

WILLIAM PATERSON UNIVERSITY

Small Business Development Center  
Calendar of Professional  
Advancement Programs  
Spring 2017



AMERICA'S  
**SBDC**  
NEW JERSEY

# William Paterson University

## SBDC Seminar Series Spring 2017

### FAST TRACK BUSINESS START UP

#### 1) Creating a Winning Business Plan Fee: [Free](#)

A business plan is the key tool for all phases of a business from startup to expansion. The components of a business plan are executive summary, cover letter, organization plan, financial and supporting documents which are all necessary for obtaining SBA loans or loans from venture capitalists and angel investors. This seminar entails the preparation of a sound and detailed business plan which is necessary for managing a business more effectively.

Dates: Monday(s)

Time: 11:00 AM

Location: WPU SBDC, 131 Ellison Street, Paterson, NJ 07505

#### 2) Are you an Entrepreneur? Fee: [Free](#)

Are you ready to start a business? Learn what steps you need to take and what to look out for.

The business startup seminar helps you to know how to discover your personal strengths and weaknesses and to understand your business needs. This seminar provides the entrepreneur with tools, reference materials, and additional sources for information on starting a business.

Dates: Tuesday(s)

Time: 11:00 AM

Location: WPU SBDC, 131 Ellison Street, Paterson, NJ 07505

#### 3) Financial Planning Fee: [Free](#)

This workshop will provide the entrepreneur with tools, reference materials, and additional sources for information on financial management. This financial planning workshop introduces tools and processes focused on answers to the following questions facing the entrepreneur.

- Will I be profitable?
- When will I be profitable?
- How much funding is needed and the possible sources?

Date: Wednesday(s)

Time: 11:00 AM

Location: WPU SBDC, 131 Ellison Street Paterson, NJ 07505

#### 4) Strategic Marketing Planning Fee: [Free](#)

In this course you will learn how to produce the most important mapping tool for your business: The Marketing Plan. It offers an overview of marketing strategies, a review of traditional and digital media; how to create a marketing budget and measure results.

Who this class is for: This course is for entrepreneurs who plan to launch their business and want to learn the basic principles of marketing in today's world.

Date: Thursday(s)

Time: 11:00 AM

Location: WPU SBDC, 131 Ellison Street Paterson, NJ 07505

#### Building Your Digital Business Brand Fee: [\\$25](#) LinkedIn and Other Free Digital Tools:

In this presentation we introduce you to a business insider's view on how to optimize your digital presence in the small business enterprise.

As a small business owner you have many responsibilities in managing your processes, client management, supply and demand as well as projecting your profit margins. Our presentation is geared towards introducing you to digital tools that you can easily integrate into your short term and long term business plan to increase marketing visibility, synergize your efforts and provide you a viable sustainability plan. Our goal is to help you be more effective and efficient so you can find the time to focus on your clients' needs and future projections rather than worry about presence and visibility. We will explore digital platforms such as LinkedIn, Facebook, Google Ad Words, Hub Spot, Tips on Web Management, Open Site Exploration, list Generation for Client Development, EDDM, and many more tools for developing your digital strength and presence.

Instructor: Michael Yakubov

Dates: Feb. 15 or March. 21, 2017

Time: 5:00 to 7:00

Location: Cotsakos College of Business  
1600 Valley Road, Wayne 07470 Room 4032

## **ECONOMIC DEVELOPMENT CONFERENCES** Fee: Free

2/10 – Marketing Seminar  
3/10 – Business Incentives  
4/14 – Fair Housing  
5/12 – Procurement  
10/13 – Financing

Location: Cotsakos College of Business,  
1600 Valley Road, Wayne, NJ  
Room: Valley Road Auditorium

For details and to register, please call The Passaic  
County Department of Planning and Economic  
Development Phone: 973-569-4725

## **SOCIAL MEDIA “BOOT CAMP” FOR THE ENTREPRENEUR**

### **1) The Power of the Inbox** Fee: Free

**NEW!!!**  
Tips and Tricks for Successful Email  
Marketing What is the first impression you  
give when they see you in their email inbox? And  
when they see you there, what do they do? This  
powerful seminar takes you step-by-step through  
the keys to effective email marketing: What it really  
is (and isn't). What it can do for your business, and  
the five easy steps you must take to harness the  
power of the inbox! From revealing why regular  
email doesn't work, to insider tips and techniques  
like automated list building tools and the design  
elements that work (and those that don't!), this  
seminar will give you the keys to the most effective  
marketing you can do: email marketing.

### **2) Drive New Business with Social Media** Fee: Free

Guide to Successful Social Media Marketing You  
know you should be on social media for your  
business or non-profit. You know it can help you  
drive more new and repeat business for your  
organization. But, do you know why? Do you know  
which social media platform will have the biggest  
bang for your buck? And when you start your  
profile, do you know what to say and how to grow  
your following?

