

Small Business Development Center  
Calendar of Professional  
Advancement Programs  
Spring 2015



AMERICA'S  
**SBDC**  
NEW JERSEY



# William Paterson University

## SBDC Seminar Series Spring 2015

### FAST TRACK BUSINESS START UP

#### 1) 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: Monday(s)

Time: 11:00

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

#### 2) 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: Tuesday(s)

Time: 11:00 A.M.

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 A.M.

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

### 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. (each appointment is for a one hour session)

Instructor: Jim Palumbo

Date: 2014: TBA

Time: TBA

Location: Alternate locations at:

(E) 131 Ellison Street, Paterson; (V) Cotsakos College of Business, 1600 Valley Road, Wayne, Room V4031 (Fourth Floor)

### 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 30, Friday March 27, 2015

Time: 5:30 – 8:30 PM

Location: Cotsakos College of Business,  
1600 Valley Road, Wayne, NJ Room G16

### 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 13, Friday April 10, 2015

Time: 5:30 – 8:30 PM

Location: Cotsakos College of Business,  
1600 Valley Road, Wayne, NJ Room G16

## Social Media for the Entrepreneur Fee: \$10

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.

**I.** An overview of the most popular platforms:

Facebook, Twitter, LinkedIn, and Google.

**II.** Hands-on workshop to help you create and learn to manage your Facebook and Twitter accounts for business development purposes.

**III.** An overview of developing a Social Media Marketing plan to engage customers and increase your audience. Instructor:

Reina I. Valenzuela

Date: January 29, 2015

Time: 5:30PM - 8:30PM

Location: Cotsakos College of Business,  
1600 Valley Road, Wayne, NJ, Room: G16

## Government Contract Workshop for Small Business

Fee: Free

**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: Friday March 6, Thursday June 18, 2015

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.

## 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: Errol Bowen

Dates: Thursdays, April 2, Thursday May 7, 2015

Time: 6:00–9:00 p.m.

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

## 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>

## **INTERNATIONAL TRADE**

### **International Trade Management Series**

This intermediate course is designed to put the student in 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](http://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: Tuesday, April 7, 2015

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 8, 2015

Time: 10:00AM to 1:00PM

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

### **Payments & Risks- (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: Thursday, April 9, 2015

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** Fee: Free

February 20, 2015, "Marketing Techniques and Social Networking – How to Connect with Your Customers"

March 20, 2015, "Human Resource Best Practices and Obama Care Update"

April 17, 2015, "Expanding Housing Opportunities and Fair Housing Compliance"

June 15, 2015, "Greening Your Company in 2015: Opportunities to Improve Cash Flow and Maximize Environmental Benefits"

October 2015, "How to Secure Financing for Your Company: From Fixed Assets to Lines of Credit"

Time: 8:30 AM – 12:30 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: 973-569-472

## Entrepreneur Certificate Program • Spring 2015

These programs are 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, NJ 07470.

Course Title	Course #	Hours	Days	Start Date	End Date	Campus	Fee
The Business Plan	NBS 160 S1	9	W	5/1/15	5/15/15	Wayne	\$134
Marketing Strategies for Business Success	NBS 161 S1	6	W	2/4/15	2/11/15	Wayne	\$89
Understanding Financial Statements	NBS 163 S1	6	W	2/18/15	2/25/15	Wayne	\$89
Small Business Recordkeeping	NBS 164 S1	3	W	3/4/15	3/4/15	Wayne	\$45
Legal I - Startup Specifics	NBS 165 S1	3	M	3/9/15	3/9/15	Wayne	\$45
Legal II - Contracts	NBS 166 S1	3	M	3/23/15	3/23/15	Wayne	\$45
Small Business Taxes	NBS 162 S1	3	W	3/25/15	3/25/15	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 Deniese Hicks at 973-684-6126 or email [dhicks@pccc.edu](mailto:dhicks@pccc.edu).

## Quickbooks Certificate Program • Spring 2015

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. 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 Thursday(S) from 6:00 P.M To 9:00 P.M at the Passaic County Community College Public Safety Academy, 300 Oldham Road, Wayne, NJ 07470.

Course Title	Hours	Days	Start Date	End Date	Campus	Fee
Accounting Fundamentals	3	TH	Apr2	Apr 2	Wayne	\$55
QuickBooks for Small Business	6	TU-TH	Apr 7	Apr 16	Wayne	\$95
QuickBooks A/R & A/P	6	TU-TH	Apr 21	Apr 30	Wayne	\$95

To earn a certificate in this program, the three courses are required. Or take any one of the topics listed below 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).



## 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. 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: Todos los Jueves

Horas: 11:00 A.M

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 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: Todos los Viernes

Horas: 3:00 P.M

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

## Social Media para el Empresario Costo: \$10

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.

I. Un vistazo general de las plataformas mas populares: Facebook, Twitter, LinkedIn, y Google+.

II. Uso de la pagina de Facebook y la cuenta en Twitter para su negocio.

III. Plan de mercadeo para aumentar su audiencia en las redes sociales.

Instructor: Reina I Valenzuela

Fecha: 2/26/2015

Horas: 5:30PM -8:30PM

Lugar: Cotsakos College of Business,  
1600 Valley Road, Wayne, NJ, Lab G01

## 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. Evening hours by appointment.)

### Web Sites

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

[www.njsbdc.com](http://www.njsbdc.com)

[www.facebook.com/WPUSBDC](http://www.facebook.com/WPUSBDC)

### Kate Muldoon, Regional Director

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1600 Valley Road

Wayne, New Jersey 07470

(By appointment only)

