

**GTCC**

GUILFORD TECHNICAL  
COMMUNITY COLLEGE



Fall 2016

Small Business Center  
Seminars & Classes

## CAMPUS LOCATION & CODES

|  |   |  |   |
|--|---|--|---|
| <b>AT</b><br><b>Jamestown</b><br>Percy H. Sears Applied<br>Technologies Center<br>601 Main Street<br>Jamestown, NC 27282     | <b>HPPL</b><br><b>High Point</b><br>High Point Public Library<br>901 N. Main Street<br>High Point, NC 27260 | <b>CEC</b><br><b>Greensboro</b><br>Con. Ed. Center<br>3505 E. Wendover Ave<br>Greensboro, NC 27406     | <b>NCFE**</b><br><b>Nussbaum Center for<br/>           Entrepreneurship</b><br>1451 S. Elm Eugene St.<br>Greensboro, NC 27406 |
| <b>GBPM</b><br><b>Greensboro</b><br>Greensboro Public Library<br>Main Branch<br>219 N. Church Street<br>Greensboro, NC 27401 | <b>EMBS</b><br><b>Greensboro</b><br>Embassy Suites<br>204 Centerport Drive<br>Greensboro, NC 27409          | <b>GCH</b><br><b>Greensboro</b><br>Chamber of Commerce<br>342 North Elm Street<br>Greensboro, NC 27401 | <b>CULC</b><br><b>Greensboro</b><br>Cultural Arts Center<br>200 North Davie Street<br>Greensboro, NC 27401                    |
| <b>PHOTOBIZ</b><br><b>Greensboro</b><br>516 W. Friendly Ave<br>Greensboro, NC 27401  |   |  |   |

If you need driving directions to any of these locations, please visit [WWW.MAPS.GOOGLE.COM](http://WWW.MAPS.GOOGLE.COM)

## SMALL BUSINESS CENTER

The Small Business Center at Guilford Technical Community College provides services and support to small business owners, their employees and people interested in starting and operating a small business.

- Small Business Courses
- Free Business-Related Seminars
- Resource Center
- Free Confidential Counseling
- Referral Services

Counseling is by appointment only. Make yours today on the web or by calling.

[SBC.GTCC.EDU](http://SBC.GTCC.EDU)

From Greensboro: (336) 334.4822 x 62001

From High Point: (336) 454.1126 x 62001

## FAQ'S

## 1. I want to start my own business. Where do I start?

We recommend you start with our free seminar series. This will help you to determine if this is the path you truly want to take and answer most of your general "How To" questions, then into the 24 hour "From Idea to Open: The Business Accelerator" class for more detailed specific information.

## 2. How do I register for these FREE seminars?

Best way to register is [SBC.GTCC.EDU](http://SBC.GTCC.EDU) click "Free Programs & Seminars".

## 3. Which campus of GTCC are you located?

We are not located on any of the GTCC campus locations. In Greensboro, we are inside the Nussbaum Center for Entrepreneurship (NCFE). The NCFE is a Small Business Incubator designed to help small businesses grow. The actual building is the former Carolina Steel Building, at 1451 S. Elm Eugene Street, and our hours are M-F, 8am-5pm. In High Point, we are located inside the High Point Chamber of Commerce, 1634 N. Main Street, and we are there on Tuesday & Thursday, 8:30 am - 5pm. The direct number to the High Point office is 336.878.3923, (Note hours may change based on GTCC hours or Chamber hours).

## 4. Do you offer one-on-one counseling?

Yes. We do confidential counseling, by appointment only. You may go online to request counseling at: [SBC.GTCC.EDU](http://SBC.GTCC.EDU) or you may call:

From Greensboro: (336) 334.4822 x 62001      From High Point: (336) 454.1126 x 62001

## 5. I don't see some of the same seminars that I know you've offered in the past. Will you offer them again?

We offer seminars every week of every month (excluding holidays & December). We alternate monthly between Greensboro and High Point with our free core seminars. Most of our seminar series is offered every month, some of our specialty seminars are offered a couple of times a semester or perhaps only a few times a year, based on client needs, changes in laws or new & emerging trends.

## 6. What is the Small Business Start-Up Certificate?

We offer a certificate of completion if you complete the Core Seminar Series.

## 7. Why should I go to the Small Business Center?

We are here to help you. We are part of the NC Community College System (NCCCS) Small Business Center Network (SBCN) which is comprised of 58 directors statewide. These SBCN directors make up the only certified small business development network in NC, with an active Credentialing Program. Please take a look at our website: [WWW.NCSBC.NET](http://WWW.NCSBC.NET) for more information about us and check out our Small Business Simulation to try your hand at operating a virtual lemonade stand for a day or two.

