



## SMALL BUSINESS CENTER

### Pender County Spring 2017 Seminars

#### On Demand

[HP LIFE Online Entrepreneurship Training](#) [Register](#)

**On Demand, available until December 31, 2017**

Topic: HP LIFE

HP Learning Initiative for Entrepreneurs (HP LIFE) is a global program that offers aspiring entrepreneurs and small business-owners valuable business skills. HP LIFE offers participants a path to realizing their business dreams. The NC Small Business Center Network, in partnership with the National Association for Community College Entrepreneurship (NACCE), is pleased to offer this innovative program to NC entrepreneurs and small business owners free of charge! This program is self-paced, making it possible for more aspiring entrepreneurs to participate. All you have to do is register to start.

Speaker: Various

Location: **Online**

#### January

[How to Start a Business](#) [Register](#)

**Tuesday, January 17, 2017 6:00 PM to 9:00 PM**

Topic: Start-up Assistance

ROOM SA-124 The first steps to take when turning your dream or hobby into a business and before writing a business plan. How to become self-employed. Enhance business skills. Choosing the right business. Strengthening self-confidence and initial introduction skills through in-class exercises. Study important strategies to help every business earn more profits and the owners enhance their leadership and salesmanship skills. FREE

Speaker: Steve Carver

Location: [CFCC Surf City Campus, Alston W. Burke Center, Surf City](#)

[Dynamite Marketing on a Firecracker Budget](#) [Register](#)

**Wednesday, January 18, 2017 6:00 PM to 9:00 PM**

Topic: Marketing and Sales

ROOM B-103 Learn the techniques described as part of the well-known 'Guerrilla' management series in this fast paced seminar designed to help you market your business on a limited budget. FREE

Speaker: Mike Collins

Location: [CFCC Burgaw Campus, Burgaw](#)

### [How to Create, Write and Update a Business Plan](#) [Register](#)

**Tuesday, January 24, 2017 6:00 PM to 9:00 PM**

Topic: Business Basics

ROOM SA-124 Learn the fundamentals about selecting the right profit centers for your business. Business planning details and components will be discussed. Study important strategies to help businesses earn more profits and the owners enhance their marketing, surveying, forecasting, pricing and risk management skills. FREE

Speaker: Steve Carver

Location: [CFCC Surf City Campus, Alston W. Burke Center, Surf City](#)

### [Marketing Your Business](#) [Register](#)

**Tuesday, January 31, 2017 6:00 PM to 9:00 PM**

Topic: Marketing and Sales

ROOM SA-124 Discover many marketing and advertising tools. Gain insight into making your ads pay their own way. Learn how an Internet presence is critical in today's marketplace. Focus topics will include traffic builders, branding, guerilla marketing, plan a marketing budget and more. Explore the components of an effective marketing plan in this comprehensive seminar. FREE

Speaker: Steve Carver

Location: [CFCC Surf City Campus, Alston W. Burke Center, Surf City](#)

## February

### [How to Find Your Customers by Helping Them Find You](#) [Register](#)

**Tuesday, February 07, 2017 6:00 PM to 9:00 PM**

Topic: Marketing and Sales

SA-124 Discover eight different ways to reach out to various customer groups. Explore the possibilities of print, broadcast, social media, web site, telemarketing, appointment setting and face to face selling to successfully reach all customer groups. Tips and strategies to make major positive results for every business. FREE

Speaker: Steve Carver

Location: [CFCC Surf City Campus, Alston W. Burke Center, Surf City](#)

**[How to Finance and Cash Flow Your Business without Borrowing from the Bank](#)**  
**[Register](#)**

**Wednesday, February 15, 2017 6:00 PM to 9:00 PM**

Topic: Cash Flow Management

ROOM SA-118 Bootstrapping strategies. How to organize a successful fund raiser. Study important strategies to help every business earn more profits and the owners enhance their finance, risk management and organizational skills. FREE

Speaker: Steve Carver

Location: [CFCC Surf City Campus, Alston W. Burke Center, Surf City](#)

**[Basic Bookkeeping, Accounting, Record Keeping, Payroll Strategies Tips for the Small Business Owner](#)** **[Register](#)**

**Tuesday, February 21, 2017 6:00 PM to 9:00 PM**

Topic: Cash Flow Management

ROOM SA-124 Learn important strategies to help every business earn more profits and the owners enhance their technical, organizational and time management skills. Record keeping regulations, payroll strategy tips and more. FREE

Speaker: Steve Carver

Location: [CFCC Surf City Campus, Alston W. Burke Center, Surf City](#)

**[Small Business Taxes and Dealing with Local, State and Federal Government Regulations](#)** **[Register](#)**

**Tuesday, February 28, 2017 6:00 PM to 9:00 PM**

Topic: Tax Planning

ROOM SA-124 Gain a solid understanding of taxes required for small business owners and develop the best tax strategy for your business. Become familiar with the latest tax forms and procedures for both state and federal taxes. Discover how everyday business decisions can have tax implications that can affect your bottom line. Get insight needed about OSHA and DOL inspections, Employment Security and Unemployment Compensation and more. How to write a company policy. FREE

Speaker: Steve Carver

Location: [CFCC Surf City Campus, Alston W. Burke Center, Surf City](#)

**April**

**[Business Financing Programs for Rural NC Counties](#) [Register](#)**

**Thursday, April 06, 2017 2:00 PM to 3:30 PM**

Topic: Financing

SA-118 For rural North Carolina counties, some unique financing opportunities are available for small business startup funding or business growth. Join us in a lunch and learn seminar at our Surf City Campus held by The NC Rural Economic Development Center and hear about their programs designed to help rural businesses move forward.

Speaker: Barry Ryan

Location: [CFCC Surf City Campus, Alston W. Burke Center, Surf City](#)