



NEW SBC

WEB SITE

2/1/12

SBC MONTHLY NEWSLETTER

**Cape Fear Community College
Small Business Center**

www.cfcc.edu/sbc 910-362-7216

FEB 2012

Volume 5, Number 2

The SBC is open M-F
8:00 AM - 5:00 PM

Be sure to see our **NEW BEGINNINGS** section below.

UPCOMING SEMINARS - February 2012

(Go to www.cfcc.edu/sbc to check times, locations, etc. and for registration, directions.)

- Project Management For Your Small Business - 2/1
- Artists Are Entrepreneurs Too! 3 Part Series - 2/6-2/20 \$68
- Monthly Business Coaching Clinic: How To Get All The Clients You Need For Your Professional Services Business - 2/7
- How To Start A Successful Lawn Care/Landscaping Business - 2/9
- How To Start A Non-Profit Organization - 2/16

3rd Annual Small Business Night with the CFCC Sea Devils (vs. BCC)

PLUS FREE PROMOTE YOUR BUSINESS OPPORTUNITY FOR SBC CLIENTS

For the average sports fan, the price of attending sporting events has risen dramatically over the past several years. From a business stand point, having a low cost option to spend time with your employees, clients, or family away from the office/home is a rare opportunity these days.

Also, for the first time, as a current or former client of the Small Business Center (SBC), and you have successfully started your own business, here is an opportunity to get your business some **FREE** promotional time.

CFCC will provide space and a free table to showcase your product/service, to the public, at the CFCC/Brunswick CC basketball game on Wednesday evening, 2/29/12. The game will be held in the Schwartz Center on the campus of CFCC.

Set up a table or booth in the main lobby of the Center, display your products, literature, and/or samples and greet the public in the lobby before the game and during halftime.

This is a great opportunity to place your business in front of potential new customers, at no cost.

Remember, this offer is only available to those who have started a business after meeting with the CFCC SBC.

If you are interested in participating, please call Doug at 910-362-7469 or Susan at 910-362-7216.

Therefore, the **SBC** in conjunction with our own **Sea Devils** basketball team is inviting area small business owners, free of charge, to come enjoy a game and cheer for the home team against our closest rivals, Brunswick Community College.

- Intro To Social Media For Small Business: Facebook, Twitter, Blogging Basics - 2/21
- Doing The 501(c)3 Thing - 2/23
- How To Value Your Small Business - 3/1

Informative Websites :

www.ed2go.com/cfcc

Online courses that will help your business achieve success. Visit this website for a complete list of the CFCC on line courses from Continuing Education.

www.sbcn.nc.gov

This is the state's small business center website. It is loaded with information and links to important resources which will be helpful to you when thinking about starting a business or for researching data to help your existing business.

www.sba.gov

This is the site for the US Small Business Administration. The regional office is located at 419 N. 3rd St. Contact Don Spry at 910-815-3188.

Contact Us:

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The game is scheduled on Wednesday, 2/29/12, starting at 7:00 PM at the Schwartz Center. **Just cut out the coupon at the back of the newsletter for free admission for two.** Hey, make copies and bring the office staff or the kids.

The 'Best Bargain in Town': CFCC Continuing Education

UPCOMING CLASSES OF INTEREST

OSHA

Teaming with Georgia Tech University's Professional Education Division, 2 required OSHA courses will be held at CFCC during the week of 3/12/12. These are **OTI 510**, OSHA Standards for the Construction Industry and **OTI 511**, OSHA Standards for General Industry. These are both week-long 30 hour classes and cost \$795. You must register through Georgia Tech at www.pe.gatech.edu/courses/occupational-safety-and-health-standards-construction-industry or www.pe.gatech.edu/courses/occupational-safety-and-health-standards-general-industry

ServSafe Foods

This is a basic food sanitation course for the food service industry taught by Diane Withrow, CFCC Hospitality Mgt. Program Coordinator. It is an important certification for students in the food service industry. The goal of the course is to pass the ServSafe test, given on the last night of class. **\$68 Call Teresa Criser, 362-7319.**

2/27-3/6 MTu 5p-9p
 Wilmington Campus 16 hrs

Electrical Contractor's License Renewal Courses

Special License—SP-SFD, SP-FA/LV, SP-EL, SP-PH, SP-ES

The following courses, when offered during the fiscal year July 1, 2011 - June 30, 2012, meets the requirements of the NC State Board of Examiners of Electrical Contractors for 8 contact hours of continuing education credit. The course is not sponsored by the Board. 2/28/12—5/15/12 **\$123 plus book. Call Teresa Criser, 362-7319.**

INCUBATOR SPACE:

Trying to start a new small business and need to find affordable space. The Cape Fear Community Development Corporation operates an incubator facility which may have just what you need, with both office and light industrial suites available. Contact CDC Executive Director, Stan Turner, at 910-762-7555.