This session will answer all of those questions and  
more! Let us help you:

- Determine the platform that's right for you and

your organization

- Announce your presence and build your network
- Create and share content that encourages action
- Understand social media advertising and learn your options
- Convert social media leads into potential customers by growing your email list From understanding the different social media platforms, to choosing what to say and where to say it, this seminar will give

### **3) Grow Your Business with Email and Social Media** Fee: Free

Many small businesses and organizations find themselves seeking the right strategies, tools and tactics to make their marketing efforts as effective as possible. But between Facebook and Twitter, email and mobile, deals, and whatever new social network is rolling out that month—there's a lot to keep up with. And there are only so many hours in each day. The number of possibilities can feel overwhelming. When the session is done you'll have a greater understanding of marketing basics like goals and objectives. You'll learn what a "campaign" is and what to write about and offer in that campaign. You'll be given some simple but powerful tips for how to get your messages opened and read, shared and socially visible. And you'll see that there are some great tools you can use to help engage with your existing customers and supporters as well as expand your reach to new prospects. Throughout the session you'll be given opportunities to capture your own ideas and build out the framework of your own "next great campaign." So join us and start to build a plan that will help you grow your business by eliciting the responses you want from your customers or supporters

Instructor: Reina Valenzuela

Dates: Tuesday March 15, 2017

Time: 1:00 PM- 5:00 PM

Location: Cotsakos College of Business  
1600 Valley Road, Wayne 07470 room 4032

**NEW!!!**

### Boots to Business

Fee: Free

"Boots to Business" enables military service members and their spouses to explore careers in business ownership and self-employment, by showing them how to apply their military skills to start and grow a business. It helps them evaluate the feasibility of their business concepts and connects them to SBDCs and other SBA resource partners.

Instructor: Gene Spillane

Dates: Tuesday May 2, 2017

Time: 9:00 AM -5:00 PM

Location : Cotsakos College of Business

1600 Valley Road, Wayne,

Conference Room 4032

**NEW!!!**

### Grow Your Business Online with Google Tools

Fee: Free

This session covers three things you can do right now to grow your business online and to close the session, I'll introduce some bonus tools that business owners can add into the mix, when you're ready.

- "Be found by local customers," We'll show you how to connect with local searchers using Google My Business, a free local business listing that can help your business appear across Google Search and Maps.
- "Be found everywhere, on all devices," We'll show you how to optimize your website for the organic search results, focusing on making your site mobile-friendly
- "Be found with online advertising," I'll show you how to promote your products and services on Google and partner websites.

Instructor: Reina Valenzuela

Dates: Thursday, April 20, 2016

Time: 10:00 AM - 12:00 PM

Location: 131 Ellison Street, Paterson, NJ 07013

### Introduction to QuickBooks

Fee: \$69

This short introductory course will show one how to prepare, interpret important financial reports, and create the company's books from "scratch". One is shown how to set up accounts, customers, vendors, items and jobs.

Covered Tasks:

- "Clean up" your important customer lists
- Enter and process checks, bills and payments
- Prepare and process estimates, invoices, sales receipts, credit memos, deposits and customer statements
- Purchase and manage inventory

Instructor: TBA

Dates: TBA

Time: 6:00-9:00 PM

Location: Cotsakos College of Business

1600 Valley Road, Wayne, Room G016

### SPANISH LANGUAGE CLASSES

#### ¿Es usted un(a) Emprendedor(a)? Costo: Gratis

Este seminario patrocinado por William Paterson University SBDC, es para ayudar a todas aquellas personas que están pensando en empezar un pequeño negocio. Este seminario será dado completamente en español para ayudar a los futuros empresarios a definir sus fortalezas y para conocer cuáles son los pasos a seguir para dar comienzo.

Instructor: Reina Valenzuela

Fechas: Todos los Martes

Horas: 3:00 PM

Lugar: WPU SBDC, 131 Ellison Street, Paterson, NJ 07505

#### Como Hacer un Plan de Negocios Costo: Gratis

Este seminario te ayudara a desarrollar un plan de trabajo para presentarlo a posibles inversionistas o prestadores. Los topicos de esta clase incluyen: mercadeo, finanzas, diseño de organizacion; resumen ejecutivo, programas de prestamos de la SBA, y como solicitar para prestamos de negocios. Este entrenamiento en bien informativo y se impartira en español. Proveerá a los asistentes conocimientos de como hacer estudios de investigacion en todas las areas de los negocios.

