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Southeastern Community College's Small Business Center

Continuing Education Division

Spring 2009 Schedule



**Take a Step in the Right Direction
with SCC's Small Business Center**

**Building Blocks
to Success**

2,000 copies of this public document were printed at a cost of \$40.



The Small Business Center at Southeastern Community College is available to help existing and budding entrepreneurs succeed in their efforts to develop small businesses. We accomplish this by being a community-based provider of counseling, training and resource information, as well as programs, such as Rural Entrepreneurship through Action Learning (REAL) and the Micro Intake Professional (MIP) Program. Whether you already own a business or want to start one, we're here to help you! We can put you in touch with business and community leaders, as well as local, state and federal agencies that share the goal of making your business a success!

Training Opportunities and Pre-registration Procedures

We offer a wide variety of seminars, workshops and courses to help small businesses become and remain successful. Specific training can be developed for individual business needs. Check out what we have in store for you in Spring 2009! Don't forget to pre-register for all of the classes and seminars that interest you by calling 910-642-7141, ext. 397 or by e-mail at jsweat@sccnc.edu or borders@sccnc.edu.

Confidential Business Counseling

We provide free, confidential counseling. This service, which is available on an as-needed basis, acts as a sounding board for ideas and concerns that you may have about your business. Our professional staff will help you find solutions to your challenging questions.

Additional Offerings

Additional seminars and/or classes are sometimes added to the schedule after the printed edition has already been distributed. You may find these additional courses and seminars on Southeastern Community College's Web site at www.sccnc.edu/sbc.htm.

Convenient Locations

Most of the classes and seminars offered by the Small Business Center will be held in T-Building at Southeastern Community College, 4564 Chadbourne Hwy., Whiteville, NC 28472. Other classes are offered at various locations throughout Columbus County. Each seminar and course lists date, time, and location. For more information, call Brenda Orders at 910-642-7141, ext. 419 or Jeanell Sweat at ext. 397 or send an e-mail to borders@sccnc.edu or jsweat@sccnc.edu.

Plumbing License Renewal Classes \$50 + \$10 (includes class materials & lunch)

This course has been approved by the North Carolina State Board of Examiners of Plumbing, Heating and Fire Sprinkler Contractors for continuing education credit toward license renewal in the amount of six hours. This course is not sponsored by the Board. (Rule 21 NCAC 50.1408) Choose one of the following dates: **1/31 or 3/28**.

NC Plumbing Code Changes: Administration & Definitions, General Regulations and Special Piping & Storage

Sa 8am-3pm SCC, T-101 G. Long

REAL (Rural Entrepreneurship through Action Learning) \$60 + \$12 (includes book)

REAL is a unique hands-on approach to facilitate entrepreneurs through the planning, owning and operating of their own businesses. Prior business experience is not required. The program helps individuals to start, expand and improve their own small businesses and deals with topics, such as self-assessment, community analysis, market research and feasibility, competitive analysis, financial feasibility, plan essentials, legal structures, targeting the customer, taxes and licenses, and computerized financial analysis. Enrollment is limited.



Th 6-9pm 1/15-4/02 SCC, A-203 A. McAllister

Work Zone Flagger Program \$60

This course trains flaggers to provide safe passage or traffic through and around work areas and to minimize confusion by teaching standard flagging procedures. All students receive the laminated Participant Guide to keep for future reference. The four-hour course spends approximately two hours in classroom lecture, discussion, and North Carolina Department of Transportation testing. The final two hours involve practical parking lot exercises that teach hands-on flagging procedures and proper use of required equipment. The successful student receives the National Safety Council Certificate of Completion with a unique security control number and wallet card. By July 1, 2009, all flaggers in North Carolina must be trained in a course approved by the NCDOT.

Choose one of the following dates: **2/21, 3/14 or 4/25**.

