



College of Business and Public Affairs

Greenville Area Office
Merovan Center
1200 Woodruff Road, Suite C-38
Greenville, SC 29607
Phone: (864) 297-1016 Fax: (864) 329-0453

2005 SEMINARS/WORKSHOPS/CONFERENCES

**PRE-REGISTRATION WITH PAYMENT REQUIRED
NO REFUNDS. SUBSTITUTIONS ALLOWED**

FOR MORE INFORMATION OR TO REGISTER, CALL 864.297.1016

LEARNING THE BASICS ... AN OVERVIEW OF STARTING A SMALL BUSINESS

This information-packed seminar will provide you with an overview of the critical first steps associated with starting a business. Conducted by SBDC consultants, it is appropriate for those individuals who are thinking of starting a business, interested in general information, or have not yet begun a business plan. Participants will learn about the business plan process, forms of business ownership, the importance of planning, legal requirements, marketing research and strategies, financing issues (lending terminology, credit issues, funding sources), and other resources available. Join us and explore your dream of business ownership!

INVESTMENT
\$35 per person

WHEN & WHERE

All seminars held at The University Center, 225 South Pleasantburg Drive, Greenville.

Jan 25th (Tues)	6 – 8:30 pm
Feb 17th (Thurs)	9 – 11:30 am
Mar 15th (Tues)	6 – 8:30 pm
Apr 14th (Thurs)	1 – 3:30 pm
May 19th (Thurs)	6 – 8:30 pm
June 16th (Thurs)	9 – 11:30 am
July 12th (Tues)	6 – 8:30 pm
Aug 18th (Thurs)	1 – 3:30 pm
Sept 13th (Tues)	6 – 8:30 pm
Oct 6th (Thurs)	9 – 11:30 am
Nov 17th (Thurs)	6 – 8:30 pm
Dec 1st (Thurs)	1 – 3:30 pm

MARKETING ON A SHOESTRING

This series offers practical tips and fresh insight into really growing your business. It is appropriate for those who, because of budget limitations or changing conditions due to recent world events, cannot afford expensive marketing campaigns. Attendees will leave each session with tools to regain market share and competitive advantage.

Presented by BizTrek International, a corporation founded to provide small business owners a different approach to achieving extraordinary revenue growth with minimum cost and risk.

INVESTMENT

\$225 for the 3-week series (a light lunch is included).

NOTE: Due to an SBA subsidy, the price will be \$55 through the March series.
Make checks payable to BIZTREK.

WHEN & WHERE

GREENVILLE

Wednesdays from 12 pm - 1:15 pm at SBDC Office, 1200 Woodruff Rd., C-38

Jan 19, 26, Feb. 2
Feb 9, 16, 23
Mar 2, 9, 16
Apr 13, 20, 27
May 11, 18, 25
June 8, 15, 22
July 20, 27, Aug 3
Aug 17, 24, 31

SPARTANBURG

Coming Soon!

FUEL YOUR SELLING ENGINE

Salespeople must win the trust and confidence of each customer because selling is about building relationships and solving problems. This 5-week group coaching program is designed to increase selling effectiveness and overall sales productivity by using hands-on practice sessions to walk through each phase of the selling process. It is appropriate for those who need to learn or review the basic skills of quality salesmanship. Skills addressed:

- Prospecting and Lead Generation
- Building Rapport
- Selling Against the Competition
- Handling Objections
- Product Presentation
- Qualifying / Probing
- Closing
- Presenting Price
- Effective Follow Up

INSTRUCTOR

Lynn Skidmore, principal of Skidmore Resources, specializes in communication, leadership and presentation skills training and education. A veteran coach and certified trainer, she has developed a unique approach to coaching that has assisted more than 1000 people to realize their full potential.

INVESTMENT

\$295 for 5-week course of group coaching.

WHEN & WHERE

SBDC office, Merovan Center, 1200 Woodruff Road, Suite C-38, Greenville

5 weeks, 90-minutes each

Mondays, Jan 31 through Feb 28 11:30 am – 1:30 pm

FINANCIAL MANAGEMENT SERIES

You know the technical side of your business – don't leave the financial component to chance! This economy offers tremendous opportunities for those able to make disciplined financial choices. However, a significant number of business owners – and a majority of start-up owners – **do not** understand how a business makes a profit! These courses will outline the key areas that must be managed to avoid the common financial related failures:

Failure to...

- plan properly before start-up
- manage growth
- monitor financial position
- borrow properly
- manage cash flow
- plan for transition
- understand the relationship between price, volume and costs

You do not need to take all of the classes to derive benefits for your business.

BUSINESS TAXES & LEGAL ENTITY CHOICE – THE IRS & YOU

What do you *really* need to know about taxes when starting your business? A local CPA and attorney lead this class that deals with the decisions you face such as the types of entities to choose from; the tax and legal implications of each one; IRS regulations; federal and state tax ID numbers; payroll issues; filing procedures; and a brief review of what is deductible and what is not. Primarily designed for the start-up or pre-venture company.