Instructor: Reina Valenzuela

Fechas: Todos los Jueves

Horas: 3:00 PM

Lugar: WPU SBDC, 131 Ellison Street, Paterson, NJ 07505

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## Entrepreneur Certificate Program • Spring 2017

These programs are a partnership between Passaic County Community College and the William Paterson University Small Business Development Center.

All classes meet in the evening from 6:00 P.M to 9:00 P.M at PCCC, 1 College Blvd, Paterson, NJ 07505.

<b>Course Title</b>	<b>Date(s)</b>	<b># of Hours</b>	<b># of Sessions</b>
Legal 1- Business Startup Specifics	Feb 1, 2017	3	1
Legal 2-Contracts	Feb 8, 2017	3	1
Social Media/Marketing Strategies	Feb 15 & Feb 22, 2017	6	2
Small Business Recordkeeping	March 1, 2017	3	1
Understanding Financial Statements & Taxes	March 8, 2017	3	1
The Business Plan	March 15–29, 2017	9	3
Personal Branding & Leadership Principles	April 5, 2017	3	1

All seven courses must be taken to obtain the Entrepreneur Certificate, but anyone is welcome to take a course individually if desired. The courses need not be taken in sequence and credit for them may be carried over from semester to semester. For information or registration please call Deniese Hicks at 973-684-6126 or email [dhicks@pccc.edu](mailto:dhicks@pccc.edu).

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## Quickbooks Certificate Program • Spring 2017

This certificate program offers an overview of the key concepts, tools, and techniques required to succeed in today's challenging business environment from a hands-on perspective. Offered in partnership with the New Jersey Small Business Development Center (NJSBDC) this program will cover the basics of accounting fundamentals and then apply those fundamentals to QuickBooks to enable business owners to take better control of their business finances. All classes meet from 5:30 P.M to 8:30 P.M at Paterson Memorial Hall, room M315.

<b>Course Title</b>	<b>Hours</b>	<b>Days</b>	<b>Start Date</b>	<b>End Date</b>	<b>Campus</b>	<b>Fee</b>
Accounting Fundamentals	6	M-W	March 20	March 22	Paterson	<b><u>\$95</u></b>
QuickBooks for Small Business	9	W-TH	March 27	April 3	Paterson	<b><u>\$125</u></b>
QuickBooks A/R & A/P	9	M-W	April 10	April 17	Paterson	<b><u>\$125</u></b>

To earn a certificate in this program, the three courses are required. Or take any one of the topics listed above to improve your knowledge by enhancing your skills in one area.

For more information on the Accounting & QuickBooks Certificate program please call Deniese Hicks at 973-684-6126 or email [dhicks@pccc.edu](mailto:dhicks@pccc.edu).

**NEW!!!**

**!Franchise at 50** Fee: \$25

If you are 50 years of age or older and looking to start a small business for yourself, then Franchising at 50 might be a good place to start. Explore the many franchise opportunities that are available to you.

Learn how to:

- Select the Right Franchise for You
- Identify the Right Market & Demographic for your Franchise

- Find Financing Options for Your Franchise

Instructor: Boynton R. Weekes  
Date: May 4, 2017  
Time: 1:00 P.M to 4:00 P.M  
Location: Cotsakos College of Business  
1600 Valley Road, Wayne,  
Conference Room 4032

**NEW!!!**

**NJ DIVISION OF REVENUE  
& TAXATION SMALL BUSINESS  
TAX WORKSHOP** Fee: Free

Division Personnel will explain proper procedures for collecting and remitting various New Jersey taxes. A focal point of each workshop is the sales tax responsibilities of small businesses including the description of taxable and exempt sales and services. Discussions will also highlight different types of business ownership and the tax consequences of each one. Registration is required. Two sessions are available.

Instructor: Alexis Derosa  
Dates: March 14, 2017  
Time: 1:00 PM -4:00 PM  
Location: Cotsakos College of Business  
1600 Valley Road, Wayne,  
Conference Room 4032

Dates: March 30, 2017  
Time: 10 AM -1 PM  
Location: Paterson Task Force  
109 Washington Street, Paterson,  
New Jersey 07505

## William Paterson University Small Business Development Center

### Paterson Location

131 Ellison Street  
Paterson, New Jersey 07505  
(Monday through Friday: 9:00  
a.m. to 4:30 p.m.)

### Web Sites

[www.wpunj.edu/sbdc](http://www.wpunj.edu/sbdc)  
[www.njsbdc.com](http://www.njsbdc.com)

### Kate Muldoon,

**Regional Director**  
Phone: 973.321.1378  
Fax: 973.321.1379  
E-mail: [sbdc@wpunj.edu](mailto:sbdc@wpunj.edu)

### Wayne Location

1600 Valley Road  
Wayne, New Jersey 07470  
(By appointment only)



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