Sa 8am-noon SCC, T-122 M. Creech

NC Escort Vehicle Operator Re-Certification **\$50**



The primary purpose of this course is to provide the state of North Carolina and certified Vehicle Escort Operators a standardized recertification training course. This course will include the defensive driving training curriculum and the updated vehicle escort training curriculum. Choose one of the following dates: **2/07, 4/11 or 5/02.**

Sa 8am-noon SCC, T-122 M. Creech

NC Vehicle Safety Inspection **\$50**

This eight-hour course will certify vehicle safety inspectors in accordance with the NC Department of Transportation Laws. Choose one of the following dates: **2/10-2/11 or 4/21-4/22.**



TW 6-10pm SCC, T-120 M. Creech

Notary Public **\$50**



Prepare for commissioning as a Notary Public in this two-session class. It covers qualifications and requirements for the office, fees, general powers and limitations, oaths, affirmations, depositions, affidavits, negotiable

instruments, and papers notarized in error. Students are required to have a high school diploma or GED to attend class. A valid drivers license will be required at registration.

TTh 6-9pm 1/20 & 1/22 SCC, T-120 W. Penny

TTh 6-9pm 3/24 & 3/26 SCC, T-120 W. Penny

Optometric/Ophthalmic Assistant **\$60**

The objective of this course is to prepare the student with skills necessary to assist the optometric/ophthalmic physician including chair-side skills, office procedures, patient care and instruction, exam and treatment procedures, and the proper maintenance of office equipment and inventory.



MW 6-9pm 1/26-3/16 SCC, T-122 S. Sellers

**SPRING 2009 SMALL BUSINESS CENTER SCHEDULE
PRE-REGISTER AND RESERVE YOUR SEAT TODAY!
☎ CALL 910-642-7141, EXT. 397 OR EXT. 419. ☎**

Seminars

Understanding and Improving Your Credit Score



In this seminar, we will discuss the history of credit scoring, how to read a credit report, and what factors are used in calculating your FICO or Beacon score. Individuals should strive to improve their credit scores. Attendees will learn about the importance of maintaining good credit and the positive financial consequences this

produces. Learn how you can legally have an 850 credit score! Information about the Bankruptcy Reform Act of 2005 and how it affects every American will be discussed. Before you make that next large purchase or accept a new credit card, learn how this will affect your credit score and your future.

Th 6-9pm 1/29 SCC, T-122 B. Moore

Jazzing Up Your Vending Display

Now that you have merchandise, you're well on your way. The next hurdle is "How Do I Display My Merchandise?" In closing the sale, 55% is display, 35% is customer service and 10% is based on the item. It's all in the display. Knowing a few key principles will enhance the appeal of your merchandise and help to create dynamic displays that get attention.

T 1-4pm 2/03 SCC, T-122 M. Powell



Finding Your Niche with Unique Merchandise

In today's market it's crucial to be unique in the products or services that you offer. Determine how you can corner your share of the market by filling your customers' needs. The untapped markets are the highways to success.

T 6-9pm 2/03 SCC, T-122 M. Powell

Grassroots Leadership: Skills for Community Leaders

Do you want to help improve your community? Are you looking for ways to build your leadership skills? This four-hour training session will help community leaders to achieve the following objectives: Identify your personal leadership strengths and areas of growth; gain essential skills like communication; decision-making; and community mobilization. Learn from and connect with other leaders and increase awareness of essential skills necessary for an effective grassroots leader.

W 1-5pm 2/04 SCC, T-122 M. Prevatte

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Recordkeeping and Taxes for Your Small Business

Do you need to learn how to maintain your records and how to prepare tax reports for a small business? Do you know which records you need to keep and how to retain them in an effective manner? This class is for you!

Th 6-9pm 2/05 SCC, T-122 Y. Brown

How to Publish Your Book Now!



Have you always dreamed of publishing a book, but didn't know where to begin? Author L. Diane Wolfe walks you through the steps, from creating a marketable product to distribution. All of the options available will be outlined, including the incredible potential of the Internet as a resource and platform for your work, as well as options for articles and manuscripts. Anyone serious about writing is encouraged to attend this lively seminar.

