

WILLIAM PATERSON UNIVERSITY

Small Business Development Center  
Calendar of Professional  
Advancement Programs  
Fall 2015



AMERICA'S  
**SBDC**  
NEW JERSEY

# William Paterson University

## SBDC Seminar Series Fall 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 AM

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 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

#### 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

Dates: 2015: 9/9 (V), 10/7 (H), 11/11 (V), 12/9 (H), 1/13 (V)

Time: TBA

Location: Alternate locations at:

(H) Impact Paterson, 100 Hamilton Plaza, Suite 101, Paterson NJ 07505; (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.

Instructor: Reina I Valenzuela

Date: Friday, September 25, 2015

Time: 6:00 – 9:00 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 Analytics, and get your business on the map. You will discover how to get found and attract customers.

Instructor: Reina I. Valenzuela

Date: Friday October 30, 2015

Time: 6:00 – 9:00 PM

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

#### Social Media for the Entrepreneur

Fee: \$10 Each

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

Dates: 9/17, 10/1, 10/15

Time: 5:30 PM - 8:30 PM

Location: Impact Paterson, 100 Hamilton Plaza, Suite 101, Paterson NJ 07505

### **How to develop a Mobile App** Fee: \$10

Do you have a great idea for a mobile app but don't know where to begin? This session is for you! You will get an overview of the design and development process, learn about the differences between Native and Web-based apps, how to deploy and get paid. Plan, prepare and launch your idea.

Computing background requirements to attend workshop: Knowledge of programming languages such as PHP, C++, Java, HTML, Objective-C, and basic knowledge of Database structure such as MySQL.

Instructor: Oscar Moreno

Thursday 11/05/2015

Time: 6:00 PM to 9:00 PM

Impact Paterson, 100 Hamilton Plaza, Suite 101 Paterson, NJ 07505

### **Learning to think like an entrepreneur** Fee: \$10

In this program you will learn what makes successful entrepreneurs, successful. This introductory class helps you understand that entrepreneurship is a mindset that can be learned, which also has the capacity to empower ordinary people to accomplish extraordinary things.

Join us if you are ready to learn how to create a competitive advantage for yourself across all areas of your life.

Instructor:

Thursday 9/2, 9/9, 12/16

Time: 11 AM-12:30 PM, 5:30-7 PM, 5:30-7 PM

Impact Paterson, 100 Hamilton Plaza, Suite 101, Paterson, NJ 07505

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

October 16, 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

### **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, November 12 and December 3, 2015

Time: 6:00–9:00 PM

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

### **NJSBDC WEBINARS 2015**

The NJSBDC's webinar series is being offered in 2015 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, and How to Expand:

This seminar covers the fundamentals of international trade. We will cover topics for both beginning and accomplished exporters – including marketing, sales, pricing and distribution.

Instructor: Roger S. Cohen

Date: Wednesday, September 30, 2015

Time: 10:00 AM to 1:00 PM

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 seminar covers the practical aspects of how to work with representatives, agents, distributors, and other resources. Learn how to increase your reach by working with sales professionals.

Instructor: Roger S. Cohen

Date: Thursday, October 1, 2015

Time: 10:00 AM to 1:00 PM

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

## International Payments and Risk – INCOTERMS

Fee: \$25

### Understanding the Language of International Commerce:

This seminar provides a layman's overview of international payments and international commercial terms – INCOTERMS – the international languages of how to buy, sell, deliver and get paid, and how to transfer risk. These are the fundamental building blocks of how to transact international business.

Instructor: Roger S. Cohen

Date: Friday, October 2, 2015

Time: 10:00 AM to 1:00 PM

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

**NEW!!!**

## WPU SBDC AND NEHEMIAH BUSINESS SCHOOL OF PATERSON

Present a new model for the Business Plan! Fee: \$125

**Vision:** As part of the SBA's Faith Based Initiatives this course is designed to provide economic development opportunities for faith-based organizations within the City of Paterson, as well as the County of Passaic, thereby providing jobs and eliminating poverty. Take the first course in this program that uses practical and faith based principles to empower adults to develop indispensable skills as successful entrepreneurs and business leaders thus equipping them to eradicate poverty in their lives and communities.

**The Business Plan:** Business plans are a necessary tool for every phase of business operations, from start-up to expansion. A sound business plan will help you manage your business more effectively and serve as a tool for planning, marketing, and financing your business. Using a business plan to chart your course will improve your chances for success. This workshop covers all the components of a business plan to help entrepreneurs and small business owners get off to a fast start.

Date: Tuesday, October 6, 13, 20

Time: 6:00 PM to 8:30 PM

Location: Calvary Baptist Church, 575 E 18th St, Paterson, NJ 07514

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## Entrepreneur Certificate Program • Fall 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	11/4/15	11/18/15	Wayne	\$134
Marketing Strategies for Business Success	NBS 161 S1	6	W	9/9/15	9/16/15	Wayne	\$89
Understanding Financial Statements	NBS 163 S1	6	W	9/23/15	9/30/15	Wayne	\$89
Small Business Recordkeeping	NBS 164 S1	3	W	10/7/15	10/7/15	Wayne	\$45
Legal I - Startup Specifics	NBS 165 S1	3	W	10/14/15	10/14/15	Wayne	\$45
Legal II - Contracts	NBS 166 S1	3	W	10/21/15	10/21/15	Wayne	\$45
Small Business Taxes	NBS 162 S1	3	W	10/28/15	10/28/15	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).

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## Quickbooks Certificate Program • Fall 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. 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 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	WD	Oct 14	Oct 14	Wayne	\$55
QuickBooks for Small Business	6	WD-TH	Oct 21	Oct 22	Wayne	\$95
QuickBooks A/R & A/P	6	WD-TH	Oct 28	Oct 29	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. 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 AM

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 es 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 Viernes

Horas: 3:00 PM

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

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

En la era digital, el desarrollo de un plan estrategico de mercadeo es la llave al exito en la promocion de su negocio en linea. 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: October 22, 29 and November 12

Horas: 6:00 PM – 9:00 PM

Lugar: Impact Paterson, 100 Hamilton Plaza, Suite 101, Paterson, NJ 07505



U.S. Small Business Administration



Your Small Business Resource

## 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)