**SMALL BUSINESS SEMINAR SERIES**

**THINKING OF STARTING YOUR OWN BUSINESS**

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. 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. Co-Sponsored with SBTDC.

|        |     |      |                    |       |      |
|--------|-----|------|--------------------|-------|------|
| Sep 27 | Tue | NCFE | 8:30 am - 10:30 am | SBTDC | Free |
| Oct 25 | Tue | NCFE | 8:30 am - 10:30 am | SBTDC | Free |
| Nov 29 | Tue | NCFE | 8:30 am - 10:30 am | SBTDC | Free |

**HOW TO START A BUSINESS**

Understand the basics of starting a business in this seminar that takes you from idea to opportunity. Learn key strategies for start-up, financing and marketing as well as important information about legal issues, licensing, zoning, operations and more. Realize the importance of a self-assessment and how to evaluate the feasibility of your business idea. Discover the resources available to help you start and successfully operate your business. Co-Sponsored with Greensboro and High Point Public Libraries.

|       |     |      |                   |              |      |
|-------|-----|------|-------------------|--------------|------|
| Sep 6 | Tue | GBPM | 6:00 pm - 8:00 pm | Lady Bizness | Free |
| Oct 4 | Tue | HPPL | 5:30 pm - 7:30 pm | Lady Bizness | Free |
| Nov 1 | Tue | GBPM | 6:00 pm - 8:00 pm | Lady Bizness | Free |

**FINANCING YOUR BUSINESS**

Financing continues to be a challenge for many small business owners. Questions range from, Who will give me money for my business idea and what do they need from me? to, How will this business make money and will it be enough to pay back a loan or attract an investor? Get to the heart of business financing in this seminar that answers your questions. Explore the advantages and disadvantages of the different types of funding sources and how to choose the right one for your needs. Discover the keys to financing success. Co-Sponsored with Greensboro and High Point Public Libraries.

|        |     |      |                   |              |      |
|--------|-----|------|-------------------|--------------|------|
| Sep 13 | Tue | GBPM | 6:00 pm - 8:00 pm | Lady Bizness | Free |
| Oct 11 | Tue | HPPL | 5:30 pm - 7:30 pm | Lady Bizness | Free |
| Nov 8  | Tue | GBPM | 6:00 pm - 8:00 pm | Lady Bizness | Free |

**BEFORE THE BUSINESS PLAN: INTRODUCTION TO LEAN BUSINESS MODELING**

Do you find the business plan scary and don't know where to start? Come learn how using the Lean Canvas Model can help you focus in to the key ingredients of your business plan. Co-Sponsored with the Greensboro and High Point Public Libraries.

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|--------|-----|------|-------------------|--------------|------|
| Nov 15 | Tue | GBPM | 6:00 pm - 8:00 pm | Lady Bizness | Free |
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## SMALL BUSINESS SEMINAR SERIES (CONTINUED)

### HOW TO WRITE A BUSINESS PLAN

A business plan can be the most important tool a small business owner has. Learn how to turn your ideas into a solid plan for financing and long-term success. This seminar teaches you the important components of a business plan and helps you lay the foundation for a winning plan. Find out how marketing, operations, and finance are interrelated. Discover how a business plan is used by potential lenders, the dos and don'ts of writing a plan and steps for making the process easy. This seminar is designed for new and established business owners. Co-Sponsored with Greensboro and High Point Public Libraries.

|        |     |      |                   |              |      |
|--------|-----|------|-------------------|--------------|------|
| Sep 20 | Tue | GBPM | 6:00 pm - 8:00 pm | Lady Bizness | Free |
| Oct 18 | Tue | HPPL | 5:30 pm - 7:30 pm | Lady Bizness | Free |

### BASICS OF BOOKKEEPING

Gain a workable knowledge of how to properly record financial transactions for your business. Discover the three most important financial reports and how to use them to make the best-informed business decisions. If you're a new business owner or need a refresher on the basics of accounting, this seminar is designed for you. Co-Sponsored with Greensboro and High Point Public Libraries.

|        |     |      |                   |              |      |
|--------|-----|------|-------------------|--------------|------|
| Oct 25 | Tue | HPPL | 5:30 pm - 7:30 pm | Lady Bizness | Free |
| Nov 29 | Tue | GBPM | 6:00 pm - 8:00 pm | Lady Bizness | Free |

### MARKETING YOUR BUSINESS

Before you start promoting your business and networking with prospects, it's important to do your Marketing Homework. Developing a core marketing message is crucial to effectively communicate your business purpose to your target audience and establish your brand. That message can then be used in all your marketing and advertising strategies. At this workshop, Lady Bizness will help you craft a primary marketing message for your business and work on your elevator speech. Co-Sponsored with the Greensboro and High Point Public Libraries.