T 6-9pm 2/17 SCC, T-122 D. Wolfe

Essential Skills for First Time Supervisors and Managers

Are you getting the respect you deserve and the commitment you need from your employees? Learn how to gain credibility and control from the start and help your employees reach their full potential. Find out the most effective ways to communicate to get the results you want and identify the behaviors that don't work. Leave with more confidence, new ideas, and a better understanding of your role.

W 9am-noon 2/18 SCC, T-122 E. Ballance

How Women Can Work Together More Effectively



Tired of misunderstandings, other women's complaints, and people taking credit for your hard work? Find out about the secret "code of behavior" that can sometimes exist in an all-female work environment. Learn specific skills to communicate more clearly and confidently so you can resolve conflicts before they escalate. Leave with new ideas to help you reduce stress, have more fun, and strengthen your work team.

W 1-4pm 2/18 SCC, T-122 E. Ballance



Growing Columbus: Intro. to Plant Micropropagation \$55 + \$16.25 (includes insurance & materials)



This will be a basic overview of what is micropropagation, its history, and the progress that has been made in this exciting field. This will be a very active, hands-on class. Topics of discussion will include equipment, media preparation, successful sterile techniques for cloning plant materials, grow room requirements, and green facilities.

T 6-9pm 2/03-3/24 SCC, CART 148 T. Lengner

HVAC License Renewal Classes \$50 + \$10 (includes class materials & lunch)



This course has been approved by the North Carolina State Board of Examiners of Plumbing, Heating and Fire Sprinkler Contractors for continuing education credit toward license renewal in the amount of six hours. This course is not sponsored by the Board. (Rule 21 NCAC 50.1408) Choose one of the following dates: **1/31 or 3/28.**

NC Mechanical Code Changes-Ventilation & Combustion Air, Boilers, Water Heater & Pressure Vessels and General Regulations

Sa 8am-3pm SCC, T-122 M. Thompson

Independent Auto Dealers License Renewal \$50 + \$10 (includes class materials & lunch)



Dealers who attend this six-hour course will earn a certificate of completion that must be submitted to the DMV when renewing their license. Choose one of the following dates: **1/22, 2/19, 3/10 or 4/23**

T or Th 9am-3:30pm SCC, T-122 J. Gibson

NC Escort Vehicle Operator Certification \$50

All escort vehicle operators are required to obtain an approved certification prior to performing the duties of an oversize/overweight load escort vehicle operator in North Carolina. Choose one of the following dates: **1/31, 3/28 or 5/09.**



Sa 8am-5pm SCC, T-120 M. Creech

**☎ FOR MORE OCCUPATIONAL CLASS OFFERINGS, ☎
CALL 910-642-7141, EXT. 296, EXT. 397 OR EXT. 419.**

Occupational Class Offerings

Advanced Digital Photography

\$55



Take your photography to the next level with Advanced Digital Photography. Hone your skills with the intensive study of portraits and the field of your choice. Students should have an SLR camera and should already understand the basics of photography, including aperture, shutter speed, lighting and composition, as these and other topics will be studied in-depth. The class will also involve an introduction to color management with computer software including Photoshop.

Th 6-9pm 3/5-4/30 SCC, T-120 M. Gilchrist

Business and Communication Skills



\$60

All businesses use communication skills to promote their services or products to the public. Being able to communicate and perform in an efficient way will produce a good employee for any business establishment. The objective of this class is to prepare students with the communication skills that are needed for work in any professional setting that involves public relations, communication, and general job skills.

