To run a successful business you need a diverse range of business management skills. When you start your business your responsibilities will include:

- Marketing and Sales
- Accounting and Finance
- Taxes
- Contracts and Legal Matters
- Human Relations and more

A competent business owner will be well versed in many of these matters while not as well versed in others. As a business owner you need to understand, manage and take responsibility for every aspect of your business. You do not have to do everything yourself, but you must know enough about each of the major functional areas of marketing, finance, taxes, human relations and legal to be intelligent regarding the health, growth and protection of your business investment. Workshops in this section will cover the basic areas of starting, managing and growing your business successfully.
EXCELLENCE IN MARKETING IS NO MISTAKE. MARKETING PLAYS A KEY ROLE IN ADDRESSING THE CHALLENGES OF A COMPANY PROSPERING FINANCIALLY IN AN UNFORGIVING ECONOMIC ENVIRONMENT. MARKETING FACILITATES THE STIMULATION OF DEMAND FOR PRODUCTS AND SERVICES, ALLOWING THE FIRM TO MAKE A PROFIT.

MARKETING YOUR BUSINESS

Marketing for the 21st Century small business is more dynamic and challenging than ever. Discover how to most effectively and efficiently use the many marketing tools available. Gain insights to understand and reach your customer, analyze your industry and business environment and differentiate between branding, advertising, and grassroots marketing techniques. Explore the components of an effective marketing plan in this comprehensive seminar.

Dillingham Center Room 120
August 31, 2015 - 6 pm to 8 pm
Presenter: Mr. Carl Smalls
Pre-Paid Register Here

Social media marketing strategy (Facebook made easy)

Every business should have a Facebook page! Learn how to use your page to brand your business and engage your customers.

Dillingham Center Computer Lab
September 03, 2015 – 6 pm to 8 pm
Presenter: Mrs. Chisa Pennix-Brown
Pre-Paid Register Here

Social media marketing strategy (Twitter made easy)

Twitter is a great resource and marketing tool for small businesses that know how to use its’ power.

Dillingham Center Computer Lab
September 10, 2015 – 6 pm to 8 pm
Presenter: Mrs. Chisa Pennix-Brown
Pre-Paid Register Here

Social media marketing strategy (LinkedIn made easy)

LinkedIn is the platform for professionals. A vital tool if you want to do business with serious individuals, market your brand, and find leads.

Dillingham Center Computer Lab
September 17, 2015 – 6 pm to 8 pm
Presenter: Mrs. Chisa Pennix-Brown
Pre-Paid Register Here
Marketing (your business the law and social media)
This workshop covers the basics of social media and how to limit your company’s liability. It will focus on three areas:
- How to develop a social media policy for your company
- The legal implications of using social media as a human resources tool, and
- How to establish operational procedures for managing your company’s social media tools.
Specific topics include copyright and trademark infringement; legal concerns regarding endorsements, likes, and retweets; electronic messaging and spam; privacy, discrimination, and defamation; and password protection.
Dillingham Center Room 120
September 24, 2015 - 6 pm to 8 pm
Presenter: Shelia Huggins, Attorney at Law
Pre-Paid  Register Here

Social media marketing strategy (periscope made easy)
Periscope is the newest social media that is changing the way brands communicate via video. Combining your live audience presence and getting immediate feedback is the future of social engagement.
Dillingham Center Computer Lab
October 15, 2015 – 6 pm to 8 pm
Presenter: Mrs. Chisa Pennix-Brown
Pre-Paid  Register Here

Social media marketing strategy (Instagram made easy)
Instagram is the “it” thing in social media. Find out how your business can benefit from this visual platform to help grow sales online.
Dillingham Center Computer Lab
October 22, 2015 – 6 pm to 8 pm
Presenter: Mrs. Chisa Pennix-Brown
Pre-Paid  Register Here

Social media marketing (formulation, strategy and implementation)
Combining your efforts and understanding of how various social media accounts relate to each other will help you build a consistent brand and image for your company. To pool the efforts of Facebook, Twitter, LinkedIn, Periscope, and Instagram, this class will help you to:
- Connect your social media accounts
- Make decisions for a marketing plan and timeline
- Create a strategy that can be monitored and analyzed to achieve your goals
- Develop and implement time saving strategies to help with your marketing.
Dillingham Center Computer Lab
November 05, 2015 – 6 pm to 8 pm
Presenter: Mrs. Chisa Pennix-Brown
Pre-Paid  Register Here
Market research (how to find your customers)

Market research isn’t just for startups; it’s an important ongoing process for every small business. Developing a focused and effective marketing plan requires up-to-date market analysis. Discover the variety of market research tools that will give you critical information about your industry and customers. Get the data you need to test the feasibility of a new business, find the competition and potential customers interested in your proposed product or service.

