



BUSINESS READINESS CERTIFICATION

GREENSBORO COMMUNITY DEVELOPMENT FUND (GCDF) EDUCATION

*In collaboration with the Greensboro Chamber of Commerce and
Guilford Technical Community College – Small Business Center*



Orientation: The End Game

- Get an overview of the Business Readiness Certification program
 - Meet the presenters
- Learn more about the material to be covered in each session

DATE Thursday . January 16th

TIME 3:30pm – 5:00pm

LOCATION Greensboro Public Library
Tannenbaum meeting room
219 N. Church Street, Greensboro NC

Free parking in Church Street parking deck.

Bring parking stub to receive validation stamp.



The GCDF Business Readiness Certification, a 10-session business program, provides education and business preparation for small business owners and start-ups. Completion of this program includes:

- Benefits**
- Receive a Business Readiness Certificate from Greensboro Community Development Fund (GCDF)
 - Become knowledgeable in business essentials such as, finances, marketing, business plans, accounting, credit, business operations, contracting and negotiating, insurance, and more
 - Receive discount on membership to the Greensboro Chamber of Commerce
 - Become business-ready to apply for GCDF business loan

Meet the Presenters

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<p>Orientation: The End Game — Get an overview of the Business Readiness Certification program, meet the presenters, and learn more about the material to be covered in each session. <i>Panel session of presenters</i></p>	<p>Thurs . Jan 16 3:30pm – 5:00pm Greensboro Public Library 219 N. Church Street</p>
<p>To Your Credit for Small Business Know why credit is important and how it affects getting a loan. Find out how to read a credit report, build credit, and repair credit history. <i>Presented by Annie Tyson-Jett, Greensboro Chamber of Commerce</i></p>	<p>Thurs . Feb 6 1:00pm – 4:00pm Greensboro Chamber of Commerce 342 N. Elm Street</p>
<p>Business Borrowing Basics Learn the elements of a business loan, how credit works, and the types of credit that are available for businesses. <i>Presented by Annie Tyson-Jett, Greensboro Chamber of Commerce</i></p>	<p>Thurs . Feb 13 9:00am – 11:00am Greensboro Chamber of Commerce 342 N. Elm Street</p>
<p>How to Write a Business Plan The business plan can be an important component for success in your entrepreneurial venture, especially if you need financing. <i>Presented by Perry Gathings, Source Horizon</i></p>	<p>Thurs . Feb 20 1:00pm – 4:00pm Nussbaum Center for Entrepreneurship 1451 S. Elm Eugene Street</p>
<p>HR Basics for Small Business and Operations Find out how to develop the right team, manage the team, as well as how to plan and execute organizational change. <i>Presented by Mark Moser, Davidson HR Group</i></p>	<p>Thurs . Feb 27 1:00pm – 4:00pm Nussbaum Center for Entrepreneurship 1451 S. Elm Eugene Street</p>
<p>The Financial Puzzle: Putting the Pieces Together — Demystify the complexity of financial statements and understand how these statements relate to how you manage your business and make decisions. <i>Presented by Rendell Richard, Scale Finance</i></p>	<p>Thurs . Mar 6 1:00pm – 4:00pm Nussbaum Center for Entrepreneurship 1451 S. Elm Eugene Street</p>
<p>Legal Issues on Starting a Business — Understand the various legal business entities of sole proprietorships, C corporations, S corporations, partnerships, and LLC's plus the tax implications of each. <i>Presented by John Flynn, Elon University School of Law</i></p>	<p>Thurs . Mar 13 11:00am – 12:00pm Greensboro Chamber of Commerce 342 N. Elm Street</p>
<p>Insurance Does Matter — Insurance is often over-looked and viewed as an unnecessary expense. Learn about types of coverage available to protect your business as well as information about succession planning, and retirement. <i>Presented by Steve Matkinson, Prudential Insurance</i></p>	<p>Thurs . Mar 20 1:00pm – 4:00pm Nussbaum Center for Entrepreneurship 1451 S. Elm Eugene Street</p>
<p>Contracting and Negotiating — Increase your business opportunities and find out to let government agencies and prime contractors know about your products and services. <i>Presented by Rick Gilmore, North Carolina Military Business Center and Tony Phillips, UNCG</i></p>	<p>Thurs . Mar 27 1:00pm – 4:00pm Nussbaum Center for Entrepreneurship 1451 S. Elm Eugene Street</p>
<p>Marketing: Plan Development — How does a marketing strategy help position your business for success? Before you spend money on the next media opportunity, have a strategic plan. <i>Presented by Chissa Pennix-Brown, Lady Business</i></p>	<p>Fri . Apr 4 1:00pm – 4:00pm Nussbaum Center for Entrepreneurship 1451 S. Elm Eugene Street</p>