MW 6-9pm 4/20-5/05 SCC, T-122 S. Sellers

Electrical Contractor's License Renewal Classes

\$50 + \$10

(includes class materials & lunch)



Changes to the 2008 National Electrical Code class design for license contractors, electrical inspectors, and persons wishing to learn about the changes in the National Electrical Code. This class will include handouts that provide comprehensive explanations and illustrations of the new changes. The most important changes to the code will be covered during this eight-hour class. Choose one of the following dates: **3/28 or 5/02.**



Sa 8am-5pm SCC, T-101 T. Quinn

Grant Writing

\$50

This course will assist participants in searching for non-profit grant opportunities, selecting an appropriate grant to match their request, and preparing a proposal for submission. Basic computer skills are necessary for this course.

T 6-9pm 1/13-1/27 SCC, A-203 J. Harrison

Getting Paid to Talk



Have you ever been told that you have a great voice? This exciting seminar will explore numerous aspects of voice-over work for television, film, radio, audio books, documentaries and the internet in your area. We will cover all the basics, including how to prepare the all important demo and how to be successful and earn great income in this exciting field. Students will have the opportunity to ask questions and to hear examples of demos recorded by professional voice actors. Participants will even have a chance to record a commercial script under the direction of our Voicecoaches.com producer! This seminar is informative, lots of fun, and a great first step for anyone interested in voice acting professionally.

W 6:30-9pm 2/25 SCC, T-120 W. Garling

ABC's of Starting a Business

During this seminar, discussions will include: What does it take to be an entrepreneur?; How do I choose the right legal entity?; Do I need a business plan?; Where can I get money?; "Who are grants for?; and much more.



Th 6-9pm 2/26 SCC, T-122 J. Siler

Taking Responsibility for Your Performance at Work

Learn techniques for assessing your present situation and then apply tools from the "coach's toolbox." Build confidence, self-image, and hold yourself to high expectations and positive attitudes. Communication skills and management skills will also be covered in this high-energy program.

Th 9am-noon 3/05 SCC, T-122 L. Mitchell

Active Listening and Assertive Communication in the Workplace



It's a fact. Most of us use only one-third of our listening capacity! Learn how to expand your listening abilities and become a more effective communicator with this concise program. This easy step-by-step improvement program teaches you how to take in information, remember more, and "hear between the lines." We'll "seek first to understand then to be understood" with two ears and one mouth!

In addition, determine if you are passive or submissive, aggressive and/or sneaky-mean, or assertive. Find out where you fit and why assertiveness is the best way to achieve your goals. Learn the words to use, the secrets of body language, and how to interpret others' behaviors to make positive assertiveness a productive force in your life. This program offers a real-world approach that will help you make important life changes.

Th 1-4pm 3/05 SCC, T-122 L. Mitchell

Credit for the Entrepreneur

This seminar focuses on how the small business owner should manage good credit for himself/herself personally. It also covers the business credit report.

Th 6-9pm 3/12 SCC, T-122 J. Siler

How to Create "Raving Fan" Customers

Whatever business you are in, whatever product you offer, the key to success is memorable service. Organizations are realizing that they are nowhere without customer loyalty. People remember great service, but they remember poor service even more. Excellence in service can only be achieved in an organization where everyone is empowered with the authority and expertise to exceed customer expectations. Successful organizations help individuals weave good service into every aspect of their jobs.

W 9am-noon 3/18 SCC, T-122 J. Bullins

Conflict Resolution for Your Business



Nearly all conflicts involve underlying emotional issues. The stronger the feelings; the more difficult the resolution. To resolve conflicts, it is absolutely necessary to address the feelings of all parties. First, the probability of a mutually agreeable solution is increased when the parties are in direct communication; the parties honestly communicate

both thoughts and feelings; there is a mutual respect of needs and feelings when participation is voluntary, not forced; the goal is a win-win outcome; and individuals seek to understand, and then to be understood.

W 1-4pm 3/18 SCC, T-122 J. Bullins

How to Reduce the Risk of Sexual Abuse in Your Business

"As you can see from its title, this seminar will deal with a very important contemporary issue facing all organizations.