|        |     |      |                   |              |      |
|--------|-----|------|-------------------|--------------|------|
| Sep 27 | Tue | GBPM | 6:00 pm - 8:00 pm | Lady Bizness | Free |
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### HOW TO FIND YOUR CUSTOMERS

Marketing for the 21st Century small business is more dynamic and challenging than ever. Discover how to most effectively and efficiently use the many marketing tools available. Gain insights to understand and reach your customer, analyze your industry and business environment and differentiate between branding, advertising, and grassroots marketing techniques. Explore the components of an effective marketing plan in this comprehensive seminar. Co-Sponsored with the Greensboro and High Point Public Libraries.

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|--------|-----|------|-------------------|--------------|------|
| Sep 29 | Thu | NCFE | 6:00 pm - 9:00 pm | Lady Bizness | Free |
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**DREAM BIZ SERIES**

**DREAM BIZ BUSINESS EXPLORATION SERIES**

Dream Biz is a monthly Business Exploration Series designed to provide practical experience, advice, tools and tips that will increase your rate of success. Each month will have a totally different business with new speakers. Held at the Nussbaum Center for Entrepreneurship, 6:00 - 8:00 pm. 1451 S. Elm Eugene Street, Greensboro, 27406.

Wednesday, September 7th

How to Create & Operate a Pop-Up Shop

**STARTING A NONPROFIT ORGANIZATION**

**THINKING OF STARTING A NONPROFIT ORGANIZATION**

This seminar introduces you to the critical role nonprofit organizations (NPO) play in modern society. You will understand NPO vision/mission, IRS nonprofit purposes and how to identify community needs.

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|-------|--------|------|---------------------|----------------|------|
| Sep 9 | Friday | NCFE | 10:00 am - 12:00 pm | STC Consulting | Free |
|-------|--------|------|---------------------|----------------|------|

**NONPROFIT ORGANIZATION FORMATION**

You will learn the “how to” of starting up a nonprofit organization (NPO) in North Carolina. This seminar focuses on the 3-step NPO formation process at the local, state and national levels. You will learn the critical role the Board of Directors plays in providing administrative and financial management of the NPO.

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|--------|--------|------|---------------------|----------------|------|
| Sep 16 | Friday | NCFE | 10:00 am - 12:00 pm | STC Consulting | Free |
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**NONPROFIT ORGANIZATION PLANNING**

You will learn the basic information on writing a Nonprofit Organization (NPO) business plan and a NPO Strategic Plan. You will also learn the basics of designing a program that meets the community needs and is fundable.

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|--------|--------|------|---------------------|----------------|------|
| Sep 23 | Friday | NCFE | 10:00 am - 12:00 pm | STC Consulting | Free |
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**CHARITABLE SOLICITATION LICENSING (CSL)**

Generally, any organization or person that intends to directly solicit contributions in North Carolina, or intends to hire a person or business to solicit contributions in North Carolina, must first obtain an appropriate license from CSL. Organizations must renew their licenses each year to maintain licensed status. You will hear from Gail Eluwa, MBA - Director Charitable Solicitation Licensing, NC Department of the Secretary of State, about the requirements and steps to be in compliance.

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| Sep 30 | Friday | NCFE | 10:00 am - 12:00 pm | Gail Eluwa | Free |
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## SOCIAL MEDIA MADE EASY

### TWITTER

Twitter is a great resource and marketing tool for small businesses that know how to use its power. This 3 hour workshop will teach you the following:

- How to start a page from scratch with an enhanced profile
- How to use hashtags to garner attention for your brand
- How to create lists and engage influencers
- How to gain new followers with proven applications

Aug 29      Monday      NCFE      1:00 pm - 4:00 pm      Lady Bizness      Free

### FACEBOOK

Every business should have a Facebook page! Learn how to use your page to brand your business and engage your customers. This 3 hour workshop will teach you the following:

- How to start a page from scratch
- How to schedule messages that save you time
- How to automate your marketing and keep people on your page
- Apps that integrate to make your business stand out

Sep 12      Monday      NCFE      1:00 pm - 4:00 pm      Lady Bizness      Free

### INSTAGRAM

Instagram is the “it” thing in social media. Find out how your business can benefit from this platform and grow sales online. This 3 hour workshop will teach you the following:

- How to start an Instagram page for your business
- How to gain followers and keep them engaged daily
- How to integrate Instagram into your current marketing plan
- Apps that can be used to make your photos stand out & save you time

