

Small Business Development Center
Calendar of Professional
Advancement Programs
Fall 2016



AMERICA'S
SBDC
NEW JERSEY

William Paterson University

SBDC Seminar Series Fall 2016

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

Social Media for the Entrepreneur Fee: [\\$25 Each](#)

Social media is a powerful tool that gives businesses the ability to interact with their customers, retain customers, market at a low cost, as well as entertain their audience. This medium is expanding exponentially and will continue to do so. Regardless of your role in the world of business, Social Media Marketing will influence and change what you do and how you do it. Ashley Farrell will explain how social media can be used to strengthen your small or large business.

3 Things You Will Learn

- How to use social media successfully
- The various platforms on social media and how to use each of them
- How to measure the success of your social media initiatives

3 Takeaways

- The importance of social media
- If it is appropriate for your business
- Confidence in using social media

Who Should Attend

- Business owners
- Marketing professionals
- Anyone who enjoys social media

Instructor: Ashley Farrell

Dates: Wed, Sep. 21 or Wed, Oct. 19, 2016

Time: 10:00 - 1:00

Location: Cotsakos College of Business
1600 Valley Road, Wayne 07470 room G015

ECONOMIC DEVELOPMENT CONFERENCES Fee: [Free](#)

October 20, 2016 "How to Secure Financing for Your Company: From Fixed Assets to Lines of Credit"

Time: 8:30 AM – 12:30 PM

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

Room: Valley Road Auditorium

For details and to register, please call The

Passaic County Department of Planning and Economic Development Phone: 973-569-4725

Introduction to QuickBooks Fee: \$39 Text: \$25

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: Jennifer Mastrangelo

Dates: Wednesday November 30 or December 7, 2016

Time: 6:00-9:00 PM

Location: Cotsakos College of Business
1600 Valley Road, Wayne, NJ 07470, Room G016

INTERNATIONAL TRADE

International Trade Management Series

This intermediate course is designed to put the student in The NJSBDC International Trade Program. It 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: \$15

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: Tuesday, October 25, 2016

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: \$15

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: Wednesday, October 26, 2016

Time: 10:00 AM to 1:00 PM

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

Basics of International Payments and Risk-INCOTERMS Fee: \$15

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: Thursday, October 27, 2016

Time: 10:00 AM to 1:00 PM

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

WPU SBDC CONFERENCES:

Doing Business with the Federal Government Conference Fee: Free

The U.S. Federal Government is the largest buyer of goods and services in the world. Learn the types of products and services it procures and how to tell if the government is buying what your business is selling.

There are number of databases and systems to register in before you can do business with the federal government. Learn the acronyms and databases you'll need so you can start selling.

You're registered and ready to sell, now what? Find out how to identify upcoming opportunities and get ahead of the competition.

Date: October 4, 2016

Time: 8:00 AM-1:00 PM

Instructor: U.S. Small Business Administration
– New Jersey District Office

Location: Cotsakos College of Business
1600 Valley Road, Wayne, NJ 07470
Conference Room G015

Federal Small Business Certification Conference Fee: Free

The 8(a) Business Development Program is an essential instrument for helping socially and economically disadvantaged entrepreneurs gain access to the economic mainstream of American society and participate in the federal marketplace. Established businesses that have at least two years of sales can gain access to set-aside requirements and unique sole-source authority. The program helps thousands of aspiring entrepreneurs to gain a foothold in government contracting.

The HUBZone Empowerment Contracting Program seeks to encourage economic development in historically underutilized business zones, "HUBZones" through the establishment of set-aside requirements, limited sole source authority, and a unique competitive price preference.

The WOSB/EDWOSB set-aside contracting program began in February 2011 and was recently updated effective October 15, 2015 to include limited sole source authority. To be eligible, a firm must be at least 51% owned, controlled, and managed by one or more women who are U.S. citizens. In order for a WOSB to be deemed "economically disadvantaged," its owners must demonstrate economic disadvantage in accordance with the requirements set forth in the final rule. These procurement mechanisms are meant to increase federal contracting opportunities and to assist entrepreneurs in linking up with federal contracts offering set asides.

Date: November 3, 2016

Time: 8:00 AM-1:00 PM

Location: Cotsakos College of Business
1600 Valley Road, Wayne, NJ 07470
Conference room G015

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 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

Entrepreneur Certificate Program • Fall 2016

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.

Course Title	# of Hours	# of Sessions
Legal 1- Business Startup Specifics	3	1
Legal 2-Contracts	3	1
The Mkt Strategies for Business	6	2
Small Business Record Keeping	3	1
Understanding Financial Statements	3	1
The business Plan	9	3
Getting Your Business Registered	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.

Quickbooks Certificate Program • Fall 2016

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 PCCC, 1 College Blvd, Paterson, NJ 07505 room M315.

Course Title	Hours	Days	Start Date	End Date	Campus	Fee
Accounting Fundamentals	3	WD	Oct 5	Oct 5	Paterson	<u>\$55</u>
QuickBooks for Small Business	6	WD-TH	Oct 12	Oct 13	Paterson	<u>\$95</u>
QuickBooks A/R & A/P	6	WD-TH	Oct 19	Oct 20	Paterson	<u>\$95</u>

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.

NEW!!!

FRANFIT SEMINAR Fee: Free

This seminar will explicate pros and cons of buying either an existing business or a franchise: this seminar also will explore common myths and truths about franchising. Government regulations for franchises. The importance knowing your personal goals and objectives before taking the plunge. How to safely research and select the right franchise for you and how to finance your business. Two sessions are available.

Instructor: Boynton R. Weekes
Dates: Wednesday, October 12, 2016 or
Time: 10:00 AM–12:00 PM
Location: Paterson Task Force
109 Washington Street, Paterson, NJ 07505

Instructor: Boynton R. Weekes
Date: October 27, 2016
Time: 10:00 AM–12:00 PM
Location: Cotsakos College of Business
1600 Valley Road, Wayne, NJ 07470
Conference Room G015

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: September 29, 2016
Time: 10 AM -1 PM
Location: Paterson Task Force
109 Washington Street, Paterson,
New Jersey 07505

Instructor: Alexis Derosa
Dates: November 15, 2016
Time: 10 AM -1 PM
Location: Cotsakos College of Business
1600 Valley Road, Wayne, NJ 07470
Conference Room G015

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.)

Wayne Location

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

NEW

Clifton Location

1156 Main Street
Clifton NJ 07011
(By appointment only)

Web Sites

www.wpunj.edu/sbdc
www.njsbdc.com
www.facebook.com/WPUSBDC

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