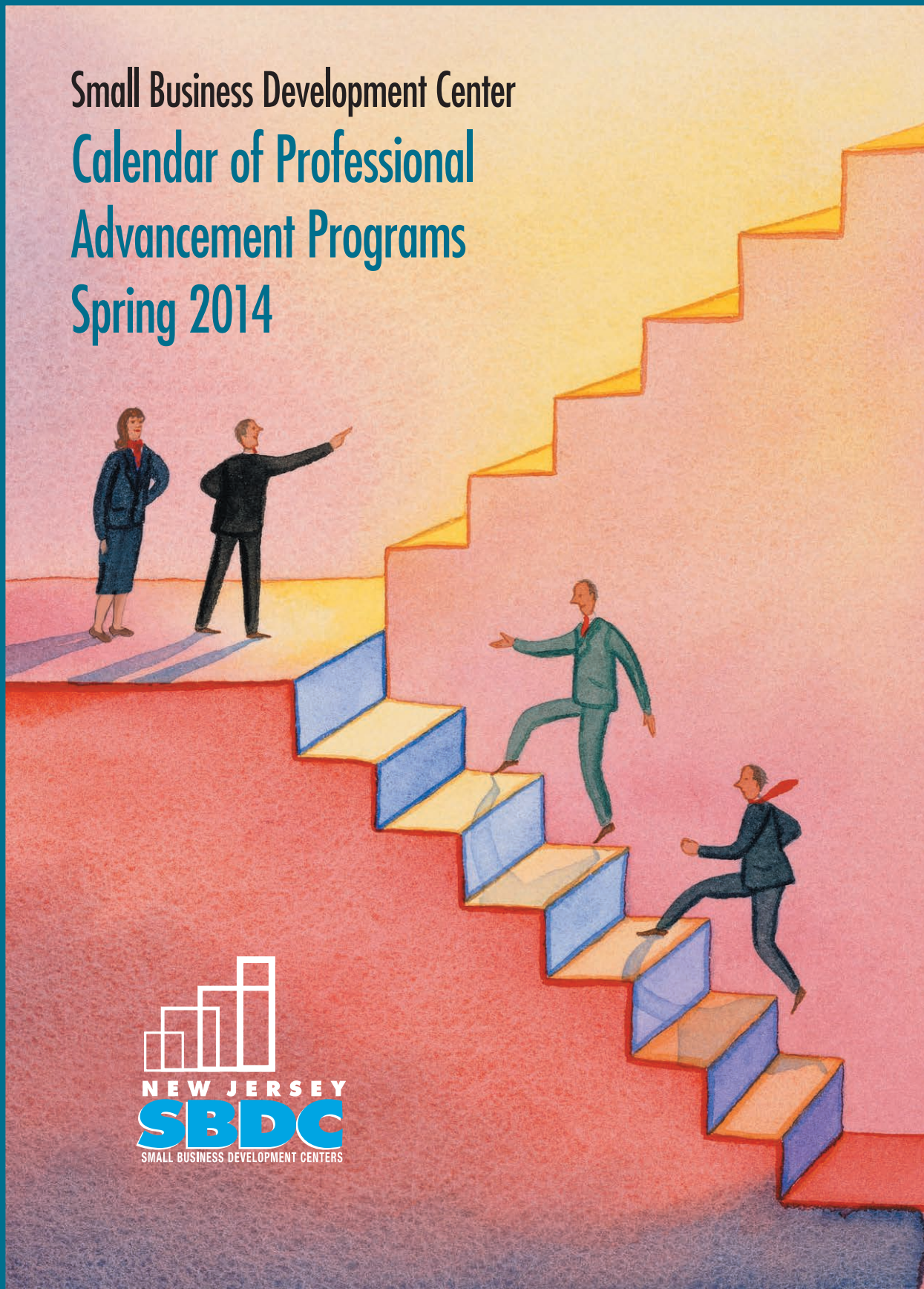




WILLIAM PATERSON UNIVERSITY

Small Business Development Center Calendar of Professional Advancement Programs Spring 2014



William Paterson University SBDC Seminar Series Spring 2014

ENGLISH LANGUAGE CLASSES

Business Startup Basics

Fee: \$10

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.

Instructor: Jim Palumbo

Dates: Wednesdays, 1/8, 2/5, 3/5, 4/2, 5/7, 6/4

Time: 5:30–8:00 p.m.

Location: Paterson Public Library, 250 Broadway, Paterson, NJ

Creating a Winning Business Plan

Fee: \$10

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.

Instructor: Jim Palumbo

Dates: Wednesdays, 1/15, 2/12, 3/19, 4/9, 5/14, 6/11

Time: 5:30–8:00 p.m.

