

The Small Business Center Courses & Seminars

Durham Technical Community College

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

Spring 2007

Determined To Be Successful

Carla Epperson has launched her business FirstChoice Nurse Staffing Solutions this year and has successfully landed her first client. She's managed all this while maintaining her full-time job at UNC Hospitals and raising two daughters. We were fortunate to catch up with her recently to learn more about her business launch.

Q: Tell us about your background, Carla, and how you became interested in starting your own business?

A: I was born and raised in Pittsburgh, Pennsylvania. My mom was a stay-at-home mom and my father had a strong work ethic. I started working at Allegheny General Hospital at 16 as a "tray girl," and then worked my way from a nurse aide to a medical secretary to a registered nurse over the next 26 years. My last registered nurse position was as a nurse educator and trainer, which, combined with also working as an agency nurse, led to my feeling comfortable working independently. One night, while I was working for an agency, I realized that 8 out of the 10 staff there worked for a business owner who was a former nurse. I thought, "I can do this!"

Q: How did the Small Business Center assist you with getting your business up and running?

A: After moving to North Carolina, I enrolled in the "REAL Entrepreneur" class in the summer of 2005. Following the course's curriculum, I completed my business plan ("my road map for my business"), and I understood so much better the "business techniques and skills" I would need to be successful in my own business. While I know nursing "like the back of my hand," I still needed to learn "how to operate my business and make money." The SBC class also offered "interaction with other students and networking and my classmates thought of questions I might not have asked." I left the REAL class with a completed business plan and the inspiration to pursue my MBA (planned completion from the University of Phoenix in April 2007).



Q: What are your plans to grow your business from here?

A: I made my goals for 2006 at the start of the year. I've already formed my legal entity (LLC) but need to secure my local permits. I've spent much of the year marketing my business. In October, I won my first contract from an area retirement community. I plan to seek additional contracts, especially with clients seeking certified nursing assistants and companions. I hope in two to three years to be running my own business full-time with a regular staff and five to seven clients. I also want to use my training skills to help my certified nursing assistants successfully attain their registered nursing degrees.

Q: What tips and lessons would you pass along to other young entrepreneurs?

A: I would tell them, "Be resourceful." I contacted an old friend (the nurse agency owner back in Pennsylvania) and asked her to consider being my "mentor." She said she'd be glad to and has been a wonderful source of advice and business materials or examples. I would also say, "Seek help from business service providers in your area." I was fortunate to have a former Midway Business Center (Carrboro incubator) staff member who "counseled me, prepared me for negotiating with decision makers, role-played, and helped me all that goes into making a successful sale."

SBC Offers New Business Planning CD

The SBC Network across the state is making available to their clientele a new business planning tool—an "Interactive Guide to Starting a Business in North Carolina." This comprehensive CD is loaded with research, demographics, tips, and templates. It offers an interactive section that takes users through the creation of their business plan. This CD will only be made available to SBC counselees and students in major SBC entrepreneurship classes. Contact Dub Gulley at 686-3449 for further information.

New For This Spring !

Great New Courses include REAL Entrepreneur online (E-REAL) or in Spanish (Spanish REAL), and Financials Made Easy. Don't miss these exciting new seminars First Things First—Focus & Execute; Supervising a Growing Business; Sales for People Who Don't Like to Sell; The Soul of Your Brand, The Heart of Your Business; Dealing with Annoying, Frustrating, and Irritating People in the Workplace; and Superhero Leadership.

Small Business Center Courses

Call the SBC at 919-686-3448 or visit our web site at www.durhamtech.edu/sbc to receive more detailed descriptions and locations of offerings.

REAL Entrepreneurship Program – \$85

Do you REALLY want to learn how to start your own business? Participants in this popular 10-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 Jerry Mays of The Jerion Group. 30 hours.

2710900 Th 1/25–4/12 6–9 pm 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 serious about making money. 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.

