

Welcome to Richmond County Small Business Center. One of the services offered through the SBC is Business Seminars. To serve the business community of Scotland and Richmond County we are dedicated to bringing to you top notch seminars presents by experts in the areas presented. 2012 offers an array of subjects that will assist you, the small business owner or potential business owner, in your business endeavors.

January 2012 Management Month



◆A light lunch will be provided

Raise your Credit Score to over 740 points: Receive that Personal or Business Loan

Your credit score is also important in determining the interest rate of your loans, your insurance premiums and deposits required for phone and utility services. In this three-hour seminar we will discuss how to read a credit report and what factors are used in calculating your FICO or Beacon score. You will learn the legal tricks credit bureaus do not reveal on how to raise your score simply by the way you use your credit cards treat inquiries, make your payments and carry balances.

Presenter: Bob Moore

Beg/End	Day	Time	Location	Fee
1/10/2012	Tues.	6 – 9 PM	Cole Auditorium	FREE

Making Leadership for Your Small Business Magical ◆

People leave managers not organizations. Your ability to build and maintain healthy relationships is the single most important factor in how to lead, and build a successful "Customer Experience." Learn valuable tools to immediately improve your new or existing leadership style to get your people excited, build respect, motivated, committed to excellence and achieve more success in any organization.

Presenter: John Formica

Beg/End	Day	Time	Location	Fee
1/12/2012	Thursday	9-12 PM	Cole Auditorium	\$5.00

“Steering the Ship: What Every Captain Need to know about Making Money ◆

You’re working really hard and selling like crazy, but do know if you’re making money and how much? As business owners, keeping an eye on the finances of a business can be one of the most dreaded tasks that we have. If you’ve been too busy or discouraged to look at the numbers, this class will address some of the most important financial concepts to help you monitor your company’s financial health. All without being boring or overwhelming!

Presenter: Sarah Levitt

Beg/End	Day	Time	Location	Fee
1/19/2012	Thursday	10-12 PM	Honeycutt Center	\$5.00

360 Management and Business Skills

Topics will include building self confidence and esteem when meeting new people, seven most common business mistakes, how to revitalize your business quickly and how to enhance and better apply time management skills.

Presenter: Steve Carver

Beg/End	Day	Time	Location	Fee
1/24/2012	Tuesday	6-9 PM	Honeycutt Center	FREE

Facebook and Social Networking to Enhance your Business◆

Having a dynamic Facebook profile is a current strategy for expanding your marketing and moving you ahead of the competition. Learn to create a great Facebook Profile and business Page that builds strong customer connections through text, photos and video, plus how to use Facebook statistics and pay-per-click.. Included in the class are basic online etiquette techniques and how to develop a positive online presence.

Presenter: Martin Brossman

Beg/End	Day	Time	Location	Fee
1/31/2012	Tuesday	9 -12 PM	Cole Auditorium	\$5.00

February

Starting a Business Month



ABC's of Starting a Business ♦

This seminar will focus on discussions that will include what it takes to be an entrepreneur, how to choose the right legal entity, where you can get money, who grants are for, and much more!!

Presenter: **Alyssa Mako**

Beg/End	Day	Time	Location	Fee
2/2/2012	Thursday	10 – 12 PM	Cole Auditorium	\$5.00

Understanding and Working with Different Ages and Generations

Each age group and generation has their own characteristics. Not knowing what they are can affect coworker relationships, customer service, employee morale, productivity and profit. Come listen to the music of each generation as we discuss the unique talents, struggles, defining events and motivators of each. Learn how to understand and work with each group more effectively. *This seminar can also be presented with an emphasis on marketing.

Presenter: **Emily Ballance**

Beg/End	Day	Time	Location	Fee
2/7/2012	Tuesday	TBD	Cole Auditorium	FREE

Self Employment- Franchising as an Option This seminar will help teach you how to build a rewarding career, take control of your life and create financial independence. It will also empower you to explore alternative career options outside of the traditional job market in franchising and business ownership.

