SBA Disaster Loan Programs, and other business support resources.



The SBC is the best local resource for small businesses. All seminars will be safely conducted as webinars for fall semester.

- Crystal Wambeke
Quickbooks
Instructor

All fall semester classes will be delivered online as webinars.

Additional offerings may be added as the semester continues based on need and circumstances.

Be sure to check our website regularly (bit.ly/2H5VfAv) or sign up for our E-mail alerts.

Send your email address to: reynoldst@sandhills.edu

SMALL BUSINESS DEVELOPMENT SERIES

This core series is presented by experts in their perspective fields and introduces all aspects of starting, marketing, and sustaining a small business. It is recommended that entrepreneurs, prospective and existing small business owners immerse themselves in this entire 7-course series.

Start Your Business

Facilitator: Michael Barbera, PhD

For entrepreneurs and small business owners.

- Learn how innovative companies create actionable, relevant and sustainable business strategies.
- Discover models taught in business schools along with practical applications and strategies.
- Learn resources needed to craft a business strategy that attracts investors, lenders and customers, and supports a profitable small business model.

Wednesday, Sept. 2

6-8 pm

Finance Your Business

Facilitator: Roxanne Reed, MBA

For small business start-ups and owners challenged by financing.

- Learn how to attract investors or get a loan and what information is needed.
- Determine how your business will pay back a loan.
- Explore the advantages and disadvantages of different types of funding sources and how to choose the right one.

Wednesday, Sept. 9

6-8 pm

Business Tax Essentials

Facilitator: Cynthia Roberts, QuickBooks ProAdvisor

Learn the basic requirements to help NC small business owners understand the laws and obligations necessary to be tax compliant.

- Learn about filing and administrative requirements.
- Learn the basics of NC sales and use tax law, and withholding tax law.
- Review step-by-step directions for completing sales tax and withholding returns, and directions for filing and paying online.

Wednesday, Sept. 16

6-8 pm

Keeping Records—Bookkeeping Basics

Facilitator: Crystal Wambeke, Certified Bookkeeper

Gain a working knowledge of how to properly record small business financial transactions.

- Discover the three most important financial reports.
- Learn how to use these reports to make the best-informed business decisions.

Wednesday, Sept. 23

6-8 pm

Create a Winning Business Plan

Facilitator: Mike Collins, MA

Learn to turn your small business ideas into a solid plan for financing and long-term success.

- Explore the important components of a business plan.
- Learn how marketing, operations, and finance are interrelated.
- Discover how a business plan is used by potential lenders, the dos and don'ts, and steps for making the process easy.

Wednesday, Sept. 30

6-8 pm

Intro to Marketing

Facilitator: Michael Barbera, PhD

Get a crash course in modern small business marketing, influence and persuasion tactics.

- Learn how to make your marketing campaigns relevant, remarkable, and memorable.
- Develop a focused and effective plan to help comprehend strategic marketing, the marketing mix, and consumer behavior.
- Discover actionable, relevant, and sustainable marketing tactics to attract and retain customers.

Wednesday, Oct. 7

6-8 pm

Selling Made Simple—Identify Your Customer

Facilitator: Michael Barbera, PhD

Learn how to create an effective small business sales strategy.

- Discover what customers expect of your products, how they use them, and how the product improves their quality of life (it may not be the way you intended).
- Learn how an effective sales strategy matches the customer's behavior, the barriers to purchase, and the benefits of the product.
- Learn to use the 360° Product and the 360° Customer frameworks to design and launch a sales strategy.

Wednesday, Oct. 14

6-8 pm

QUICKBOOKS ONLINE

QuickBooks expert and certified bookkeeper, Crystal Wambeke, introduces small business owners to the cloud-based software QuickBooks Online.

QuickBooks Online I

In this two-part series, attendees will be introduced to the cloud-based software QuickBooks Online.

- Discover ways this popular online software can help small business owners save time, simplify bookkeeping, and avoid costly errors.
- Learn account setup and how to track business income and expenses.

Tuesday, Sept. 8

6-8 pm

QuickBooks Online II

Learn more about using the cloud-based software QuickBooks Online.

- Discover advanced topics on managing accounts receivable and accounts payable.
- Learn to reconcile small business bank accounts, manage inventory, and create financial reports.

Tuesday, Sept. 15

6-8 pm

SMALL BUSINESS MANAGEMENT SERIES

This series will be facilitated by Mike Collins, president of *The Perfect Workday*. Collins is the author of numerous books and hundreds of business articles in publications such as *Newsweek*, *American Banker* and *BUSINESS: North Carolina & Triangle Business Journal*.

21st Century Small Business Management 101

Understanding who you are as a business owner has tremendous impact on how you manage your small business.

- Focus on successful business management styles and tactics that produce the best results.
- Learn business strategies to plan on purpose and to plan with a purpose.
- Discover how to handle an information avalanche.

Wednesday, Oct. 7

2-4 pm

21st Century Small Business Management 102

Broaden your management skills in today's ever-changing world of operating a small business.

- Business owners will learn to motivate themselves to set priorities, make decisions, and communicate clearly to their customers and followers.
- Learn practical information that allows for efficient and effective business management.

Wednesday, Oct. 14

2-4 pm

How Small Business Owners Deal with Unacceptable Workplace Behavior

For those who experience inappropriate behavior in their businesses.

- Discover tips on handling challenges with your customers, clients, or business associates.
- Learn how to handle conflict resolution and unacceptable behavior in your business.

Wednesday, Oct. 21

2-4 pm

How Small Business Owners Deal with Constant Change

Experiencing change takes time and energy and can be extremely stressful.

- Learn to recognize and embrace change and make it work for your small business.
- Discover productive tools for thinking outside the box to stay ahead of your competition.

Wednesday, Oct. 28

2-4 pm

NONPROFITS

Webinar attendees will learn steps necessary to properly establish a nonprofit organization in North Carolina. Presenter Sandra L. Dales serves as president of JMT Enterprises, a consulting firm dedicated to helping nonprofits.

Establishing a Nonprofit

For anyone interested in starting a nonprofit organization.

- Learn steps necessary to properly establish a nonprofit organization in North Carolina and the steps to get it recognized as an exempt organization by the IRS.
- Discover the importance of the board of directors and how to identify funding sources before the organization is established.

Tuesday, Oct. 6

6-8 pm

Selecting Your Nonprofit Board of Directors

Establish why you need a board and how to select your nonprofit board of directors.

- How many people should be on my nonprofit board? Should the board divide into committees? How often should the board meet?
- Get your questions answered regarding how to initiate, implement and sustain your board of directors, as well as learn how to properly call and conduct a board meeting.

Tuesday, Oct. 13

6-8 pm



CAMPUS HEALTH PRECAUTIONS

For the continued safety and well-being of students, faculty and staff, the college has undertaken efforts to stymie the spread of the COVID-19 virus on campus:

- all face-to-face classroom and lab instruction will require covering of the nose and mouth (mask, bandanna, or scarf) and proper physical distancing,
- a nose and mouth covering is required if within six feet of another person whether it be indoors or out,
- additional touch-free hand sanitizing stations have been installed,
- deep cleaning is carried out each evening using EPA-approved disinfectants and foggers,
- campus-wide sanitation of door pulls and light switches is carried out twice every weekday,
- the use of water fountains has been discontinued,
- service desk shields have been installed,
- doors and hallways are marked as to traffic flow direction, and
- bathrooms have posters reminding of proper hand-washing techniques.