Sep 26      Monday      NCFE      1:00 pm - 4:00 pm      Lady Bizness      Free

### PINTEREST

If you have a business where visuals are important then you want to be on Pinterest. There are ways to drive traffic to your website and other social media outlets using Pinterest. Learn how to:

- Start your Business Pinterest Page
- Create Your own images for Pinterest Sharing
- Build followers on Pinterest
- Use applications to integrate Pinterest with your other marketing

Oct 10      Monday      NCFE      1:00 pm - 4:00 pm      Lady Bizness      Free

## SOCIAL MEDIA MADE EASY (CONTINUED)

### LINKEDIN

LinkedIn is the platform for professionals. If you want to do business with serious individuals, market your brand, and find leads then you should be at this 3 hour workshop. You will learn:

- How to set up your LinkedIn Profile
- How to gain recommendations
- How to send messages and target your audience
- How to navigate LinkedIn and connect to your other social media outlets

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|--------|--------|------|-------------------|--------------|------|
| Oct 24 | Monday | NCFE | 1:00 pm - 4:00 pm | Lady Bizness | Free |
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### YOUTUBE

YouTube is a great visual tool that businesses can use to connect with their audience. Allow your business to use video to expand its reach. This 3 hour workshop will teach you the following:

- How to start a YouTube Channel for your business
- How to create videos
- How to integrate YouTube into your current marketing plan
- How to connect YouTube to your other Social Media Accounts

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|-------|--------|------|-------------------|--------------|------|
| Nov 7 | Monday | NCFE | 1:00 pm - 4:00 pm | Lady Bizness | Free |
|-------|--------|------|-------------------|--------------|------|

### PERISCOPE

Periscope is the newest social media that is changing the way brands communicate via video. Combining your live audience presence and getting immediate feedback is the future of social engagement. In this 3 hour workshop will learn the following:

- How to start a Periscope account for your business
- How to gain followers and best practices for video development
- How to share your Periscope on multiple social platforms

This is hands-on class that will be held in the computer lab. Attendees should bring an iPhone or Android Cell Phone to get the maximum benefit from this class.

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|--------|--------|------|-------------------|--------------|------|
| Nov 21 | Monday | NCFE | 1:00 pm - 4:00 pm | Lady Bizness | Free |
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## OTHER SEMINARS AND WORKSHOPS

### WEBSITES MADE EASY

Want to design a website, but don't know where to start? Have a website and want to start over? All Businesses need an online presence and "Websites Made Easy" will help you create a winning site.

- Review multiple site options
- Understand the differences in Blogs, Traditional Sites, and Landing Pages
- Create content that uses keywords and reinforces SEO
- Analyze good design that you can implement

Oct 3      Monday      HPPL      1:00 pm - 4:00 pm      Lady Bizness      Free

### CREATING YOUR ONLINE STORE

Have you been thinking about setting up an Online store? Now is the time to learn from Lady Bizness, in this hands-on seminar. In 3 hours you will learn:

- Various site options for starting an online store
- Using Social Media
- Stand Alone vs. Embedded Sited
- Tips, Tools and Marketing Your Site.

Oct 17      Monday      HPPL      1:00 pm - 4:00 pm      Lady Bizness      Free

## GOOGLE GET YOUR BUSINESS ON THE MAP



Since 2011, Google's Get Your Business Online team has been on a mission to make it fast, easy, and free for businesses to get online. Only 37% of businesses have claimed a local business listing on a search engine—that's a lot of missing information. And with 4 out of 5 people using search engines to find local info like business hours and directions, it also means a lot of missed opportunities for local businesses. The City of Greensboro, EDBS, Greensboro Public Library, Greensboro Partnership Chamber of Commerce and Co//ab, NC Entrepreneurship Center at UNC-G and GTCC SBC have partnered with Google to bring this opportunity to Greensboro.

|        |     |      |                     |   |
|--------|-----|------|---------------------|---|
| Sep 8  | Thu | NCFE | 10:00 am - 11:00 am | Get Found on Google Search              |
| Sep 22 | Thu | NCFE | 10:00 am - 11:00 am | Build Your Free Website with Startlogic |
| Oct 13 | Thu | NCFE | 10:00 am - 11:00 am | Grow Your Business Online with Google   |
| Oct 27 | Thu | NCFE | 10:00 am - 11:00 am | Setting Goals with Google Analytics     |

## FROM IDEA TO OPEN : THE BUSINESS ACCELERATOR

Opening a business takes a lot of energy and planning. For those that have a great idea and want to turn it into a business to make money with immediate results, they need a program that is geared to go from "idea to Open" in a short amount of time. The Business Accelerator is a specially designed Bootcamp Style course to get serious entrepreneurs ready to open. Attendees can expect to have a completed strategic, financial, marketing and business plan. Attendees will receive a Business Accelerator Certificate upon completion.

