

The Small Business Center Courses & Seminars

Durham Technical Community College

919-686-3448/www.durhamtech.edu/sbc

Fall 2007

TSI a Vital Link in Delivering Trained Electrical Workforce to Contractors

Technical Services Inc. (TSI) of Durham is well known throughout the area for providing skilled, dependable electrical workers for construction projects. It all started with the determination and energy of a single mom. Along the way, she found the knowledge and support she needed from Durham Technical Community College and its Small Business Center.

Almost 10 years ago, Lisa Pineiro worked for an electrical construction staffing company. She found herself considering the changes she would make if she were the boss. "The company wasn't taking enough time to match people with their optimal job," she recalled.

She did her homework on what it took to start her own staffing company specializing in electrical construction. She wrote up a thorough business plan and presented it to her parents. They agreed to lend her \$45,000 at 8 percent interest, with the stipulation that it is paid off in 18 months.

Pineiro rented office space, bought a few computers, desks, and supplies. She hired an office manager who was an expert on electrical information and opened Technical Services Inc., called TSI — a staffing company specializing in electrical construction.

Pineiro began taking courses through Durham Tech's Small Business Center. The accounting and bookkeeping courses helped her immensely, as did Spanish and "Seven Habits of Highly Effective People." She hit the streets, making cold calls to drum up business.

"I think it was harder being a woman in this field. I am grateful to those who gave me the opportunity to prove myself," Pineiro said. As her small business grew, she was able to pay off her loan in six months.

Several years later, she fell in love with Frank Pineiro, one of her clients from a local electric company. They married in 2004. Her husband now serves as executive vice president. Even earlier, as the company grew, her father, Tony Armen, joined his daughter as executive vice



Tony Armen, Frank Pineiro, Jr., Lisa Pineiro, and Frank Pineiro, Sr.

president of operations. To make it even more of a family business, Frank Pineiro, Sr., now serves TSI as senior safety officer.

As the company's reputation grew, TSI accepted major projects. Some include the Diamond View building in downtown Durham, the RBC Center, the Raleigh Convention Center. One of TSI's latest jobs is the West Village project in downtown Durham.

"I always felt the Pineiros were not in this just for money. They really love the electrical industry and have a commitment to attracting quality employees," said James E. Beasley, executive vice president of Bryant-Durham Electric, one of the largest electrical construction companies in the state and a longtime client of TSI.

The Pineiros have a major commitment to helping build their employees' skills. Frank Pineiro is an instructor in Durham Tech's "Building Trades in the Construction Industry" program. The college partners with the Carolinas Associated General Contractors to offer the training for construction apprentices and employees that is required to be registered with the N.C. Department of Labor.

The couple credits the seminars they continue to take at Durham Tech's Small Business Center with keeping them on track in operating a profitable business.

The Pineiros are hands-on with all of their projects, colleagues say. "They don't back off of anything," Beasley adds, "They stay involved in their projects."

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New for this Fall: The "Online" REAL Entrepreneur: How to Start Your Home-Based Business; Customized Selling to Turbo-Charge Your Business; The Sights, Sounds and Smells of the Customer's Experience; Strategic Planning Toolkit for the Growing Business; Easy Online Web Site Design and Web Site Marketing; EZ Money — Finding Extra Income By Starting a Small Business; International Trade — How to Export/Import the Easy Way.

Small Business Center Courses

REAL Entrepreneur: How To Start and Build Your Own Business – \$85

Do you REALLY want to learn how to start your own business? Participants in this popular five-week course on starting a small business examine in detail the development of a business idea, market analysis, and the components of a business plan. A complete written business plan is the goal for graduates of this course. Students gain knowledge from hands-on activities and guest speakers who are successful business owners. Taught by LaTasha Best-Gaddy of NCIMED. 30 hours.