INVESTMENT

\$40

WHEN & WHERE

SBDC office, Merovan Center, 1200 Woodruff Road, Suite C-38, Greenville, SC.

Feb 3 rd (Thurs)	8:00 am – 12:00 pm
May 19 th (Thurs)	1:00 pm – 5:00 pm
June 16 th (Thurs)	8:00 am – 12:00 pm
July 13 th (Wed)	8:00 am – 12:00 pm
Aug 10 th (Wed)	8:00 am – 12:00 pm
Oct 26 th (Wed)	1:00 pm – 5:00 pm
Nov 17 th (Thurs)	8:00 am – 12:00 pm

FINANCIAL ACCOUNTING FOR THE NON-FINANCIAL

This class will deal with understanding the basics of accounting and how they apply to your business. You will learn how to read and understand your financial statements so that you can make more informed decisions about your company's finances. No prior accounting experience necessary. Designed for start-up and existing companies.

INSTRUCTOR

Mathew J. Hultquist, CPA, principal of Mathew J. Hultquist, CPA, PC, a tax and financial services provider specializing in small business financial management.

INVESTMENT

\$30

WHEN & WHERE

SBDC office, Merovan Center, 1200 Woodruff Road, Suite C-38, Greenville, SC.

Feb 16 th (Wed)	8 – 10 am
May 18 th (Wed)	8 – 10 am
June 22 nd (Wed)	8 – 10 am
Aug 17 th (Wed)	8 – 10 am
Oct 19 th (Wed)	8 – 10 am
Nov 16 th (Wed)	8 – 10 am

BEYOND SURVIVAL: STRATEGIC FINANCIAL MANAGEMENT

Do more than survive – help your business thrive by learning how to adopt a proactive strategy in profit management! This series of 2 3-hour classes led by a local CPA provides the tools necessary to understand the basics of financial statements and how to use them to guide and grow a business. Discover answers to the questions, “Why is my cash flow drying up if my sales and profits are increasing?” and “Will I finally have more cash if I can just get my sales and/or profits to grow?” Learn how to take the financial statement numbers and use them to your advantage in making future financial and strategic decisions. Basic knowledge of accounting systems is recommended. Topics include:

- Understanding the business life cycle
- Learning how to read those financial statements from your CPA
- How to perform simple ratio analysis calculations to interpret the financial statements
- Understanding working capital and how to manage it for extra cash
- How to project your financial statements in the future and develop a cash budget
- How to determine how much in sales you need to break-even

INSTRUCTOR

Mathew J. Hultquist, CPA, principal of Mathew J. Hultquist, CPA, PC, a tax and financial services provider specializing in small business financial management.

INVESTMENT

\$125

WHEN & WHERE

SBDC office, Merovan Center, 1200 Woodruff Road, Suite C-38, Greenville, SC.

Feb 15 th & 17 th	8 – 11:00 am
May 10 th & 12 th	8 – 11:00 am
June 7 th & 9 th	8 – 11:00 am
July 12 th & 14 th	8 – 11:00 am
Aug 16 th & 18 th	8 – 11:00 am
Oct 18 th & 20 th	8 – 11:00 am
Nov 8 th & 10 th	8 – 11:00 am

QUICKBOOKS® SERIES

Learn the basics of the most popular financial software on the market. This series of 2 4-hour classes is offered in the computer lab at the Greenville Area office of the SBDC. Designed for those with basic computer skills.

INVESTMENT

\$199

WHEN & WHERE

SBDC office, Merovan Center, 1200 Woodruff Road, Suite C-38, Greenville, SC.

Jan 25 th & 27 th	8:00 am – 12:00 pm
Feb 22 nd & 24 th	8:00 am – 12:00 pm
Mar 28 th & 30 th	1:00 pm – 5:00 pm
Apr 26 th & 28 th	8:00 am – 12:00 pm
May 24 th & 26 th	1:00 pm – 5:00 pm
June 27 th & 29 th	1:00 pm – 5:00 pm
July 19 th & 21 st	8:00 am – 12:00 pm
Aug 23 rd & 25 th	8:00 am – 12:00 pm
Sept 20 th & 22 nd	1:00 pm – 5:00 pm
Oct 25 th & 27 th	8:00 am – 12:00 pm
Nov 29 th & Dec 1 st	8:00 am – 12:00 pm

The South Carolina SBDC is partially funded under Cooperative Agreement No. 5-603001-0043 by the U.S. Small Business Administration. The Small Business Development Center (SBDC) operates in partnership with the U.S. Small Business Administration. The support given by the U.S. Small Business Administration through such funding does not constitute an express or implied endorsement of the cosponsor(s) or participants' opinions, products or services.
All SBDC programs are nondiscriminatory and available to individuals with disabilities.