The Business Accelerator will be held at the Nussbaum Center for Entrepreneurship, 1451 S. Elm Eugene Street, meeting 12:00 pm - 4:00 pm (24 total hours).

- |        |   |
|--------|---|
| Sep 9  | The Lean Startup: Determining your legal needs, business identity. Business Development from the ground up.   |
| Sep 16 | The Visual Brand: Creating the aesthetic look, feel and design of your business. Development of marketing materials and Graphic Design Consultation.                        |
| Sep 23 | Creating Your Customer: A tangible message and client profiles. Use of demographic information to target your client.   |
| Sep 30 | She Me the Money: Financial planning and capital to run your business. Assessing the business needs, supplies and budget designed for solvency.                             |
| Oct 7  | Strategic Marketing & Promotion: Developing your social media and website presence for your brand.  |
| Oct 14 | Open For Business!: Attendees should expect to have at least a one page business plan with a clearly articulated vision that will enable the business to start immediately. |

Must register for this class online <http://conedreg.gtcc.edu> or any campus location. Course Code is: **MLS-4231-301** and cost is \$78.00 (no books required).

## ACCOUNTING

### ACCOUNTING WITH QUICKBOOKS

Incorporate the relationship between manual and automated accounting. You will learn the basics necessary for your business accounts receivables/payables, track sales, assets, liabilities, equity, loans and more. This software speeds bill paying and invoices, automatically calculates earnings and deductions for payroll and tracks checking accounts, inventory and purchase orders. This is a 30 hr course for those new to business accounting or wanting a refresher.

SEF-3001-300 NCFE 1205 T/Th 6:00 pm - 9:00 pm Sep 13 - Oct 13 Janet Smith \$200

Must register for this class online <http://conedreg.gtcc.edu> or any campus location. Course Code is: **SEF-3001-300** and cost is \$200.00 (no books required).

**THE SMALL BUSINESS CONSORTIUM**

The Small Business Consortium: Connecting Business Advisory Services to Entrepreneurs

|   |                      |
|---|----------------------|
| Business Link NC .....  | 800.228.8443         |
| City of Greensboro Economic Development & Business Support..... | 336.373.2489         |
| City of Greensboro M/WBE: .....                                 | 336.373.2674         |
| Co//ab .....  | 336.265.3331         |
| East Market Street Development Corporation.....                 | 336.275.1101         |
| Greensboro Chamber of Commerce: .....                           | 336.387.8301         |
| Greensboro Public Library:.....                                 | 336.373.4559         |
| GTCC Small Business Center, Greensboro: .....                   | 336.334.4822 x 62001 |
| GTCC Small Business Center, High Point:.....                    | 336.878.3923         |
| Guilford Merchants Association: .....                           | 336.378.6350         |
| Guilford Non-Profit Consortium .....                            | 336.790.0707         |
| High Point Chamber of Commerce.....                             | 336.882.5000         |
| High Point Public Library .....                                 | 336.883.3923         |
| HQ Greensboro .....   | 336.365.1043         |
| IRS.....  | 336.574.6403         |
| NC A&T Cooperative Extension .....                              | 336.641.2416         |
| NC A&T - ICEEB.....   | 336.334.7656         |
| NC Biotechnology Center .....                                   | 336.725.6672         |
| NC DOR .....  | 336.487.0280         |
| NC Entrepreneurship Center at UNCG .....                        | 336.256.8507         |
| NC Military Business Center.....                                | 336.334.4822 x 62002 |
| Nussbaum Center for Entrepreneurship:.....                      | 336.379.5001         |
| SCORE:.....   | 336.333.5399         |
| Small Business & Technology Development Center (SBTDC):.....    | 336.256.9300         |
| The Forge .....   | 336.601.0207         |
| U.S. Department of Commerce Export Assistance Center.....       | 336.333.5345         |
| U.S. Small Business Administration .....                        | 704.344.6811         |
| Women’s Resource Center: .....                                  | 336.275.6090         |

**GEW NOVEMBER 14 - 20, 2016**

Global Entrepreneurship Week is a celebration of the innovators and job creators who launch startups that bring ideas to life, drive economic growth and expand human welfare. During one week each November, GEW inspires people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators.

The members of the Consortium hold many programs and events during GEW, which is advertised separately. Watch for November events on our calendar that begin with GEW.



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For more information contact

Greensboro (336) 334.4822

High Point (336) 454.1126

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