

NJSBDC at CENTENARY COLLEGE

2010 SEMINAR LIST

Warren County Business Seminars

Seminars will be held at the **Hackettstown Community Center or Teleconference.**

For seminar registration, location or information, call the Centenary College SBDC at (908) 852-1400 ext. 2136.

DATE	DAY	COURSE TITLE	TIME	FEE	INSTRUCTOR
July 15 (CALL)	Th	Meet the Lender: Skylands Community Bank & SBA	12:00 – 1:00	No Fee	L. Payne/H. Menta
July 22 (CALL)	Th	Meet the Lender: Affinity Federal Credit Union & SBA	10:00 – 11:30	No Fee	J. Grimes/H. Menta
Sept. 22	W	Analyze, Evaluate and Set Pricing for Your Business	9:00 – 11:00	\$35	D. Stammer
Oct. 7 (CALL)	Th	Meet the Lender: Affinity Federal Credit Union & SBA	4:00 – 5:30	No Fee	J. Grimes/H. Menta
Oct. 5 (CALL)	T	Meet the Lender: Skylands Community Bank & SBA	12:00 – 1:00	No Fee	L. Payne/H. Menta

Morris County Business Seminars

Seminars are co-sponsored with the **Centenary College Learning Center** located at 300 Littleton Road, Parsippany, NJ 07054. For seminar registration, call the Centenary College SBDC at (908) 852-1400 ext. 2136.

DATE	DAY	COURSE TITLE	TIME	FEE	INSTRUCTOR
June 22	T	Six Steps to Developing a Power Packed Tag Line	9:00 – 11:00	\$35	L. Fahoury
June 24	Th	Quickbooks I	9:00 – 12:00	\$35	M. Adelman
July 14	W	The Power of Email Marketing: Constant Contact	1:00 – 3:00	\$35	W. Caplan-Carroll
July 15	Th	Easy Steps for Complying with Small Business Taxes	10:00 – 2:00	No Fee	J. Gordon
July 27	T	Analyze, Evaluate and Set Pricing for Your Business	9:00 – 11:00	\$35	D. Stammer
Oct. TBD		Export Compliance for Beginners	10:00 – 12:00	\$35	M. Ruters
Oct. 14	Th	Six Steps to Developing a Power Packed Tag Line	9:00 – 11:00	\$35	L. Fahoury
Nov. 16	T	State Procurement Opportunities	9:00 – 12:00	No Fee	S. Burroughs

Sussex County Business Seminars

Seminars are co-sponsored with **Sussex County Community College** located at One College Hill, Newton, NJ 07860.

For seminar registration, call SCCC, Corporate and Community Education at

http://sussex.edu/ce/_pdf/sccc_ce_registration.pdf or (973) 300-2140.

DATE	DAY	COURSE TITLE	TIME	FEE	INSTRUCTOR
June 28	M	Quickbooks I	6:00 – 9:00	\$35	M. Adelman
July 8	Th	Quickbooks I	6:00 – 9:00	\$35	M. Adelman
July 12	M	Quickbooks II	6:00 – 9:00	\$35	M. Adelman
July 15	Th	Quickbooks II	6:00 – 9:00	\$35	M. Adelman
July 29	Th	Quickbooks I	6:00 – 9:00	\$35	M. Adelman
Aug. 5	Th	Social Media: Creating A Buzz For Your Business	6:00 – 9:00	\$35	D. Stammer
Aug. 9	M	Quickbooks II	6:00 – 9:00	\$35	M. Adelman
Sept. 1	W	State Procurement Opportunities: DBE/Tech. Cert.	9:00 – 1:00	No Fee	S. Burroughs
10/7 & 21		Legal I & II	6:30 – 9:30	\$35	A. Brief
Sept. 14, 21, 28	T	The Business Plan	6:00 – 9:00	\$150	D. Stammer
Sept. 16	Th	General Contract Drafting & Review for your Business	6:00 – 8:00	\$35	P. Carley
Sept. 23	Th	Quickbooks I	6:00 – 9:00	\$35	M. Adelman
Sept. 24	F	The Power of Email Marketing: Constant Contact	11:00 – 1:00	\$35	W. Caplan-Carroll
Sept. 30	Th	Quickbooks II	6:00 – 9:00	\$35	M. Adelman
Oct. 1	F	Easy Steps for Complying with Small Business Taxes	10:00 – 2:00	No Fee	J. Gordon
Oct. 5	T	Quickbooks I	6:00 – 9:00	\$35	M. Adelman
Oct. 11 & 12	T	Marketing Strategies for Business Success	6:00 – 9:00	\$70	D. Stammer
Oct. 19	T	Quickbooks II	6:00 – 9:00	\$35	M. Adelman
Nov. 1	M	Understanding Financial Statements	6:30 – 9:30	\$35	J. Rosenberg
Nov. 2 & 9	T	Launching Your New Business	6:00 – 9:00	\$70	M. Adelman
Nov. 4	Th	Quickbooks I	6:00 – 9:00	\$35	M. Adelman
Nov. 10	W	Essential of Recordkeeping	6:00 – 9:00	\$35	M. Adelman
Nov. 11	Th	Small Business Taxes	6:30 – 9:30	\$35	J. Rosenberg
Nov. 18	Th	Quickbooks II	6:00 – 9:00	\$35	M. Adelman

Sussex Workshops ONLY

All tuition fees are waived for business courses courtesy of USDA/Rural Development Grant in partnership with the SCEDP

A partnership program with the [U.S Small Business Administration](http://www.sba.gov). Additional funding provided by [Centenary College](http://www.centenary.edu), Hackettstown, NJ. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

Analyze, Evaluate and Set Pricing for Your Business

Have you ever wondered how you can command top dollar for your business? How can determine what your products and services are really worth and then be able to charge (and get) those prices? Creating a perception of value is central to establishing and adhering to a pricing strategy that works. Learn how to determine the “going rate”, position your products and services as the highest value among your competition and create a backlog of potential customers/clients who are willing to pay what you’re really worth. Pricing needs to be strategically developed as opposed to setting prices to meet the vagaries of competitive influences. In this seminar, we’ll learn how to determine your fully loaded costs so you don’t “give away the store” or sell yourself short of profitability, then we’ll examine what the competitive rates are and how to position your business as the greatest *VALUE* at a profitable price point. This workshop is loaded with practical, hands-on tips and techniques.

Easy Steps on Complying with Small Business Taxes

Make a point to attend this workshop, conducted by employees of the New Jersey Division of Taxation to understand tax obligations for your small business. A significant amount of information is covered including: how to register your business in New Jersey, tax consequences of each form of business ownership, employer responsibilities, reporting business income, estimated tax payments, what goods and services are subject to sales tax and filing sales and use returns.

General Contract Drafting & Review for your Business

This workshop will cover: what is a contract, special rules for merchants, understanding the contracts you currently have, indemnification, warranties, breach of contracts, remedies and getting paid. We will also discuss defenses for minors, fraud, and a mistake.

Launching Your New Business – Creating the American Dream (2 part series)

Do you share in the American Dream of owning your own business, but are not really sure how to begin? Let us help with this exciting new 2-part program. Launching a new business is exciting but often overwhelming. The good news is that the Centenary College SBDC will help you with get started and then assist in the development phases as you face the challenges of growth and profitability. Let us help you morph your dream into a tangible reality! Here are a few of the things you can expect in this 2-part series.

Legal I-Legal ABC's for Business Start-ups

This workshop provides basic knowledge of the laws affecting business. Business owners will learn how to choose the appropriate business structure, assess business risks, provide adequate protection for business ideas (patents, copyright, trademarks) and business operations (leases, contracts, agreements) as well as know about local zoning/regulations/permits/licensing, business trade name registration and incorporation procedures as well as other State, county, federal and international requirements.

Legal II-The Basics of Business Ownership, Contracts and Agreements

This course will provide a basic understanding of business contract law with an overview of the basic elements of contracts, the different types of contracts, what particular situations warrant attorney consultation, legal ownership of a business, major factors in business structure selection, features of a partnership, examination of key areas of stockholder agreements as well as various agreement provisions and partnership agreement provisions.

Marketing Strategies for Business Success

Failure to define your target markets will cost you money—and maybe your business. This workshop will show you how to successfully define, target, and reach the markets for your products or services. You will learn how to develop an action plan based on market research and tactics which target your markets. Targeting your markets with the right methods gets results.

Meet the Lender

Looking for a business loan? You will get a true understanding of what a lender is looking for when you are seeking a loan. The lender will review their criteria for lending and how you as the business owners are being evaluated. They will go over things like credit score, personal finances, collateral, and much more. This will be your opportunity to ask questions and learn how to improve your chances of getting that business loan. The SBA will present the loan guarantee and how they work with the lenders.

Six Steps to Developing a Power-Packed Tagline for Your Business

You will learn the impact a great tagline has on your brand, positioning and purpose, what makes these popular taglines so effective, and how to create your own tagline. Presented by Lisa Fahoury, Fahoury Ink.

Small Business Taxes

You will learn about the differences between local, state and federal taxes and gain a broad overview of small business tax responsibilities including employment, social security, income and sales taxes as well as understand tax obligations as they relate to the particular business structure (Sole proprietorship, Limited Partnership, Limited Liability Company, "C" Corporation, etc.). This course will also acquaint business owners with the various tax forms and governmental reporting requirements, allowable expense deductions and depreciation, annual payroll reporting, the tax consequences of doing business in other states, and answer frequently raised tax questions pertaining to small businesses.