1635 Th 9/13-12/6 6-9 p.m. NCM 623

The Fast Entrepreneur: Getting to Profitability in a Hurry – \$75

This class is for existing business owners and fast-start new entrepreneurs who are consultants/service providers wishing to make a six-figure net income within three years. Understand the strategic steps required to make your business more profitable and then write your draft business plan. This course is not for the “couch potato” but for those who seriously want to improve their net margins and are willing to work hard for success. Some weekly homework is required, as is interaction with others in the class. Textbook required. Taught by John Wyman. 30 hours.

1636 W 9/19-12/5 6-9 p.m. NCM 623

The “Online” REAL Entrepreneur: How To Start and Build Your Own Business – \$85

Got a great business idea but don't know how to get started? Take our cornerstone entrepreneurship class online from the comfort of your home or wherever! During the 10 sessions (several classes are held at the SBC but the majority are online), you explore the key issues necessary to start and operate a profitable business. This activity-based class is perfect for a stay-at-home parent wishing to launch an online business. Taught by Jerry Mays of The Jerion Group. 30 hours.

1637 Th 9/27-12/6 6-9 p.m. NCM 623

El Programa Empresarial REAL: Como comenzar y hacer crecer su propio negocio – \$85

¡Haga hoy una pequeña inversión de tiempo y de dinero para aumentar las ganancias y el éxito de su negocio! Este curso explora las claves necesarias para operar un negocio lucrativo; desde recursos financieros, a cómo administrar e identificar posibles ganancias y pérdidas, impuestos y licencias necesarias para su tipo de negocio. Este curso le enseñará a escribir un plan de negocio. La clase será dictada por la señora Iris Ramírez Reese, Presidenta de la compañía Fusión Multicultural Marketing. 30 horas.

1642 Lunes 9/24-12/10 6-9 p.m. NCM 623

Financials Made Easy – \$75

Want to REALLY understand your company's financial statements and become better grounded in your numbers? What do your balance sheet and your profit and loss statement really say to you and how did those numbers get there? Become a better business owner by building the bookkeeping and financial expertise you need to be successful in business today. Taught by Paula Brown of Almost Perfect, Inc. 18 hours.

1638 M 9/24-10/29 6-9 p.m. NCM 623

NEW! Customized Selling to Turbo-Charge Your Business – \$70

Learn what your preferred kind of selling is, what kind of selling works best for your particular product or service, what kind of selling style your “target customer” considers an enjoyable experience. We all love to buy but no one likes to be sold! Understand how to craft a plan that puts the right selling skill to work for your ease, the customer's ease, and everyone's profit. This class turns you into a super seller by working with your natural personality rather than trying to remake you into someone you're not. Taught by Victoria Leo of Marpet Life/Career Services. 15 hours.

1639 W 10/17-11/14 6-9 p.m. NCM 623

Before taking ANY of the following computer courses, you should have a basic understanding of your computer's operating system. For example, you should know how to launch an application, create and save files, and copy files from CDs and other media. Students who want to save their work from computer classes should bring a Memory Stick to class.

Intro to QuickBooks Pro – \$79

The fastest, easiest way to manage your business! This introduction to one of the most popular small business accounting applications tracks general ledger, accounts receivable, accounts payable, payroll, checking accounts, and provides easy-to-use reporting features. Windows OS experience required. Students who want to save their work from computer classes should bring a Memory Stick to class. 12 hours.

1640 M 9/24, 10/1, 10/8 1-5 p.m. NCM

1641 M 11/5, 11/12, 11/26, 12/3 6-9 p.m. NCM

Small Business Seminars

Durham County

NEW! Strategic Planning Toolkit for the Growing Business – \$10

Whether you are a team of 1 or a team of 51, planning is the key to business success. This strategic planning toolkit is designed to lead you through your planning efforts and help you build momentum for specific and positive action. Receive templates for creating a vision, mission, and action plan. Learn how to utilize strategic analysis to set priorities. Taught by Kathleen Sturgis of Capital Consulting Group.