2710901 W 1/31–4/18 6–9 pm NCM 623

E-REAL: "Online" REAL Entrepreneurship/How to Start 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 held at the SBC and the rest are online), you explore the key issues necessary to start and operate a profitable business. This activity-based class includes many practical applications of business principles. You can leave this class with a business plan draft. Taught by Jerry Mays of The Jerion Group. 30 hours.

2710902 M 2/5–4/23 6–9 pm 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.

2710903 Lunes 2/19–5/7 6–9 pm NCM 623

Financials Made Easy – \$75

Want to REALLY understand your company's financial statements and be better grounded in your numbers? What does your balance sheet and your profit and loss 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.

2710904 M 4/23–6/4 6–9 pm NCM 623

Government Contracting – \$85

This class introduces government contracting with special emphasis on the federal government. Topics include types of contracts, qualifying bids for competitive advantages, support organizations, and recent changes in the contracting environment. The course helps with preparing for and responding to service contract requests for proposals (RFPs) and with strategies for improving the quality of proposals and winning bids. We compare applications for grants and proposals for contracts and conclude with a workshop for students on their proposals or applications. Taught by Richard Trilling. 18 hours.

2710929 TWTTh 3/13–3/15 9 am–4 pm 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. 12 hours.

2710905 M 2/5–2/19 1–5 pm NCM
2710906 M 3/12–3/26 1–5 pm OCSDC
2710907 M 5/7–5/28 6–9 pm NCM

Small Business Seminars

These two- to three-hour seminars are held on one evening and cover a wide range of business topics. Call the SBC at 919-686-3448 or visit our web site at www.durhamtech.edu/sbc to receive more information or to print out the seminar registration form. You can mail or fax a registration form with payment to reserve a seat.

SMALL BUSINESS SEMINARS — DURHAM COUNTY

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 1/16 6–9 pm NCM

NEW! Sales for People Who Don't Like to Sell – \$10

Learn what "sales" really is and why every person is a salesperson. Grow your business revenue, improve sales productivity, and enhance customer relationships. Understand reasons why people don't like to sell and how to change those feelings. Taught by Jim Joyce of Sales Partners, Inc.

T 1/30 6–9 pm 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, what criteria they look for in your business plan, and about alternative financing sources. Taught by George Krassner of G.K. Limited.

T 2/6 6–9 pm NCM

NEW! Making Your Business Consistently Profitable – \$10

What are the missing pieces to achieving viability, profitability, and enduring satisfaction in your business? Designed for the owner/manager of a small business, this seminar focuses on developing natural habits that create customers on an ongoing basis. It's an excellent opportunity to increase your expertise, learn how to maximize profitability, and polish the skills required to maintain success in the game of business! Taught by Martin Brossman of Coaching Support.com.

T 2/20 6–9 pm NCM

Most Important Legal Questions Facing Small Business – \$10

Learn the advantages, taxes, and costs of the different business entities — Proprietorship versus "C" Corp versus "S" Corp versus "LLC." What types of insurance should I get? Now that I'm incorporated, what else do I do? What should I know about commercial leases? Get answers to your questions about business formations, real estate purchases or leases, supplier and customer contracts, and employment issues. Taught by Donna Ray Chmura, J.D.

T 2/27 6–9 pm NCM

NEW! Dealing With Annoying, Frustrating, and Irritating People in the Workplace – \$10

You know who they are! They take credit for your work. They waste your time. They borrow your stapler and keep it. In this seminar, we'll look at eight types of difficult people and what makes them the way they are. You'll leave with a list of suggestions for dealing with each type. Ever wonder if you're one of those people? We'll talk about that too! Taught by Emily Balance, MEd.

T 3/13 6–9 pm NCM

NEW! The Soul of Your Brand – The Heart of Your Business – \$10

Brands permeate our everyday lives from our morning designer coffees to the mattresses we sleep on each night. Learn how quickly and affordably you can build your company's brand whether you're a start-up or a well-established business. This hands-on session teaches you how to define, demonstrate, and deliver your brand. Taught by Wendy Aims Rowe, World-Class Advantage.