GW CORP-Greater Wilmington Coalition of Resource Providers:

In a continuing effort to help small business start-ups as well as existing small businesses, GW CORP was recently started. This is a web site designed to provide a single source of information about the free resource providers to small businesses in our area. Learn more at www.gw-corp.org.

SBC Seminar Highlights-February



Left - Attendees at the last tourism & hospitality industry event.

Please register on line for all seminars at:
www.cfcc.edu/sbc to get directions and a parking pass.

UNCW Professor **Jonathan Rowe** is presenting for the first time, '**Project Management For Your Small Business**' on 2/1. Learn the basics of better managing and controlling the multiple projects you have as a small business owner.

Artists Are Entrepreneurs TOO! - Three part course specifically designed to make artists and craftsmen better, more effective business owners. **\$68**

Part 1 - Right-brained Business Planning

Part 2 - The Art of Marketing and Selling

Part 3 - Forms and Function

2/6-2/20 M 5:30 p-8:30p

Action Coach, **Reggie Shropshire** is returning with his second Monthly Business Coaching Clinic series. On 2/07, from 6-8:00 PM he will present, '**How To Get All The Clients You Need For Your Professional Services Business**'. Come early and network with other business folks.

Spring is coming and the growing season is right around the corner. Learn '**How To Start A Successful Lawn Care/Landscaping Business**' with seasoned entrepreneur **Steve Carver**, on 2/9. He's been there, done that!

Our non-profit guru, **Sam Gore**, returns with 2 key seminars in February. On 2/16, he will lead the '**How To Start A Non-Profit Organization**' seminar, followed a week later, on 2/23, with '**Doing The 501c3 Thing**'. You need to be here if a non-profit start up is on your agenda.

You can't do business without knowing the impact and potential social media can play. '**Intro To Social Media For Small Business: Facebook, Twitter, & Blogging Basics**' will be presented by local web media expert **Andrew Gray** on 2/21.

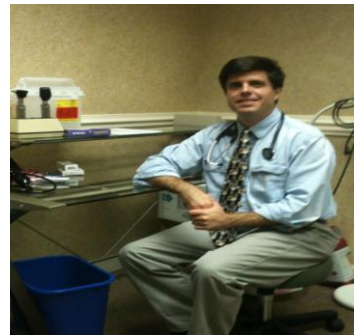
For more information call 362-7216. Pre-registration required at www.cfcc.edu/sbc

NEW BEGINNINGS

From time to time, we will be highlighting individuals we have met who have taken that big step and started their own small business or who we may have helped in some way with their business situations. If you are interested in their products or services, please help them on the road to success by becoming one of their customers.

NEW THIS MONTH

Veteran emergency room physician, **Dr. Tom Malinich**, moved to Wilmington last summer, with the aspiration of starting a unique new practice. A practice format that is beginning to set new trends around the country-CASH ONLY-no insurance hassles. Target patient base was to range from the uninsured to high deductible policy holders to those wanting a 'concierge' type doctor patient relationship. We met in August and his goal was to open in January. Goal Accomplished! Tom marketed the concept to regional insurers, had a booth at the WILMA Expo, and has been making the rounds promoting the concept. His practice, **Medical Simplicity**, is now open at Lumina Station, Suite 224. Learn more at www.medicalsimplicity.com or call him at 910-409-5950.



LAST MONTH

In November, 2010, **Aila Brown**, was investigating what to do with her career after a successful run as a pharmaceutical field representative. She was fairly new to Wilmington and she had been involved in event planning prior to her pharmaceutical work, enjoying it greatly. We discussed starting an event planning business here. After our initial meeting I suggested she take our Con Ed event planning course, which she did. Both of them in fact. Now, a year after our initial meeting she has started **SIX, The Event Group**. One of her objectives is to bring event planning to the clients rather than wait for the clients to come to her and she has already secured her initial events. So if you need an event planner, Aila can be reached at aila@sixeventgroup.com or 805-415-5479.

Many of you may recognize the name **Mark Marcley**. As a well known area contractor, he hosted a call-in radio show, **Constructive Solutions**, for 13 years. Well, the economic downturn, now over 3 years old, has touched almost everyone. Especially those in the building trades, including Mark. He came to see me last July to discuss ways to re-invent his business. With the economy tight, the rise in the do-it-yourself (DIY) folks was inevitable. Yet, many DIY's don't have the knowledge, experience, or tools to do it right. Mark's idea was to help those folks by offering his expertise, and/or tools, to them, acting as a home repair/project consultant. The homeowner still saves money by doing the work, but has an expert at his side, or on the phone, when needed. Want to learn more, just go to www.markmarcley.net and click on the DIY Services tab. Or call Mark at 910-350-0081.

Cape Fear Community College
Sea Devils Basketball
Small Business Center
Free Tickets



Bring this coupon for admission for 2 to
any Sea Devils
2011-2012 Home Basketball game
Schwartz Center - Downtown Campus.
Visit www.goseadevils.com
for any updated or schedule changes