T 9/11 6-9 p.m. NCM

10 Steps to Starting Your Own Business – \$10

Starting your own business may seem like a daunting task, but it's not so hard if you take it step by step. This seminar gives you an overall understanding of the steps you need to take to make your dream become a reality. Our consultant has trained hundreds of entrepreneurs across the state in starting, marketing, and managing a business. Taught by Jess McLamb of the Roper Group.

T 9/18 6-9 p.m. NCM

NEW! The Sights, Sounds, and Smells of the Customer's Experience – \$10

Can your customer's experience be improved? Want more loyal customers and a service edge over your competition? Come learn the Walt Disney Customer Service model to better understand your customer's "moments of truth," why they leave, and how to communicate effectively with difficult customers. If you don't learn to take good care of your customers, someone else will. Taught by John Formica of JF Enterprises.

T 9/25 6-9 p.m. NCM

NEW! EZ Marketing for Small Businesses – \$10

Need inexpensive, easy-to-use ideas for growing your business? Want 50 ways to grab new customers, reinforce relationships with current customers, and pique the interest of customers you don't even know about? Join today's entrepreneurs in using big business strategies like targeted ads, letters, and phone calls to reach potential customers. Learn tactics that range from flyers and brochures to open houses and sales open only to special customers. Taught by Mike Collins, Perfect Workday, Inc.

T 10/2 6-9 p.m. NCM

Winning Business Plans/Getting a Business Loan — The Easy Way – \$10

Get insider tips on how to hit the banker's hot buttons, present crucial financial forecasts, and show the right experience for a new business. Learn market research techniques and where to receive free help to fine-tune your business plan. Understand what you can negotiate with the bank and what criteria they look for in your business plan, and learn more about alternative financing sources. Taught by George Krassner of G.K. Limited.

T 10/16 6-9 p.m. NCM

NEW! Easy Online Web Site Design and Web Site Marketing – \$10

Learn how to design your own web site online in just minutes. If you can use a mouse and type an email, you can build your own web site. What good is a web site that cannot be found? That's why you'll also learn easy, free, and low cost ways to attract visitors to your web site and save hundreds of dollars by doing it yourself. This three-hour class will send you on your way. Taught by David Williams of CoachingSupport.com.

T 10/23 6-9 p.m. NCM

Basic Bookkeeping for Business Owners – \$10

You know your product or service upside down and backwards, but do the numbers just drive you up a wall? Become familiar with those financial terms that confuse you but that accountants love to use (cash versus accrual, debits and credits, depreciation, assets and liabilities, owner's equity, liquidity, and more). Get hands-on experience in preparing a financial statement, including cash flow, income statements, and balance sheet. Taught by Jess McLamb of the Roper Group.

T 10/30 6-9 p.m. NCM

Customer Quotes

"I'm not a salesperson, but they showed me how to approach people and market my business. They give you a clear picture of the do's and do not's that really help the small business owner with direction and resources."

Meredith Marley, Shimar Recycling

NEW! Continuous Growth: How to Get Business, How to Keep Business – \$10

You want your business to grow, both on the revenue side and the profit side. Your competitors also want to grow their businesses. Learn how to set realistic growth targets and some techniques to achieve that growth. Then discover a simple truth to keep your hard-earned business. Taught by Mike Miller of Continuous Growth, Inc.

T 11/6 6-9 p.m. NCM

Most Important Legal Questions Facing Small Business – \$10

Learn the advantages, taxes, and costs of the different business entities — Proprietorship versus "C" Corp vs. "S" Corp vs. "LLC." Get answers to your questions about business formation, insurance coverages, commercial leases, supplier and customer contracts, and employment issues, as well as practical advice on minimizing business risks. Taught by Donna Ray Chmura, J.D., Sands Anderson, Marks & Miller, P.C.

T 11/27 6-9 p.m. NCM

NEW! Creating the Nonprofit – \$10

Creating a nonprofit organization requires a commitment to mission combined with an understanding of increasingly complex and challenging legal and tax-related issues. This class looks at key issues related to establishing a successful nonprofit organization. Taught by Marty Martin of The Martin Law Firm.

T 12/4 6-9 p.m. NCM

Thinking of Starting a Business? – FREE!

This free session each month is the perfect place to bring all your startup questions. Get info on licenses, legal forms, taxes, and much more. Learn about community and online resources from veteran business instructors and from fellow entrepreneurs. Preregistration is requested at 919-686-3448.

4th Monday of Each Month 3-5 p.m. NCM

Orange County

(Orange County Seminars offered in partnership with Chapel Hill SCORE)

NEW! Networking That Works – \$10

Think of your best clients. Now think about having more prospective clients just like those! (Lots of them!!) Sound nice? Come find out how you can create this reality for yourself. Learn how to leverage your time networking with others so you can put their "mental rolodex" to work for you. Taught by Jerry Bergner, Financial Advisor with Edward Jones.

Th 9/20 6-9 p.m. OCSDC

NEW! The Business of Doing Business – \$10

Michael Meyer of the "E-Myth" writes that most businesses fail not because of a lack of talent but because of a lack of understanding about how to operate a business. Learn the rules and practices regarding business law, accounting, insurance, and banking. Bring your questions and join our outstanding panel of five specialists in these areas to successfully start or grow your business and to avoid fatal mistakes. Facilitated by John Sipp of John F. Sipp and Associates.

Th 10/4 6-9 p.m. OCSDC

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www.durhamtech.edu/sbc

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Orange County (continued)

NEW! Driving Your Business through Motorsports Valley – \$10 (Offered in partnership with the Hillsborough/Orange County Chamber of Commerce)

The motorsports industry in North Carolina has an annual economic impact of \$5.9 billion and supports 26,000 jobs. Contrary to the fans' perspective of big teams and international sponsors, many of the companies making up this industry began as small businesses with innovative ideas and great customer service. Hear from a panel of industry insiders about gaining access to the supplier chain, growing your markets, and strategies that can benefit your business whether or not you choose to participate in racing. Taught by Andy Papathanassiou of the N.C. Motorsports Association.

T 10/9 6-9 p.m. Hillsborough/
Orange Chamber
of Commerce

Customer Quotes

"Attending the SBC seminars and classes has been a key facet of my education and training in business matters. I cannot imagine a less expensive forum for gaining access to such quality advice. The networking has been invaluable."

Dr. Darin Knapp, Chapel Hill

"We're not in this (class) for a piece of paper, we're in this to learn how to be our own bosses and make a healthy living without depending on the vagaries of the corporate life."

Rab Bickley-O'Brien, Marketing Professional

NEW! International Trade: How to Export/Import the Easy Way – \$10

It is easier than you might think to join the exciting and profitable international business arena. Potential business partners abound throughout the world. Learn about making contacts overseas, freight forwarders and custom brokers, government regulations, special export loan programs, tax incentives, safety nets for collecting money, Free Trade Zones, Carnets, insurance, licensing and royalties, distribution methods, and much more. Also cover the critical nuances of dealing with different cultures throughout the world. Taught by George Krassner of G.K. Limited.

Th 11/1 6-9 p.m. OCSDC

NEW! EZ Money: Finding Extra Income By Starting a Small Business – \$10

Is there a small business that you could easily start and find extra income? Probably! The seed of a small business might be right in front of you. It could be anything from your everyday skills to items you have in your home and yard, hobbies, or past or current work experiences. Find the business that fits you and the resources to get started, including personal services, business services, computer businesses, repair and maintenance, and fun businesses. Taught by Mike Collins of The Perfect Workday Company.

Th 11/15 6-9 p.m. OCSDC

Hillsborough/Orange Chamber of Commerce – 102 North Churton St., Hillsborough
OCSDC – Orange County Skills Development Center, 503 West Franklin St., Chapel Hill