T 3/20 6–9 pm NCM

NEW! Dyno-mite Online Marketing – On a Micro-Budget – \$10

Using online as part of your total marketing effort? Spending money on the wrong strategy? Explore your company's best choice for online — various styles of web sites, using Amazon or eBay® or comparison-shopping sites, and even blogs. Learn many other ways to spread the "buzz" about your products and services. Taught by Victoria Leo of Marpet Life/Career Services.

T 4/3 6–9 pm NCM

NEW! Superhero Leadership for the Small Business Owner – \$10

You don't have to leap tall buildings to be a superhero. Learn to turn ordinary skills into leadership moments in this program designed to inspire you to take it to the next level. Assess your superhero strengths, develop an action plan for strengthening your superhero abilities, and learn more about your unique leadership gifts and powers. Taught by Kathleen Sturgis of Capital Consulting Group.

T 4/24 6–9 pm NCM

NEW! Perfect Proposal Preparation – \$10

Already in business with basic registrations accomplished and preparing your next bid/proposal from either local, state, and federal sources? Learn the information needed to successfully prepare the government proposal and in a framework that can be adapted to particular needs and all skill levels. Take advantage of government contracting to grow your business. Taught by Tim Linker of PTAC.

T 5/1 6–9 pm NCM

Thinking of Starting a Business? – Free

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

4th Monday of each month 3–5 pm NCM

RESEARCH TRIANGLE PARK

NEW! Mastering the Pitch – \$10

This video-based program helps you make powerful and professional presentations to potential investors (angel or venture capital). Learn how to communicate effectively, lead others, create emotional bonds with your message and your audience, and uncover the communications strengths in your personality. Taught by Paul Knott, N.C. BioBusiness Center.

W 2/7 1–5 pm CED/RTP

Time Management for Champions – \$10

Have you been planning to attend a time management program, but haven't had the time? Don't miss this one! Class participants learn how to focus on high-payoff activities, eliminate time-wasting behavior, and bypass procrastination. Learn to delegate, get more done, handle unexpected emergencies, and stay on target with tasks. Taught by Mike Collins, The Perfect Workday Company.

W 3/7 2–5 pm CED/RTP

NEW! First Things First - Focus and Execute - Achieving Your Highest Priorities – \$10

It's a natural law of business — how well you identify and achieve your priorities determines your success. In today's rapidly changing workplace, it's easy to become consumed by the barrage of paperwork, unanswered emails, and other low-payoff tasks while losing sight of the big picture. This workshop is all about personal effectiveness and productivity in and outside the workplace. Find time for the things you really want to accomplish and lead a happier, more productive life. Taught by Lin Mitchell of Mitchell Consulting.

W 4/4 2–5 pm CED/RTP

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SMALL BUSINESS SEMINARS — ORANGE COUNTY

Controlling Priorities – \$10

A practical, hands-on experience aimed at getting things done better and faster. Includes goal-setting skills, defeating time thieves, and coping with stress. This session emphasizes developing plans to meet goals, getting organized, controlling interruptions, delegating, and celebrating success. Taught by Temple Porter of Triangle Business Coaching.

Th 1/25 6–9 pm OCSDC

NEW! Driving Your Business Through Motorsports Valley – \$10

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 that make 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 developing 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 2/13 6–9 pm OCSDC

NEW! Taking Your Business to the Next Level – \$10

Eliminate the financial chaos in your life and your business and take control of your time at work. Develop a systematic way for customers to buy and buy again. Organize to deliver consistent, exceptional customer service; turn your marketing and advertising into an investment; and build a profitable enterprise that succeeds even when you're not there. Taught by Michael Washington of Action International.

Th 3/8 6–9 pm OCSDC

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.

Th 3/29 6–9 pm OCSDC

NEW! Supervising a Growing Business – \$10

Wise leaders embrace growth in their business. They carefully build and motivate their select team. Explore ways to make your company's growth positive and permanent. Learn typical results of rapid growth, successful leadership styles for handling growth-related conflict, delegation techniques for maximum employee commitment, and what to do about borderline employees. Taught by Tim Dannelly of TimDannelly.com.

Th 4/19 6–9 pm OCSDC