Topics that will be covered are how to respond to allegations, guidance on selecting workers, guidance of supervising workers, how to implement risk prevention and establishing a policy and procedure manual. (Child Development in Raleigh is allowing in-service hours for attendees. If you have questions about in-service hours contact Sara Lewis at 919-662-4567.)



Th 6-9pm 3/19 SCC, T-101 S. Gore



CE Credit Hour Class Offerings

Broker-in-Charge Annual Review #2011 (4-hour Elective Credit)

\$50



Since July 1, 2006, all brokers-in-charge must complete a four classroom hour **Broker-in-Charge Annual Review Class** each full license period after being designated a broker-in-charge.

M 5-9pm 4/06 SCC, T-122 T. Daniel

NC Real Estate Update #9909 (4-hour Update Credit) \$50

This year's North Carolina Real Estate Commission Update Class deals with listings, property disclosures, and Websites.

T 8:30am-12:30pm 4/07 SCC, T-122 T. Daniel

Case Studies in Agency #2381 (4-hour Elective Credit) \$50

This course is a case study approach to agency concepts and the inherent conflicts of interest in agency relationships. It covers dual agency, agreements with buyers and sellers, fiduciary duties, agency policy, and risk reduction strategies.



T 1:30-5:30pm 4/07 SCC, T-120 T. Daniel



You can be a Star with
SCC's Small Business Center!

Real Estate Pre-licensing Class Offerings

Real Estate Provisional Broker

\$60



This course is required to satisfy the educational requirements for a provisional broker and is designed to prepare the student to pass the real estate license examination administered by the NC Real Estate Commission. Topics include basic real estate principles and practices, law and contracts, financing, closing, evaluating, fair housing and real estate laws.

MW 6-9pm 2/16-5/27 SCC, CART 164 G. Boren

Post-licensing Education Class Offerings

Broker Relationships and Responsibilities

\$55

This course is the first of three classes designed to assist the provisional broker to meet the 90-hour, post-licensing educational requirement set by the NC Real Estate Commission. This course consists of a high-level, advanced instruction, covering Agency relationships and duties to principals and third parties who work with sellers and buyers. This course also includes issues confronted when agents leave/change firms with resulting licenses and education concerns.

MW 6-9pm 1/05-2/09 SCC, CART 164 G. Boren

Look for the remaining post-licensing classes to be offered in Summer and Fall of 2009:

Broker Contracts and Closing Broker Special Topics



For more information, contact Brenda Orders, Director of the Small Business Center at (910) 642-7141, ext. 419.

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How to Promote Your Book Now!

Have you always dreamed of attaining great success with a book, but didn't know where to begin? Author L. Diane Wolfe walks you through the steps, from creating a marketable product to generating publicity. All of the options available will be outlined, including the incredible potential of the Internet as a resource and platform for your work, as well as options for articles, manuscripts and music. Anyone serious about promoting their work is encouraged to attend this lively seminar.

T 6-9pm 3/24 SCC, T-120

D. Wolfe



Giving Praise and Constructive Feedback to Your Employees



This practical program is packed with valuable insights, guidelines, and suggestions for giving positive feedback. Also, you'll discover the secrets to giving meaningful, yet motivating constructive feedback, as well as how to receive feedback in a positive and professional manner. Included are exercises, tips, and a guide that produces results in both your business and professional life.

T 9am-noon 4/07 SCC, T-122

L. Mitchell

Communicating in the Workplace

Does your company have a communication problem? Some call these days **The Information Age** since our minds are constantly bombarded with facts. Your ability to successfully communicate determines your ability to do well in your career, regardless of what you know or how much education or experience you possess. But with all this information competing with you, communicating with staff and co-workers becomes overwhelming! Join Mike and explore some of the fundamental habits successful people cultivate in order to communicate confidently and effectively!