Dillingham Center Room 120
November 16, 2015 - 6 pm to 8 pm
Presenter: Mrs. Sara Thynne (ACC Research Librarian)
Pre-Paid Register Here

Accounting and Finance Series (You’re Operations Information System)

ACCOUNTING IS AN INFORMATION SYSTEM FOR MEASURING, PROCESSING, AND COMMUNICATING INFORMATION USEFUL IN MAKING ECONOMIC DECISIONS FOR YOUR BUSINESS. COMPETENT BUSINESS OWNERS MUST HAVE A WORKING UNDERSTANDING OF THE NUMBERS AND WHAT THEY MEAN FOR THEIR BUSINESSES.

Financing your business (steps in successfully obtaining a bank loan)

Learn what a banker must see in your well thought out business plan. Know what the five (5) C’s of credit are and why they are of vital importance to you and your banker. You will also understand what your financing options are and why they are important. Discover what a “bankable deal” is, and what can be done if a deal falls short of being bankable.

Dillingham Center Room 120
November 10, 2015 – 6 pm to 8 pm
Presenter: David Caster (Carolina Bank)
Pre-Paid Register Here

Accounting and bookkeeping basics

This workshop will introduce to some and reinforce to others what the basic accounting equation is, what it tells us, and why it is important to the success of any business enterprise, of any size. Understanding accounting allows business owners and key employees to participate in important economic decisions both within and outside of their business enterprise. When decisions involve business and economic questions, accounting information is essential to the decision system because it provides quantitative information for planning, controlling, and evaluating.

You will learn what assets, liabilities, and owner’s equity are. You will also be introduced to the balance sheet, profit and loss statement, and the cash flow statement.

Dillingham Center Room 120
November 12, 2015 – 6 pm to 8 pm
Presenter: Richard Langston
Pre-Paid Register Here
BASIC BUSINESS WORKSHOPS FOR THE BUSINESS OWNER

Loan structure to funding needs
Understand the funding and term requirements for both short and long term loans. What things constitute short term needs and what situations are defined as longer term requirements. Comprehend the relevance of “sources” and “uses” of funds and the effects they can have on the financial health of your business.
Dillingham Center Room 120
November 17, 2015 – 6 pm to 8 pm
Presenter: Mr. David Caster (Carolina Bank)
Pre-Paid  Register Here

Financial foundations (what do the numbers say about your business? And taxes?)
In this workshop we will see how financial statement analyses allow the business owner to determine the health of their business historically, currently, and in the future. We will examine some important ratios and other tools to determine current financial health and likely future health of your business.
What must we know about business state and federal tax obligations? Come and find out.
Dillingham Center Room 120
November 19, 2015 – 6 pm to 8 pm
Presenter: Richard Langston
Pre-Paid  Register Here

General Business Basics

“THEY THAT WILL NOT BE COUNSELED CANNOT BE HELPED. IF YOU DO NOT HEAR REASON, SHE WILL RAP YOU ON THE KNUCKLES.” — BENJAMIN FRANKLIN, AUTHOR, POLITICIAN, SCIENTIST, INVENTOR

“TIMING, PERSEVERANCE, AND TEN YEARS OF TRYING WILL EVENTUALLY MAKE YOU LOOK LIKE AN OVERNIGHT SUCCESS.” — BIZ STONE, TWITTER CO-FOUNDER

How to Write a Business Plan
A business plan can be the most important tool a small business owner has. Learn how to turn your ideas into a solid plan for financing and long-term success. This seminar teaches you the important components of a business plan and helps you lay the foundation for a winning plan. Find out how marketing, operations, and finance are interrelated. Discover how a business plan is used by potential lenders, the dos and don’ts of writing a plan and steps for making the process easy. This seminar is designed for new and established business owners.
Dillingham Center Room 120
September 8, 2015 – 6 pm to 8 pm
Presenter: Camille Allen
Pre-Paid  Register Here
Business Model Generation (How to develop winning business ventures)
Do you have an entrepreneurial spirit? Do you constantly think about how to create value and build new businesses and transform existing organizations? Do you continuously search for innovative ways of doing business to replace ineffective and outdated ones? If so, we do have a workshop for you. This workshop is for visionaries and game changers who seek to design and operate tomorrow’s successful enterprises.

Dillingham Center Room 120
September 14, 2015 – 6 pm to 8 pm
Presenter: LaShon Harley, Director, Small Business Center, Durham Technical Community College
Pre-Paid Register Here

Developing Your Non-Profit Organization (Risks and Rewards)
This workshop will cover initial steps in starting a non-profit entity:
- Professionals to assist you and Form 1023 and Form 1023-EZ
- Estimated costs and mission statement – keep top of mind!
- Rewards and Risks
- Accounting policies and internal controls and Bank statement review
- Fundraising procedures and Social Media
- Whistle blower policies and Retaining records
- Information back-up and Insurance
- Expense reimbursements
- Donations for a specific purpose
- Grant requirements
- Deadlines!