Social Media: Creating Buzz for Your Business

Are you confused about all the hype about Facebook, LinkedIn, YouTube, Stumble Upon, Twitter, Google Blogsearch, etc.? This course takes you, the business owner, from concept to results. It lays out a specific plan of action – how these (any, many, more) can be used to create “Buzz About Your Business”. You’ll be provided with many resources that can help you implement a coordinated marketing program using the Social Media. The practical worksheets distributed in class will help you to achieve concrete, measurable results with an investment of no more than a few hours a week. We promise to clear up the confusion and bring tangible results.

The Business Plan

Business Plans are a necessary tool for every phase of business operations, from start-up to expansion. Using a business plan to chart your course will improve your chances for success.

This workshop covers all the components of a business plan (business description and focus, location selection, knowledge of the competition, marketing strategy, financial plan, personnel/ management needs, strategic plan for business growth) to help entrepreneurs and small business owners get off to a fast start.

The Essentials of Small Business Recordkeeping

Learn about the purpose and types of record-keeping systems to help use your business records as a management tool and barometer and comply with governmental regulations/requirements. Key topics: record-keeping systems for financial, personnel, supplier, customer, inventory and other miscellaneous categories; ways to establish simple, easily accessible and accurate documentation for information relating to accounting/tax planning, general ledger, balance sheet, financial statements, inventory control, cash flow management, accounts payable, accounts receivable, cash receipts, cash disbursements, profit and loss controls and more; analysis of record-keeping systems to ensure that your small business effectively manages financially significant items that will enhance small business opportunities and growth potential.

The Power of Email Marketing – Constant Contact

Build the relationships that are the key to your business success with easy, inexpensive and highly effective email marketing! In this seminar, we will provide tips to increase your email deliverability and open rates, write good headlines and content, and perhaps most importantly, strategies for getting -- and keeping -- high quality prospects, customers and members.

You will learn how to:

- Become a trusted email sender in the eyes of your prospects, customers, and members.
- Build your list! How to find and keep email list subscribers.
- Get your sent emails opened and read.
- Turn your readers into more frequent buyers/supporters/donators.
- Target your communications -- how to get the right message to the right people at the right time
- Use email communications to improve customer/member loyalty

Training for Procurement Opportunities and How to Do Business with the State

This informative workshop provides participants with thorough knowledge of the various different certification programs for minority/women/small business enterprises (M/W/SBE); DBE, 8A and SDB federal certification. Learn which program will benefit you, how to use the certification and registration programs.

Receive line by line instructions on how to complete the M/WBE certification and SBE registration applications for NJ Commerce Commission. Finally, get help with finding your commodity and/or construction codes and NAICS codes.

Understanding Financial Statements

Learn about financial statements to improve your bottom line. This course will help you understand the various types of financial statements to allow for further review and analysis of your business operations and enhance your ability to design a profit improvement planning strategy to grow and expand your business. Topics include: understanding spreadsheets, revenue and expenses, structure and relationships, meaningful forecasts and projections, break-even analysis, balance sheets, and learning how to manage trends undermining your business (decreasing overhead costs, costs of sales, finding additional capitalization, etc.) and more.

QuickBooks I

Learn to use QuickBooks for your business accounting needs! Learn how to start a company in QuickBooks and create a chart of accounts. Learn to use the various lists within QuickBooks including lists for employees, vendors, customer jobs and companies. Learn how to set up your inventory as well as receive, pay for and adjust your inventory levels. Students will also learn how to track the sale of products including invoicing and special charges. Explore the ways QuickBooks coordinates with your banking including on-line banking.

QuickBooks II

Continue learning about QuickBooks with this class by learning to create and customize forms and templates. Learn to work with Asset, Liability and equity accounts. Work with and customize QuickBooks reports and graphs. Explore the Payroll tracking features in QuickBooks including tax liabilities. Explore Job Costing, time tracking and estimating.

REFUND POLICY

We will be happy to offer you a refund or apply payment to another class of your choice if you withdraw **3 business days** prior to the start of class.

All refunds, unless the SBDC cancels the class, will incur a \$15 processing fee. Checks unable to be processed will incur a \$25 fee.

We reserve the right to cancel classes at the discretion of the SBDC. Students will be notified by phone or by e-mail.

Tuition and fees are fully refunded when the course is cancelled by the SBDC.

**TO HELP STOP CANCELLATION OF SEMINARS,
PLEASE SIGN UP AT LEAST 3 DAYS IN ADVANCE!**