Presenter: **Debra Morman**

Beg/End	Day	Time	Location	Fee
2/7/2012	Tuesday	6-8 PM	Cole Auditorium	FREE

The Entrepreneurial Mind

Obtain core skills of moving from working for someone else to working for yourself and what it takes to succeed. Learn valuable street-smart strategies for handling challenges and moving confidently to profitability.

Presenter: **Martin Brossman**

Beg/End	Day	Time	Location	Fee
2/15/2012	Wednesday	9-12 PM	Honeycutt Center	\$5.00

Are You Ready to Own a Business?

Thinking about starting a business? Decide if entrepreneurship is right for you. Participants will evaluate their skills and readiness for business ownership and discuss the advantages and disadvantages of starting a business. Learn what is expected from you to start a business including your personal finances, credit, and personal investment. Explore the steps you need to take to turn your dreams into reality.

Presenter: **Scott Keen**

Beg/End	Day	Time	Location	Fee
2/23/2012	Thursday	6-8 PM	Honeycutt Center	FREE

7 Essential Skills of a Successful Small Business Owner

Research studies into why small businesses fail show that over 90% of the failures were due to a lack of crucial management skills. If you don't have some of the skills you could outsource them to experts and contractors.

But, if you're like most small business owners that solution is beyond the reach of your limited budget. A better option is to develop better skills to manage your business operation.

Presenter: **Mike Collins**

Beg/End	Day	Time	Location	Fee
2/27/2012	Monday	6-9 PM	Cole Auditorium	FREE

March Business Month



Business Plan Basics

This seminar will cover all of the basics of preparing a successful business plan and will discuss the purpose of and key elements of developing a business plan.

Presenter: **Alyssa Mako**

Beg/End	Day	Time	Location	Fee
3/8/2012	Thursday	6-8 PM	Cole Auditorium	FREE

The Art of Marketing and Advertising a Small Business

Increase traffic and make the ads pay for themselves. The presenter brings over forty years experience as retail and service businesses owner. He will be sharing experiences, tips, methods to teach small business owners and managers the art and opportunities of long term marketing, short term advertising fundamentals, and strategies. The primary focus will be on how to develop strategies to make all your marketing investments produce better traffic and increased sales. Promotions cost with newspapers, on the Internet, billboards, etc. will be discussed. Time is allotted for open discussions

Presenter: **Steve Carver**

Beg/End	Day	Time	Location	Fee
3/13/2012	Tuesday	6-9 PM	Cole Auditorium	FREE

Making Customer Service for Your Small Business Magical ♦

It is not just about customer service. It is all about the customer experience. Learn proven success strategies to help your organization create a "Magical" Customer Experience and Culture. Imagine if you could increase your market profile, beat out your competition and lead the way in this challenging economy. Your leaders, teams, staff, colleges, audiences and organizations will be inspired and empowered to achieve extraordinary "Magical" results!

Presenter: **John Formica**

Beg/End	Day	Time	Location	Fee
3/20/2012	Tuesday	9-12 PM	Honeycutt Center	\$5.00

I need \$\$\$Money for My Business ♦

Need money to start or expand your business? Come find out how. Whether you are trying to start a new business, purchase an existing business or expand your current business, you WILL need money to move forward. Learn for the experts SBA and the Center for Economic Empowerment and Development. Learn how to become an attractive candidate for a loan by becoming more creditworthy; what lenders are looking for, how to complete loan packet and more.

Presenter: **April Gonzales and Ray Manuel**

Beg/End	Day	Time	Location	Fee
3/22/2012	Thursday	9-12 PM	Honeycutt Center	\$5.00

Courses are continually being developed to address the needs of the service area. Additional courses will be posted on Richmond Community College's Continuing Education Webpage. For an updated list of classes, please click the link below:

[*Small Business Seminar classes*](#)

For more information on the seminars or other services offered by the Small Business Center, contact Deborah Hardison, Director at deborahh@richmondcc.edu or (910)410-1687