Dillingham Center Room 120
September 15, 2015 – 6 pm to 8 pm
Presenter: Marti Asher, CPA, Gilliam, Coble, and Moser, LLP
Pre-Paid Register Here

Developing Your Non-Profit Organization (Are you in Compliance, Rules and Regulations)
This workshop covers the second set of important steps in formation of a Non-Profit entity
- Mission statement – keep top of mind!
- Guidance from NC Center for Nonprofits
- Donations – acknowledgments
- Sales Tax – collection and payments
- NC Charitable Solicitation License- new requirement
- Payroll taxes

Dillingham Center Room 120
September 22, 2015 – 6 pm to 8 pm
Presenter: Marti Asher, CPA, Gilliam, Coble, and Moser, LLP
Pre-Paid Register Here
What your Nonprofit Board of Directors need to know

Show me the Money! Understanding the financial statements and reports

- Monthly Summary
- Budget vs Actual
- Cash Projections
- Scenario Planning
- 990 Review – areas to focus
- Disaster Recovery Document
- Compensation
- Communication

Dillingham Center Room 120
September 29, 2015 – 6 pm to 8 pm
Presenter: Marti Asher, CPA, Gilliam, Coble, and Moser, LLP
Pre-Paid Register Here

Legal IQ for You and Your Business (Legal Contracts and Your Legal Liabilities)

Businesses essentially deal with contracts practically on a daily basis. Many contracts are transactions involving goods and services and many are even unwritten. As contracts represent a legally binding agreement, an honest contractual mistake can cause serious problems. It is, therefore, essential that small business owners have at least a basic understanding of contract law. This workshop covers the basics of contract law and how it relates to the many aspects of running a business. Areas covered will include:

- When a verbal agreement carries the weight of a contract
- The meaning of "breach of contract"
- Which contracts must be in writing?

Dillingham Center Room 120
October 1, 2015 – 6 pm to 8 pm
Presenter: Shelia Huggins, Attorney at Law
Pre-Paid Register Here

The Lean Startup (See How We Will Increase the Success Rate of Startups Significantly)

The current success rate of business startups is around 20%. It has been at this level for quite a number of years. This workshop will introduce you to a methodology that will increase success rates significantly. If you are a startup or about to be one, this workshop is the first of three you must attend.

Dillingham Center Room 120
October 6, 2015 – 6 pm to 8 pm
Presenter: Ervin L. Allen, Jr., Director, Small Business Center, Alamance Community College
Pre-Paid Register Here
How to Choose the Right Legal Business Structure for Your Venture

Is your business set up in the most appropriate business structure? This will provide critical information about the most common business structures available when starting a small business. Learn about the documentation required with state and federal agencies for each business type, and understand accounting and tax implications of each. We will review the following structures:

- Sole Proprietorship
- General Partnerships
- Limited Partnerships
- C Corporations
- S Corporations
- Limited Liability Company

Dillingham Center Room 120  
October 8, 2015 – 6 pm to 8 pm  
Presenter: Paul Koots, Attorney at Law  
Pre-Paid  [Register Here]

The Lean Startup (Entrepreneurial Marketing)

This workshop will introduce you to a framework that will make sense of the many marketing activities and tactics you must choose from with the goal of building brand awareness, generating interest and growing sales in the marketplace. This Lean process will help your company to grow.

Dillingham Center Room 120  
October 13, 2015 – 6 pm to 8 pm  
Presenter: Ervin L. Allen, Jr., Director, Small Business Center, Alamance Community College  
Pre-Paid  [Register Here]

The Lean Startup (Financial Imperatives)

As an entrepreneur, you must be more than just a visionary. You must be more than just a product guy. You must be a business person. This means that you pay attention to finance. That’s what’s going to ultimately change your life for the better. You must understand the underlying financial flows of your business. That’s key to your understanding of how to manage your business. This workshop will give you the tools of startup finance to help you manage and build a solid and sustainable venture.

Dillingham Center Room 120  
October 20, 2015 – 6 pm to 8 pm  
Presenter: Ervin L. Allen, Jr., Director, Small Business Center, Alamance Community College  
Pre-Paid  [Register Here]

How to Start a Business

Understand the basics of starting a business in this seminar that takes you from idea to opportunity. Learn key strategies for start-up, financing and marketing as well as important information about legal issues, licensing, zoning, operations and more. Realize the importance of a self-assessment and how to evaluate the feasibility of your business idea. Discover the resources available to help you start and successfully operate your business.

Dillingham Center Room 120  
October 26, 2015 – 6 pm to 8 pm  
Presenter: Melissa Terrell, Women’s Business Resource Center  
Pre-Paid  [Register Here]
“We are the dwelling place of incredible opportunities. They live in us. With consciousness about who we are and what we are, with the awareness of the problems we’re faced with, with a commitment not only to ourselves but to each other, we can make it work. We will make it work”

– John Denver