

# Spring 2012 Seminar Schedule

## Chatham Small Business Center

**All Seminars are Free.**

**However, we ask you to call 919 545 8044 to pre-register beforehand.  
Seminars with less than 6 registrants may be canceled.**

### **Is Entrepreneurship for You?**

Evaluate your strengths and weaknesses as the future owner and manager of a small business. Also, take an entrepreneur's inventory to determine your potential for success.

**Start • End Date:** 1/17/12

**Day:** Tu **Time:** 3:00P-5:00P **Cost:** Free

**Location Code:** PMC

**Building Location:** Building 2, Room 108

### **Getting a Loan for Your Business**

Learn what you need to obtain a business loan from a credit union or bank. We will also cover the terms of business loans offered by Chatham County Economic Development Corporation.

**Start • End Date:** 1/24/12

**Day:** Tu **Time:** 3:00P-5:00P **Cost:** Free

**Location Code:** PMC

**Building Location:** Building 2, Room 108

### **The ABC's of Starting a Business**

What does it take to be an entrepreneur; How do I choose the right legal entity; Do I need a business plan; Where can I get money; Who are grants for, and much more.

**Start • End Date:** 1/31/12

**Day:** Tu **Time:** 3:00P-5:00P **Cost:** Free

**Location Code:** PMC

**Building Location:** Building 2, Room 108

### **Business Plan Basics**

Learn why writing a business plan is important and the key elements of developing your own.

**Start • End Date:** 2/9/12

**Day:** Thur **Time:** 3:00P-5:00P **Cost:** Free

**Location Code:** PMC

**Building Location:** Building 2, Room 108

### **Doing Your Research**

Understanding your business environment and your customers are a critical part of your marketing plan. Learn of the information sources available to completely research your industry and your competition...

**Start • End Date:** 02/14/12

**Day:** Tu **Time:** 3:00P-5:300P **Cost:** Free

**Location Code:** PMC

**Building Location:** Building 2, Room 108

### **Choosing your Business Structure**

Learn the advantages and disadvantages of sole proprietorships, partnerships, corporations, chapter S-corporations and limited liability companies (LLC's). Learn which type of business organization is right for you based on tax laws, risk of lawsuit and capital availability.

**Start • End Date:** 02/21/12

**Day:** Tu      **Time:** 3:00P-5:00p      **Cost:** Free

**Location Code:** PMC

**Building Location:** Building 2, Room 108

### **Operations Planning**

Operations Planning is concerned with delivering efficient and effective organization performance which will result in superior customer satisfaction and maximum profits. Learn how to develop and analyze your business operations using key performance metrics.

**Start • End Date:** 02/28/12

**Day:** Tu      **Time:** 3:00P-5:30P      **Cost:** Free

**Location Code:** PMC

**Building Location:** Building 2, Room 108

### **What Every Business Owner Needs to Know about Contracts**

Learn the basic elements of a contract: When a written contract is required and what constitutes a written contract. Understand several specialized contracts such as commercial leases, contractor agreements, employment agreements and purchase orders/confirmations.

**Start • End Date:** 03/01/12

**Day:** Thur      **Time:** 3:00P-5:30P      **Cost:** Free

**Location Code:** PMC

**Building Location:** Building 2, Room 108

### **Taxes & Recordkeeping**

Identify records needing to be kept, how they are to be maintained and best format to use in doing so. Tax implications covered. Participants will work through the various records in the normal bookkeeping cycle.

**Start • End Date:** 03/13/12

**Day:** Tu      **Time:** 3:00P-5:00P      **Cost:** Free

**Location Code:** PMC

**Building Location:** Building 2, Room 108

### **Creating Your Web Presence**

This course will cover the basics of getting your business online. Topics include selecting and registering your domain name, software tools for website creation, site design tips, and optimization methods to improve ranking in Google and other search engines (SEO). Time will be set aside for quick SEO tips on participants' websites.

**Start • End Date:** 03/13/2012

**Day:** Tu      **Time:** 6:30P-9:00P      **Cost:** Free

**Location Code:** PMC

**Building Location:** Building 2, Room 108

**Financial Planning**

Learn to develop an initial financial plan that defines how much funding you need to start your business and alternatives for getting those funds. We will cover how to develop your projected beginning balance sheet, three-year income and cash flow statements all of which become your financial plan.

**Start • End Date:** 03/14/2012

**Day:** Wed      **Time:** 3:00P-5:30P      **Cost:** Free

**Location Code:** PMC

**Building Location:** Building 2, Room 108

**Marketing on a Shoestring Budget**

Explore innovative ways to market and advertise your business effectively on a limited budget. Understand key points of an effective website, networking, getting the most out of your money with radio/print advertising and using “word of mouth” to your advantage.

**Start • End Date:** 03/20/12

**Day:** Tu      **Time:** 10:00-12:00A      **Cost:** Free

**Location Code:** PMC

**Building Location:** Building 2, Room 108

**Doing Business with the Government**

Learn the basics of government contracting, including getting your business registered, finding opportunities, marketing to government agencies, and participating in small business contracting programs.

**Start • End Date:** 03/27/12

**Day:** Tu      **Time:** 3:00P–5:00P      **Cost:** Free

**Location Code:** PMC

**Building Location:** Building 2, Room 108