Th 9am-noon 4/09 SCC, T-122

M. Collins

Getting and Staying Organized



Is disorganization costing you time and money? The average American worker loses at least two weeks worth of time every year looking for lost or misplaced items! In this seminar you will learn how to deal with the Messy Desk Syndrome, quickly find the things you need, maximize storage space, the single most important organization strategy: The 30-Second Secret, the Four Pile Strategy for dealing with information, how to use your behavioral style to create your organization style, and how to find more time.

Th 1-4pm 4/09 SCC, T-122

M. Collins

Business Plan Basics

In this seminar, you will learn the key elements of developing a business plan and the importance of having a business plan.

Th 6-9pm 4/16 SCC, T-122 J. Siler

How to Create the Power Image

From leadership to lifestyle, creating the power image “they’ll” will never forget is simple! From opening impact to the exiting imprint, this seminar focuses on showing you how to create a power image. You will leave knowing how to launch your own publicity campaign.

W 9am-noon 4/22 SCC, T-122 C. McLaurin

Motivating Your Staff - 7 Keys to Create Peak Performance



One of the core responsibilities of any organization is to keep its staff motivated. This course provides an overview of successful strategies that if consistently utilized can increase company morale and increase performance.

This includes understanding the values and the cultural differences that directly impact employee performance.

W 1-4pm 4/22 SCC, T-122 C. McLaurin

Disney’s Approach on How to Build Effective and Powerful Teams

Would you like to get your employees to do their jobs not because they have to but because they want to? This seminar will help all organizations and teams learn to create and define a meaningful team purpose, hire the right people on your team to fill roles not positions, help employees to clearly understand their roles, set expectations of excellence, provide effective feedback, create a better working team environment, maintain morale and team loyalty, tips on how to effectively celebrate team accomplishments, and more.



Th 9am-noon 4/30 SCC, T-122 J. Formica

Creating the “MAGIC” in Your Organization



In this seminar, you will learn how to define the true purpose in your organization and how to communicate effectively to build valuable and more productive teams by understanding Disney’s philosophy on people management and the magical keys to success in any business or organization. You will learn how to empower your staff to “want” to do a great job and make courtesy as important as efficiency. By “always being on stage,” you and your employees will create a magical customer experience.

Attend this seminar to bring the passion back to your organization, learn how to hire people to fill roles not just positions, and much more!

Th 1-4pm 4/30 SCC, T-122 J. Formica

Creating a Marketing Plan



This seminar will help you find your customers and get their attention on a budget that works. Learn how to create a marketing strategy that supports your businesses goals.

Th 6-9pm 5/07 SCC, T-122 J. Siler

The Small Business Center also Provides Assistance with Programs Aimed at Securing Funds for Prosperity!

New Business Start-up Information Meetings

The Small Business Center at Southeastern Community College supports the development of new businesses and the growth of existing businesses by being a community based provider of training, counseling, and resource information.

The Small Business Center will be holding New Business Start-up Information meetings to tell people about the core services we provide. Some of the services that will be discussed are free business seminars and workshops; free confidential business counseling, and access to vital resources and information. Also, we can put you in touch with business and community leaders, as well as local, state and federal agencies who share the goal of making your business a success.



Micro Intake Professional (MIP)

This program is for anyone who wants to start a new business or expand an existing business in rural North Carolina. You may be eligible for a loan of \$500 to \$25,000. This program is funded through the North Carolina Rural Economic Development Center by the General Assembly. Additional funding is provided by other foundations, corporate and individual contributors.

SCC’s Small Business Center offers you appropriate and timely technical assistance that will allow you to gain and improve your financial and business management skills.

T	6-8pm	1/20	SCC, T-111	A. McAllister/B. Orders
T	6-8pm	2/24	SCC, T-111	A. McAllister/ B. Orders
T	6-8pm	3/31	SCC, T-111	A. McAllister/B. Orders
T	6-8pm	4/28	SCC, T-111	A. McAllister/B. Orders

For more information about these information meetings, contact Brenda Orders at 910-642-7141, ext. 419 or Althea McAllister, at 910-642-7141, ext. 323