Location: Paterson Public Library, 250 Broadway, Paterson, NJ

SPANISH LANGUAGE CLASSES

Como Empezar Su Propio Negocio

Fee: \$10

Este seminario patrocinado por William Paterson University SBDC, es para ayudar a todas aquellas personas que están pensando en empezar un pequeño negocio. Con duración de tres horas, 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: Jueves, 1/30, 3/27, 5/29

Horas: 6:00–9:00 p.m.

Lugar: PCCC Community Technology Center, 218 Memorial Drive, Paterson, NJ, Room 102A

Como Hacer un Plan de Negocios

Fee: \$10

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 aplicar para prestamos de negocios. Este entrenamiento en bien informativo y se impartira en español. Provehera a los asistentes conocimientos de como hacer estudios de investigacion en todas las areas de los negocios.

Instructor: Reina Valenzuela

Fechas: Jueves, 2/27, 4/24, 6/26

Horas: 6:00–9:00 p.m.

Lugar: PCCC Community Technology Center, 218 Memorial Drive, Paterson, NJ, Room 102A

QUICKBOOKS INSTRUCTION

Introduction to Quickbooks

Fee: \$39

Text: \$25 (Additional, optional)

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: Patricia Saggio

Dates: Thursdays, 1/16, 2/20, 3/20, 4/17, 5/15

Time: 6:00–9:00 p.m.

Location: Cotsakos College of Business, 1600 Valley Road, Wayne, Room G016

Accounting & QuickBooks Certificate (NEW)

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.

To earn a certificate in this program, the following three courses are required.

- 1) Accounting Fundamentals (3 hours)
- 2) QuickBooks for Small Businesses (6 hours)
- 3) QuickBooks A/R & A/P (6 hours)

Or take any one of the topics listed below to improve your knowledge by enhancing your skills in one area.

Accounting Fundamentals

Fee: \$55

This course is designed to establish students with fundamental knowledge of accounting procedures and is a complement to QuickBooks for Small Businesses. Master concepts needed for bookkeeping and become knowledgeable with accounting terminology used to operate financial software.

Instructor: Errol Bowen

Dates: Wed, Jun 4

Time: 6:00 – 9:00 pm

Location: Public Safety Academy, 300 Oldham Road, Wayne 07470, Room 125

Course #: NBS 200 S1

QuickBooks for Small Businesses

Fee: \$95

This introductory course explains how QuickBooks can simplify the accounting process for a small business. Students learn about the set-up for a small business. Learn how to record transactions, understand the reports generated from QuickBooks and the components of financial statements. (Participants should have knowledge of basic keyboarding.)

Instructor: Errol Bowen

Dates: Wed, Jun 11 - 18

Time: 6:00 – 9:00 pm

Location: Public Safety Academy, 300 Oldham Road, Wayne 07470, Room 125

Course #: NBS 201 S1



QuickBooks A/R & A/P

Fee: \$95

This intermediate course is designed to put the student in a simulated real business environment managing both the Customers/Sales and Vendors/Expenses capabilities in QuickBooks. Accounts Receivable transactions include creating customer and job lists, setting up item (product) lists, creating quotes, tracking employee time for customer jobs, applying customer payments, journal entries, and accounts receivable reporting. Accounts Payable transactions include setting up vendors, preferences, processing vendor invoices, credit card statement payments, applying invoices to customer jobs, batch and single check process, voiding checks, journal entries, and Account Payable reporting. QuickBooks for Small Businesses or good working knowledge of navigating QuickBooks is a prerequisite. 2 sessions (6 hours).

Instructor: Errol Bowen

Dates: Wed, Jun 25 - Jul 2

Time: 6:00 – 9:00 pm

Location: Public Safety Academy,
300 Oldham Road, Wayne 07470, Room 125

Course #: NBS 202 S1

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

NJSBDC WEBINARS 2014

The NJSBDC's webinar series is being offered in 2014 at very affordable rates. Company executives and their business partners can take advantage of the knowledge, tools and strategies for growth offered in these specially designed business seminars, which focus on gaining traction, creating success, and sustaining organizational performance.

Each webinar is \$25. All dates are offered at 6:00 pm and are one hour long.

Times: To Be Announced

International Trade Webinars

E-Business Webinars

Branding Webinars

Strategy / Operations Webinars

Finance Webinars

Green Sustainability Webinars

FOR MORE INFORMATION ON WEBINARS OFFERED, OR TO REGISTER, PLEASE VISIT

[HTTP://WWW.NJSBDC.COM/WEBINARS](http://www.njsbdc.com/webinars)

**After attending a webinar, attendees with particular issues seeking help can receive pro-bono consulting with the NJSBDC instructor. Please fill out the REQUEST for Counseling form at: <http://njsbdc.com>

FINANCE FOR EARLY STAGE ENTERPRISES

Cash Flow – Managing for Success

Fee: \$10

How much cash do I need to start, operate and grow my business?

The information you will garner from a solid, detailed cash flow projection will show business owners:

- The total funding (loans or capital) needed to obtain maximum success in your business potential

- How to determine the types of funding best for your business

The workshop will show you how to create a cash budget and actively manage the cash flow of your business including a discussion on strategies in cash management.

Instructor: Errol Bowen, MBA

Date: Thursday, March 13

Time: 6 – 9 PM

Location: Costakos College of Business, 1600 Valley Road, Room V 4031

FUNDAMENTALS OF FINANCE SERIES

This series of workshops is designed to make the beginning entrepreneur literate in the basics of financial reporting and analysis to launch the business and control it in a sustainable manner.

The instructor for this series is an accomplished accountant and financial analyst.

Understanding Your Business's Financial Statements (What do these numbers mean?)

Fee: \$10

This course helps you understand the various types of financial statements that allow you to review and analyze your business operation and enable you to design a profit improvement planning strategy to grow and expand your business. Topics include understanding spreadsheets, revenue and expenses, financial structure and relationships, meaningful forecasts and projections, breakeven analysis, balance sheets and learning how to manage trends affecting your business and more.

Instructor: Ursula Fahmy

Date: Thursday, 2/13

Time: 6:00 – 9:00 PM

Location: PCCC Community Technology Center,
218 Memorial Drive, Paterson, NJ, Room 102A

Small Business Record-Keeping (Two Sessions) Fee: \$10

This seminar covers the purpose and types of record-keeping systems for use as a management tool and to comply with governmental regulations. Key topics include: record-keeping systems for finance personnel, suppliers, customers and others; ways to establish simple, easily accessible and accurate documentation. Use in maintaining balance sheets, financial statements, inventory control, cash flow management, accounts payable, accounts receivable, cash receipts and cash disbursements.

Instructor: Ursula Fahmy

Date: Thursday, 3/13, 3/27

Time: 6:00 – 9:00 PM

Location: PCCC Community Technology Center,
218 Memorial Drive, Paterson, NJ, Room TBA

Small Business Taxes Fee: \$10

Learn about the differences between local, state and federal taxes and gain a broad overview of small business tax responsibilities, including employment, social security, income and sales taxes as well as understand tax obligations as they relate to the particular business structure.

Instructor: Ursula Fahmy

Date: Thursday, 4/24

Time: 6:00 – 9:00 PM

Location: PCCC Community Technology Center,
218 Memorial Drive, Paterson, NJ, Room 102A



SOCIAL MEDIA FOR THE ENTREPRENEUR - SERIES Fee: \$40

In the digital age, developing a marketing strategy and valuable content are the keys to success in promoting your business online. These workshops will show methods you use to interact with your customers and generate interest in your brand, products and services.

This is a series of four seminars, 3 hours each. The content of each session is listed below. You will receive a certificate of participation upon completion of all four sessions:

- I. An overview of the most popular platforms: Facebook, Twitter, and LinkedIn, Google+ and Pinterest.
- II. Hands-on workshop to help you create and learn to manage your Facebook page, Twitter account, and LinkedIn profile for business development purposes.
- III. Development of a Social Media Marketing plan to engage customers and increase your audience.
- IV. An introduction to management tools such as Hootsuite, Tweetgrid, and IFTTT so you can manage time, content, and communications.

Instructor: Reina I. Valenzuela

Dates: Fridays, March 7, March 14, March 21, March 28

Time: 5:30PM to 8:30PM

Location: Cotsakos College of Business,
1600 Valley Road, Wayne, NJ, Room: V1003

SOCIAL MEDIA PARA EL EMPRESARIO - SERIES Fee: \$40

En la era digital, el desarrollo de un plan estrategico de mercadeo es la llave al exito en la promocion de su negocio online. Estos talleres le van a mostrar los metodos para interactuar con su audiencia y generar interes en su marca, productos, y servicios. Esta es una serie de seminarios y recibira un certificado de participacion al completar las sesiones.

- I. Un vistazo general de las plataformas mas populares: Facebook, Twitter, LinkedIn, Google+ y Pinterest.
- II. Taller para crear su pagina en Facebook, su cuenta en Twitter, y su perfil en LinkedIn.
- III. Desarrollo de una plan de mercadeo utilizando las redes sociales para aumentar su audiencia..
- IV. Introducci3n a herramientas para administrar su tiempo, contenido, y comunicaciones.

Instructor: Reina I Valenzuela

Fechas: Miercoles, Abril 2, Abril 9, Abril 16, Abril 23

Horas: 6:00PM to 9:00PM

Lugar: PCCC Community Technology Center,
218 Memorial Drive, Room 102A, Paterson, NJ

Get Your Business Online Fee: \$10

This is a hands-on workshop that will help you build your free website. You will learn how to create and publish a website for your business; get a free, easy-to-build, professional website for one year; and get a free customized domain name and hosting for one year.

Instructor: Reina I Valenzuela

Date: Friday, January 31, 2014

Time: 6:00 – 9:00 PM

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

Grow Your Business Online Fee: \$10

In this workshop you will find out how to take advantage of online tools to run and promote your business. You will also learn more about Google's top tools for small businesses, including Google+,

Google AdWords, Google Analytics, and Google Apps. You will discover how to get found and attract customers.

Instructor: Reina I. Valenzuela

Date: Friday, February 7, 2014

Time: 6:00 – 9:00 PM

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

INTERNATIONAL TRADE**International Trade Management Series**

The NJSBDC International Trade Program offers practical workshops in all aspects of international business.

To register call 973-353-1927 or online at: www.njsbdc.com

You must be registered to attend.

Demystifying International Trade Fee: \$25**How to Get Started:**

Is your business ready to leap into global markets? Whether you are a buyer or seller, you must assess the risks and opportunities for your business in the global economy.

This workshop on the fundamentals of international trade will cover topics for both beginning and accomplished exporters and importers.

Instructor: Roger S. Cohen

Date: Monday, April 7, 2014

Time: 10:00AM to 1:00PM

Location: Passaic County Economic Development,
Totowa Business Center, 930 Riverview Drive,
Suite 250, Totowa, NJ 07512

Getting the Most from International Reps., Agents and Distributors Fee: \$25**How to Expand Your Reach Abroad:**

This workshop covers the practical aspects of how to work with agents, representatives, distributors, and other resources. One learns how to increase one's reach by working with sales professionals.

Instructor: Roger S. Cohen

Date: Wednesday, April 9, 2014

Time: 10:00AM to 1:00PM

Location: Passaic County Economic Development,
Totowa Business Center, 930 Riverview Drive,
Suite 250, Totowa, NJ 07512

International Letters of Credit and INCOTERMS (International Terminology) Fee: \$25**Understanding the Language of International Commerce:**

This workshop provides an overview of international letters of credit and commercial terms – the international language (INCOTERMS) of how to buy, sell, deliver and get paid and transfer of risk. These are the fundamental building blocks of how to transact international business.

Instructor: Roger S. Cohen

Date: Friday, April 11, 2014

Time: 10:00AM to 1:00PM

Location: Passaic County Economic Development,
Totowa Business Center, 930 Riverview Drive,
Suite 250, Totowa, NJ 07512

International Branding

Fee: \$25

Telling Your Story in Different Markets:

How do well-known companies promote their product brands differently in international markets? What is international branding? How does it compare with advertising? When do companies use brand confusion? Using images and photos, we will examine examples of the branding of identical products in different markets. How does an overnight delivery service promote themselves in the United States and Japan? How about Haagen-Dazs ice cream or Bridgestone Tires? What about "Death To Vampires!" movies.

Instructor: Roger S. Cohen

Date: Wednesday, April 16, 2014

Time: 10:00AM to 1:00PM

Location: Passaic County Economic Development,
Totowa Business Center, 930 Riverview Drive,
Suite 250, Totowa, NJ 07512

ECONOMIC DEVELOPMENT CONFERENCES

Free

- February 19, 2014: Marketing Techniques and Social Networking –
- How to Connect with Your Customers
- March 20, 2014: Contractors and Real Estate Developers – Strategies for Financing, Insurance, Bonding and Contract Review
- April 16, 2014: Expanding Housing Opportunities and Fair Housing Compliance
- June 18, 2014: Greening Your Company in 2014: Opportunities to Improve Cash Flow and Maximize Environmental Benefits
- October 15, 2014: Business Financing Demystified

Time: 8:30 – 11:30 AM

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: 973-569-4720

PRIVATE MARKETING COUNSELING FOR BUSINESS OWNERS

Fee \$10

Are quality and service distinguished? What other features make a product or service desirable? How is the service or product marketed? What segment of the market are you targeting? As a business owner, one needs to create customer awareness, and be distinguished from all others who deal in the same marketplace. This one hour face to face counseling session will guide one through this process which can in turn increase sales volume and margins. You must be registered as a business owner to sign up for an appointment.

Instructor: Jim Palumbo

Date: 2014: Thursdays

2/6(V) 3/13(E) 4/10(V) 5/8(E) 6/5(V)

Time: 9:00am - 4:30pm

(each appointment is for a one hour session)

Location: Alternate locations at:

(E) 131 Ellison Street, Paterson

(V) Cotsakos College of Business, 1600 Valley Road, Wayne,
Room V4031 (Fourth Floor)

GOVERNMENT PROCUREMENT OPPORTUNITIES

Free

**GOVERNMENT CONTRACT WORKSHOP:
CONTRACTING OPPORTUNITIES FOR SMALL BUSINESS**

This hands-on workshop is the next step for business owners who want to expand their marketing efforts beyond their current customer base.

The Defense Procurement Technical Assistance Center will help your firm market to government agencies, such as DoD, EPA, DOE, FAA, State of New Jersey, schools, post offices, local municipalities, as well as large businesses such as IBM, Lockheed and the casinos. How to get in the door! This course will teach you about tools such as Small Disadvantaged Business/8a, Hubzone, Service Disabled Veteran-Owned Small Business, or Minority/Women certifications that will give your business a marketing edge. You will be given step by step instructions as to how to complete the Central Contractor Registration, the only place to register to get contracts with the Government and to showcase your services to large corporations. You have to be in it to win it! Additionally, we will review the government payment system "Wide Area Work Flow", so you can get paid within a week of delivery.

You will receive a listing of small business specialists at various agencies and large businesses so you can avoid the "cold call", since these individuals are tasked to assist you.

The Center will bid match you with buyers free of charge so that you will discover who is buying your goods or services, and we will assist in the review of bidding opportunities. If you know what you sell and how much, we can fill in the blanks for you with free follow-up counseling sessions, CCR and certification pod casts so that you can have instruction at home at your convenience.

Instructor: Dolcey E. Chaplin, Esq.

Date: Wednesdays, 4/9, 6/11

Time: 9:00am – 12:00pm

Location: Cotsakos College of Business,
1600 Valley Road, Wayne, NJ, Lab G016

For information and registration, call 973-720-2354.



Entrepreneur Certificate Program • Spring 2014

This program is a partnership between Passaic County Community College and the William Paterson University Small Business Development Center.

All classes meet Monday or Wednesday evenings from 6pm to 9pm in the Conference Room at the PCCC PSA (Public Safety Academy) 300 Oldham Road, Wayne.

Course Title	Course #	Hours	Days	Start Date	End Date	Campus	Fee
The Business Plan	NBS 160 S1	9	W	2/12/14	2/26/14	Wayne	\$134
Marketing Strategies for Business Success	NBS 161 S1	6	W	3/5/14	3/12/14	Wayne	\$89
Understanding Financial Statements	NBS 163 S1	6	W	3/26/14	4/2/14	Wayne	\$89
Small Business Recordkeeping	NBS 164 S1	3	W	4/9/14	4/9/14	Wayne	\$45
Legal I - Startup Specifics	NBS 165 S1	3	M	4/14/14	4/14/14	Wayne	\$45
Legal II - Contracts	NBS 166 S1	3	M	4/21/14	4/21/14	Wayne	\$45
Small Business Taxes	NBS 162 S1	3	W	4/30/14	4/30/14	Wayne	\$45

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 Denise Hicks at 973-684-6126.

William Paterson University Small Business Development Center

Kate Muldoon, Regional Director

Phone: 973.754.8695

Fax: 973.754.9153

E-mail: sbdc@wpunj.edu

Paterson Location

131 Ellison Street

Paterson, New Jersey 07505

(Monday through Friday: 9:00 a.m. to

4:30 p.m. Evening hours by appointment.)

Wayne Location

1600 Valley Road

Wayne, New Jersey 07470

(By appointment only)

Web Sites

www.wpunj.edu/sbdc

www.njsbdc.com



CTC at PCCC, Community Tech Center at Passaic County Community College, 218 Memorial Drive, Paterson, NJ

A partnership between the Community Technology Center (CTC) at Passaic County Community College and William Paterson University Small Business Development Center

WPUNJ, William Paterson University, 1600 Valley Road, Wayne, NJ

To register and to obtain information, please contact WPU SBDC Staff at (973) 754-8695.

The University has textbooks available in English and Spanish at \$15 that are a perfect tool to accompany the classes in "Business Startup" and "Creating a Winning Business Plan".

Request your copy at any time.