The SBC is open M-F 8 AM - 5 PM. Check out our complete Spring seminar schedule at www.cfcc.edu/sbc.

Be sure to see our NEW BEGINNINGS section below.

UPCOMING SEMINARS - April 2013

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

- Patents, Trademarks & Copyrights - The Basics - 4/2
- Monthly Business Coaching Clinic - 04/08
- MS OFFICE Workshops: 4/3 - 5/1
- Guerrilla Marketing- 4/4
- Writing Business Plans w/Business Plan Pro - 04/9
- Helping Business Owners Make the Most of Their Smart Devices- 4/9
- How To Finance Your Small Business - 4/11

ATTENTION: NEW APRIL/MAY EVENTS

There are several new events in April and May that may pique your interest, above and beyond our very busy seminar schedule, and I wanted to highlight them for you.

ADVANCED MANUFACTURING WEEK

4/8 – 4/12/13 is North Carolina Manufacturing Awareness Week. CFCC will be participating by hosting an evening event on Tues. 4/9, on our North Campus, from 5:30 – 7:30 PM, which will feature displays, demonstrations, and meet/greet opportunities with many of our local manufacturing firms. Take the opportunity to learn more about local manufacturing and visit the show.

TURN SILVER INTO GOLD-STARTING A BUSINESS WHEN YOU’RE OVER 50

The SBC will be hosting an AARP and SBA sponsored event featuring presentations and a panel discussion for seniors interested in becoming first time business owners. This is an opportunity to talk to people who have ‘been there, done that’ as well as area business counselors from SCORE, SDTDC, and the SBC. Be there on Wed. 4/24 from 6-8 PM. Refreshments will be provided. Pre-registration is required at http://aarp.cvent.com/WilmingtonSBA. Watch for future bulletins for this event as well.
Helping Minority Business Owners Succeed - 8a & HUB Zone Workshop - 4/23

Basic Bookkeeping For Your Small Business - 4/30

$68 - 16 Hour Course - Basic Financial Management Accounting & Bookkeeping For Your Small Business - 4/29 - 5/29

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.

www.blnc.gov

Business link north Carolina is the location to visit to learn more about all topics related to doing business in North Carolina. Also call them at 1-800-228-8443

EXPORT UNIVERSITY

Once again, the opportunity for you to learn about exporting and to expand your company’s sales into the international market is coming to our area. This will be a one day event on Friday 4/26 at the Port of Wilmington. Save the date. Registration is required at: www.regonline.com/Register/Checkin.aspx?EventID=1209983

CUSTOMER SERVICE FOR THE HOSPITALITY/TOURISM INDUSTRY

Once again, it is my pleasure to be working with the New Hanover, Pender, and Brunswick County Tourism Boards, as well as the Wilmington Area Hospitality Association, to bring an industry oriented event here at CFCC. On 5/13/13 from 2-5 PM at our North Campus, we will present 'The Experience of a Lifetime' seminar, specifically targeted to help our area tourism industry provide a great experience for our region’s visitors. Registration is required at www.cfcc.edu/sbc.

ALTERNATIVE LENDERS-ACCESS TO CAPITAL WORKSHOP

As we have often mentioned in the past, traditional lending for small business start-ups is very hard to come by. Our good friend and Regional SBA Area Manager, Don Spry, has arranged for several non-traditional capital providers to come together in one place, here at CFCC, where you can meet and discuss your business with them. This event is scheduled for Wed. 5/22, from 1-5 PM at our North Campus. Pre-registration is required at www.cfcc.edu/sbc.
The ‘Best Bargain in Town’: CFCC Continuing Education

MS OFFICE 2010

Be the first to take our new MS Office 2010 courses, featuring Word, Excel, PowerPoint, and Outlook!

Students will learn to create documents, spreadsheets, and presentations for business or personal use. Students will also learn to navigate the web, using Internet Explorer to practice web searches.

This 36-hour course will meet from 9:00AM until 12:00PM on Tuesdays and Fridays at the downtown campus from 4/16/13 through 5/24/13.

The cost is $128+ book. Please Contact Kris Sipe at ksipe@cfcc.edu (910-362-7617) or Phillip E. Brown at pebrown59@mail.cfcc.edu (910-362-7196) for additional information. Pre-registration is required.
Local patent attorney, Doug Scholar, will return to help us understand his world, with ‘Patents, Trademarks, & Copyrights – The Basics’ on 4/2/13. This is your chance to get your questions answered regarding this complicated topic.

Our good friend, Mike Collins, nationally known speaker and founder of The Perfect Workday Company, addresses how business owners can market their businesses for less on 4/4 with ‘Guerrilla Marketing’.

Our 5-part, free series ‘MS Office 2007/2010: Applications For Your Small Business’ will be held on 5 consecutive Wednesday afternoons, starting on 4/3 and running through 5/1, by local MS Office expert, Elane Janz and cover business applications for Word, Excel, Power Point & Publisher. This is not for beginners. Due to a computer lab upgrade scheduled for mid-April, the first 2 sessions will use MS Office 2007, the last 3 will use MS 2010. Limit 20. Register for each individually please. (note: Word & Excel are already full)

Local business coach Reggie Shropshire is returning with the fourth Monthly Business Coaching Clinic of the semester- ‘Understanding the 4 Personality Styles To Increase Sales and Working Relationships’ on 4/8/13.

The full day seminar, ‘How To Write A Business Plan w/Business Plan Pro’ will be on Tuesday 4/9. Our Director, Doug Tarble will be kicking this one off with my own business plan philosophy, then turning you loose at the computer to write your own. Limit 20.

Local entrepreneur, web marketing expert, and self-proclaimed tech nerd, Andrew Gray, will offer up his expertise to small business owners with ‘Helping Business Owners Make the Most of Their Smart Devices- (iPhones, iPads, etc)’ on 4/9.
More Seminars.....

SBA Senior Area Manager, Don Spry, will be here twice in April. On 4/11, he will present ‘How To Finance Your Business’, and on 4/23, he returns with the ‘Helping Minority Business Owners Succeed -8(a) and Hub Zone’ workshop.

The ability to keep accurate financial records is of critical importance to small businesses. Understanding bookkeeping is the key to success. If you need some training, please attend ‘Basic Bookkeeping For Your Small Business’ on 4/30, at our North Campus, with local accountant and registered agent Marie Izzo.

If you want to delve a little deeper than just bookkeeping in the finances of your business, you may want to register for the $68, 16 hour course, ‘Basic Financial Management, Accounting & Bookkeeping for Your Small Business’ led by another enrolled agent, Karen Durda. This course starts on 4/29 and ends on 5/29.

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.

LAST MONTH

Katherine ‘Kat’ Fowler’s concern for the environment led her to begin commuting to work on her bicycle in Los Angeles in early 2011. Her experience caused her to question how cycling could be made safer. She decided that much of the safety issue comes down to visibility. Drivers need to not only be made more aware of cyclists, but had to be able to see them better. BINGO! She developed and trademarked a great logo and a slogan ‘Thank You For Seeing Me’, raised some funds on Kick Starter, and launched her clothing line. When she moved to Wilmington in late 2011, the business was put on the back burner, but in July 2012 she came to see me for help getting it going again and becoming a North Carolina Company. She has found a local shirt manufacturer and re-launched her line under a new name, Positive Cycology. So if you are a cyclist, and want to improve your visibility to drivers, visit her website, www.positivecycology.com I think you’ll like her logo: