WILLIAM PATERSON UNIVERSITY

Entrepreneur Certificate Program • Spring 2012

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

All classes meet Wednesday evenings from 6pm to 9pm at the PSA (Public SafetyAcademy) 300 Oldham Road, Wayne

Course Title	Course #	Hours	Start Date	End Date	Campus	Fee
The Business Plan	NBS 160 S1	9	02/22/12	02/22/12	Wayne	\$119
Marketing Strategies for Business Success	NBS 161 S1	6	03/21/12	03/28/12	Wayne	\$79
Understanding Financial Statements	NBS 163 S1	3	04/04/12	04/04/12	Wayne	\$39
Small Business Record Keeping	NBS 164 S1	6	04/11/12	04/18/12	Wayne	\$79
Legal I - Startup Specifics	NBS 165 S1	3	04/25/12	04/25/12	Wayne	\$39
Legal II - Contracts	NBS 166 S1	3	05/02/12	05/02/1	Wayne	\$39
Small Business Taxes	NBS 162 S1	3	05/09/1	05/09/12	Wayne	\$39

All seven courses must be taken to obtain the Entrepreneur Certificate, but anyone is welcome to take a course individually if desired.

For information or registration, call Dr. Schlegel, 973-684-6213.

William Paterson University Small Business Development Center

Kate Muldoon, Regional Director Phone: 973.754.8695 Fax: 973.754.9153 E-mail: sbdc@wpunj.edu

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

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.) 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

Pre-registration is required. For more information, contact the William Paterson University SBDC office at 973.754.8695.

The SBDC has textbooks available in English and Spanish at \$15 to accompany the classes in "Business Startup" and "Creating a Winning Business Plan"





William Paterson University SBDC Seminar Series Spring 2012

ENGLISH LANGUAGE CLASSES

Business Startup

Free The business startup seminar helps one to assess his personal attributes and understand his business needs. This seminar provides the entrepreneur with tools, reference materials, and additional sources for information on starting a business. Instructor: Orlando Callegari

Dates: 2012: Wednesdays. 1/11, 2/1, 3/7, 4/4, 5/2, 6/6 Time: 6:00 – 9:00pm

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

Creating a Winning Business Plan

A business plan is the key tool for all phases of a business from star 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.

Free

Instructor: Bill Tully Dates: 2012: Wednesdays. 1/18, 2/8, 3/14, 4/11, 5/9, 6/13

Time: 6:00 – 9:00pm

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

Private Marketing Counseling for Business Owners Deposit Required

Are quality and service distinguished? What other features make a product or service desirable? How is the service or product marketed? 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 counseling session will guide one through this process which can in turn increase sales volume and margins. Instructor: Jeanmarie Tenuto

Dates: 2012: Fridays: 1/13(V), 2/17(E), 3/16(V), 4/13(E), 5/18(V), 6/15(E), 7/13(V) Time: 9:00am - 4:30pm (one hour sessions as registered) Location: Alternate locations at:

(E) 131 Ellison Street, Paterson

(V) WPUNJ, 1600 Valley Road, Wayne, Room G008

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: 2012: Thursdays: 1/12, 2/9, 3/15, 4/12, 5/17, 6/14, 7/12 Time: 6:00 – 9:00pm

Location: College of Business, Wm. Paterson University, 1600 Valley Road, Wayne, Room G016

Grow Your Business Online - Webinar Series: Fee: \$25 per person, per webinar There is an increased need to use information technology in order to compete in a fast-paced, global business environment. These E-business seminars help small businesses or individuals who want to start their businesses to plan, develop, market their websites, and manage technology for the benefit of their business operations. Seats are limited.

The schedule for the webinars is as follows:

- Website Development (Jan 12, March 22)
- Free Resources to Build Website (Jan 26, April 12)
- Promoting Website & Boosting Sales (Feb 9, April 26)
- Power of Email Marketing (Feb 23, May 10)
- How to Use Social Media (March 8)

Instructor: Sunny Kancheria

- ***Registration MUST occur one hour before the actual time of webinar (6pm) and the individual must be logged on at his or her computer at the immediate start time.*** There is also a Q&A after the webinar.
- **PLEASE NOTE: TOTAL PRICE FOR WEBINAR(S) WILL BE SHOWN ON THE CHECK-OUT PAGE**

For registration, please visit www.njsbdc.com/ebusiness or 973-353-1927.

Voluntary Income Tax Assistance (VITA) 1/2 hour Free

This program assists in the preparation of personal income tax returns. It will meet throughout the tax season until the tax deadline date. Individuals must make an appointment and bring their income tax documentation in order to meet with one of our counselors. All this must be done in an expeditious manner. Instructor: Ursula Fahmy

Date: TBA

Time: Wed. 6-9 and Sat. 10-2 Location: 131 Ellison Street Paterson, NJ 07505

INTERNATIONAL TRADE MANAGEMENT SERIES:

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

These workshops are conducted by Roger S. Cohen, President of Cohen International. Mr. Cohen is a specialist in international trade. He has expertise, both foreign and domestic, in consulting and technical management to facilitate participation in international trade.

All sessions are held from 10:00AM to 1:00PM

Location: Passaic County Economic Development Headquarters, Totowa Business Center, 930 Riverview Drive, Suite 250, Totowa, NJ 07512 To register call 973-353-1927 or online at: njsbdc.com

Fee: \$25

Free

Free

Free

Free

Demystifying International Trade How to Get Started

The Seminar covers the fundamentals of foreign trade. It reviews topics for both beginning and accomplished importers and exporters. Date: Tuesday 2/22/12

International Letters of Credit and INCOTERMS Fee: \$25 (International Terminology)

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.

Date: Tuesday, 3/7/12

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 Date: Tuesday 3/21/12

Social Media for Business

Practical money making strategies are given to help business grow. This session covers a brief overview of the major social media sites, how they differ, and how to target awareness. Lecture covers: Facebook, Linkedin, Twitter

Learn how these networks are useful, can be applied, and where to post appropriate content in a business environment and use them with your business website or blogsite. Review how to develop a business strategy to make money by using the social media. Instructor: Sean Carroll

Time and Date 9:00 – 11:30 AM Thursdays 3/22, 5/24

Location: Wm. Paterson College of Business, 1600 Valley Road, Wayne, NJ, Room: V1003

Social Media Fundamentals and Use

A series presenting the major elements of creating social media sites for functional requirements.

Instructor: Orville Morales Location: William Paterson SBDC, 131 Ellison Street, Paterson,

NI 07505

Introduction to Social Media

What is social media? How does it help my business? This course will give an overview of Social Media and help one understand how different networks (Facebook, Twitter, Flicker, and Youtube) allow one to reach different audiences.

Date: Jan 5, 2012

Time: 1:00- 3:00PM Social Media and Time Management

The introduction to social media course provides information on which network sites are best for one's business. One will learn to use these sites to promote his business, make money and mange his time.

This course gives details on using the most popular social networking sites and provides strategies to help maximize time in Social Media. Date: Jan 19, 2012 Time: 6:00 - 8:00PM

Engaging Your Fans Online

Free This is the only course that will provide us with information on how to keep our fans engaged. This class provides insight into the Do's and Don'ts of Fan Engagement, join groups/networks within a social networking site and provide Great Customer Service. Date: Feb 2, 2012

Time: 1:00 - 3:00PM

Doing Business Online

Free The #1 goal as a business owner when using a social media is money. So how do one actually conduct business online? This class discusses how to set up a business and conduct business transactions using online tools such as Paypal, Eventbrite, Facebook and your website all at once to make a fan into a customer. Date: Feb 16, 2012

Time: 6:00 – 8:00PM

Buying a Business or Franchise

There are three ways one can go into business: (1) start from scratch, (2) buy an existing business or (3) buy a franchise.

This workshop will explore the pros and cons of buying an existing business or a franchise.

Free

- Topics include:
- How to determine which is the better path for your needs
- How to select a business that provides you with an income stream
- How to do due diligence & research before putting any money down
- Tools to use in finding what businesses or franchises are for sale • What are the investment ranges?
- Sources of financing for your investment
- Key issues in dealing with landlords, banks, vendors and employees

Instructor: Charles Mizejewski, Franchise Network of New Jersey Date: Thursdays 3/15, 6/7 Time: 9:00 - 11:30AM

Location: William Paterson College of Business, 1600 Valley Road Wayne, NJ 07470, Room V1003

Credit Management

Register Now! Free The William Paterson SBDC offers a free personal consultation to bring your credit position under control

- Bring three free credit reports and learn:
- How credit scoring works?
 - How to correct credit errors?
 - How to develop a credit management strategy?
- How to understand a credit report?
- How to improve your credit?
- Instructor: Lilibeth Rodriguez

NEXT STAGE GROWTH SERIES:

Wayne, NJ 07470, Room V1003

and services, and other pertinent parameters.

to find new clients and understand their needs.

ness, 1600 Valley Road,

Knowing Your Market:

Friday: April 20, 2012

Marketing Upstream:

Friday: May 11, 2012

Friday: June 1, 2012

Strategic Selling Systems:

NONPROFIT CONFERENCE

Date: Wednesday, March 21, 2012

Time: 8:00 AM - 12:30 PM

torium

Register at: 973-754-8695

Time: 9:00AM – 12:00PM

Dates: Wednesdays. 1/11, 1/25, 2/8, 2/22, 3/14, 3/28, 4/11, 4/25, 5/9, 5/23, 6/6, 6/20, 7/11 Time: 6:00 – 9:00pm

Presenter: Jeanmarie Tenuto, CEO, Centaur Strategies

that help to achieve top performance in one's industry

and planned giving are greatly covered in breakout sessions.

WOMEN OF INFLUENCE IN NEW JERSEY CONFERENCE.

Commerce and Industry Association of New Jersey

Fee: TBA for Members and Non-Members

Location: WPU Small Business Development Center 131 Ellison Street, Paterson, New Jersey 07505

A series of Seminars designed to take the entrepreneur beyond his early and initial period and prepare him for the complexities and challenges of the growth stage. William Paterson in cooperation with the NJSBDC is presenting the Mar-

All sessions are held at The William Paterson University College of Busi-

Fee: \$50 for each presentation. For registration and payment directions, contact the NJSBDC online at NJSBDC.com

This course demonstrates the various methods that professionals use to find out

target markets, competitors, market trends, customer satisfaction with products

Attract larger clients by changing the way an enterprise markets itself and keep

This program offers a "Birds Eye View" of database marketing as well as

the personal selling philosophy it supports. Learn strategic selling skills

A Think Tank for Nonprofits: Challenges of Fundraising Take the opportunity to network with professionals and peer groups. This is a

"must attend" conference if one is a nonprofit seeking to improve his financial

engaged in raising funds for nonprofit entities. The principles of raising money

through the methods of raising awareness of one's nonprofit and marketing his

services are discussed in detail. Also grant writing, structuring of endowments

Location: William Paterson University College of Business, 1600 Valley Road, Audi-

The Commerce and Industry Association of New Jersey's Women of Influence Series is a professional development initiative for men and women

health and extend his mission. It is a leading edge forum for those who are

abreast of changing conditions. Learn the tools and the internal analyses necessary

information about their customers and their needs and how to meet them. Identify

\$50

\$50

Free

keting instructional emphasis. The sessions are as described below:

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

Gratis

SPANISH LANGUAGE CLASSES

Business Startup (Como Empezar Su Propio Negocio) Gratis 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: Roberto Alferez Dates: Weds, 1/25, 3/28, 5/30 Time: 6:00 – 9:00pm

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

Business Plan (Como Hacer un Plan de Negocios)

Este clase te ayudara a desarrollar un plan de trabajo para presentarlo a posibles inversionistas o prestadores. Los topicos de esta clase incluven: 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: Roberto Alferez

Dates: Weds, 2/29, 4/25, 6/27 Time: 6:00 - 9:00pm

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

Introducción a los Medios Sociales

Gratis Todo el mundo, desde gente de organizaciones de noticias, los bancos, los oficiales elegidos, los músicos, los negocios, de todos los adolescentes e incluso nuestros abuelos están en un medio social u otra. ¿Sin embargo, que son los medios sociales y cómo ayudaría a mi negocio? Este curso le dará una introducción de los medios sociales y le ayudará a entender cómo diversas redes (Facebook, Twitter, etc) le ayudan a alcanzar a diversas audiencias para su negocio e incluso su vida personal.

Date: January 12, 2012 Time: 1:00 - 3:00PM Location: 131 Ellison Street, Paterson

Como manejar su tiempo usando los Medios Sociales!

Quieres utilizar estos grandes redes para promover su negocio y ganar dinero? Tienes el tiempo? Este curso entrará en detalle como usar los medios sociales más populares y les daremos estrategias para ayudarle usar su tiempo en medios sociales para el máximo beneficio.

Date: January 26, 2012 Time: 6:00 - 8:00PM

Location: 131 Ellison Street, Paterson

Solicitando a sus seguidores.

Este curso le enseñara como convertir un seguidor a un cliente, como usar varios herramientas por internet para promover sus servicios y como proporcionar un gran servicio de atención a sus futuro y corriente clientes. Date: February 8, 2012 Time: 6:00 - 8:00PM

Location: 131 Ellison Street, Paterson

Como agnar dinero por el internet

¿Finalmente, como es que usted puede ganar dinero por internet? ¡Este curso discute cómo crear transacciones de negocio usando las herramientas tales como PayPal, Eventbrite, Facebook, y su website a la misma vez para convertir un seguidor a un cliente y colectar dinero. Date: February 23, 2012 Time: 1:00- 3:00PM

Location: 131 Ellison Street, Paterson

who currently hold leadership positions or are aspiring leaders in their fields. It is a business exchange led by powerful women who have attained high profile status in their respective fields and areas of expertise. By describing their journey these successful women will illustrate how they attained great success. It will serve to inspire and enlighten participants about the different career paths they can choose and how

they can achieve success.

Featured Speaker: TBA

Date: Tuesday, March 27, 2012

Time: 4:00 – 7:00PM

Location: William Paterson College of Business, 1600 Valley Road, Auditorium

For registration and payment, contact 201-368-2100 or Online: CIANJ.org/pages/events

ECONOMIC DEVELOPMENT CONFERENCES

- February 29, 2012 Unique Procurement Techniques: Selling Your Goods and Services to Federal, State and local Government.
- March 27, 2012 Marketing Techniques and Social Networking-How to Connect with Your Customers
- May 16, 2012 Emergency Preparedness Conference
- June 13, 2012 Green Building Design and Energy Conservation Techniques-How You Can Save the Environment and Save Money.
- Time: 8:30 11:30 AM
- Location: William Paterson University College of Business, 1600 Valley Road, Wayne, NJ Room Auditorium Register at: 973-754-8695

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Free

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