

Small Business Development Center  
Calendar of Professional  
Advancement Programs  
Spring 2013



# William Paterson University SBDC Seminar Series Spring 2013

## ENGLISH LANGUAGE BUSINESS 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 2012-13: Wednesdays, 1/9, 2/6, 3/6, 4/3, 5/1, 6/5

Time: 6:00–9:00 p.m.

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

### Creating a Winning Business Plan

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.

Instructor: Lilibeth Herrera

Dates: Wednesdays, 1/16, 2/13, 3/13, 4/10, 5/8, 6/12

Time: 6:00–9:00 p.m.

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

### Spanish Speaking Group Sessions

The Center will make available daytime group question and answer sessions in Spanish when there is a sufficient number of requests. In that event, a mutually convenient time will be arranged with a Spanish speaking Counselor. Please let the Center personnel know if you are interested in this offering.

## 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, 1/17, 2/21, 3/14, 4/18,  
5/16 (Students Only)

Time: 6:00–9:00 p.m.

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

### Intensive QuickBooks

Fee: \$285,

Pre Register with the William Paterson SBDC

This is a 10 hour course that will engage the student in the full range of functionality of the QuickBooks software.

The first 5 hours – The attendees will be trained on all steps of QUICKBOOKS SETUP. This will include the tutorial East Step Interview, setting up a company file, learning to do backups, and evaluating the scope of Preferences. The course will then continue on to setting up the relational databases in QuickBooks, beginning with the development of the Chart of Accounts, Item List, Employee Center, Class Lists, and Vendor and Customer Lists.

The second 5 hours – By using the five main accounts of Assets, Liabilities, Equity, Income and Expenses, the attendees will learn the entire business processing of financial information, or TRANSACTIONAL QUICKBOOKS. We will start with accounts payables/vendors, issuing purchase orders, and paying bills. Students will learn the importance of maintaining an accounts payables tracking of their business and scheduling out their payables in advance. We will learn accounts receivables processing; how to issue estimates and communicating through an analysis of pricing with their customers. Issuing invoices, receiving payments, deposit processing and bank/ credit card reconciliation will be covered.

Instructor: Patricia Saggio

Dates: Thursdays, 3/28, 4/4

Time: 9:00AM – 2:00PM

Location: William Paterson University, College of Business, 1600 Valley Road, Wayne, Lab G016

Fee: \$285 Pre Register with the William Paterson SBDC

For registration and information, call 973-754-8695

## NJSBDC FINANCE WEBINARS

Presenter for these webinars is Gary Rago, CPA

Fee for all webinars is \$25

- Keeping Score: Where's My Cashflow?  
Wednesday, May 1
- Business Valuation – Establish the Value of Your Business,  
Wednesday, June 5

Time for the webinars is 6:00PM to 7:00PM

You must have computer speakers to hear these webinars

To register, please visit [www.njsbdc.com/webinar](http://www.njsbdc.com/webinar) or call Aliea Hughes at: 973-353-3430

\*\*\*Registration MUST occur at least 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\*\***

## FINANCE FOR EARLY STAGE ENTERPRISES

This is a series of finance Lectures, webinars and workshops that is designed to increase the fluency in financial management of an emerging enterprise. The purpose is to equip the managers to aggressively deal with the rigors of today's environment in managing profitability.

### Cash Flow – Managing for Success

Free

The information you'll garner from a solid, detailed cash flow projection will show business owners and managers –

- Should you place positive cash flow ahead of profitability?
- Is your primary concern staying in business?

This workshop will show you how to actively manage the cash flow of your business through the construction of a comprehensive budgeting and review process that will show you the consequences of your decisions in dealing with cash.

Instructor: Errol Bowen, MBA

Date: Wed, Jan 16

Location: PCCC CTC 218 Memorial Drive, Paterson, Room 102A

Date: Wed, Feb 13

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

Time: 6 – 9PM

## FUNDAMENTALS OF FINANCE

Free

This series of workshops is designed to inform the beginning entrepreneur of 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.

Instructor: Ursula Fahmy

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

For registration and information, call 973-754-8695

### Understanding Financial Statements

Free

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.

Date: Thursday, 2/28

Time: 6:00 – 9:00 PM

### Small Business Record-Keeping (Two Sessions)

Free

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.

Dates: Thursdays, 3/7, 3/14

Time: 6:00 – 9:00 PM

## Small Business Taxes

Free

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

Date: Thursday, 3/21

Time: 6:00 – 9:00 PM

## E-BUSINESS WEBINAR SERIES

### Grow Your Business Online

Fee: \$25 Each 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.

Instructor: Sunny Kancheria

The schedule for the webinars is as follows:

Date: Thursdays

Time: 6:00 – 7:00 PM

- **Website Development – Big Mistakes to Avoid** – (January 24, April 11)
- **How to Use Free Resources to Build Your Website** – (February 14, April 25)
- **Promoting Website & Boosting Sales** – (February 28)
- **Power of Email Marketing** – (March 14)
- **How to Use Social Media** – (January 10, March 28)

**You must have computer speakers to hear these webinars.**

To register, please visit [www.njsbdc.com/webinar](http://www.njsbdc.com/webinar)

or call Aliea Huges at: 973-353-3430

\*\*\*Registration MUST occur at least 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\*\***

### Social Media for Business

Free

Content description may be amended for the sake of currency.

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

Dates: Thursdays, 2/28, 4/11, 5/30

Time: 9:00 – 11:30 AM

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

## INTERNATIONAL TRADE

### International Trade Webinars Fee for Each Webinar is \$25

Lecturer: NJSBDC Lead International Trade Consultant  
Roger Cohen

The schedule for these seminars is as follows:

- **Getting Started in International Business** –  
Wednesdays, Apr 24, July 17
- **Selling Overseas with International Reps,  
Agents and Distributors** –  
Wednesdays, 5/15, 8/14
- **Basics of International Risk and Finance**  
– Wednesday, June 26

You must have computer speakers to hear this seminar.

To register, please visit [www.njsbdc.com/webinar](http://www.njsbdc.com/webinar)  
or call Aliea Huges at: 973-353-3430

\*\*\*Registration MUST occur at least one hour before the actual  
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There is also a Q&A after the webinar.

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### International Trade Management Series Fee: \$50

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.

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

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

To register call 973-353-1927 or online at: [njsbdc.com](http://njsbdc.com)

**You must be registered to attend.**

### Demystifying International Trade Fee: \$50

#### 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.

Date: Wednesday, 2/27

### Getting the Most from International Reps., Agents and Distributors Fee: \$50

#### 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: Wednesday, 3/13

### International Letters of Credit and INCOTERMS (International Terminology) Fee: \$50

#### 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: Wednesday, 3/27

### GOVERNMENT CONTRACT WORKSHOP: CONTRACTING OPPORTUNITIES FOR SMALL BUSINESS Free

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

The Defense Procurement 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: Tuesdays, 4/9, 6/11

Time: 9:00am – 12:00pm  
(registration/ check-in begins at 8:30 am)

Location: Wm. Paterson University, 1600 Valley Road,  
Wayne, NJ, Lab G016

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

## ECONOMIC DEVELOPMENT CONFERENCES

Free

### TOPICS TO BE DETERMINED

(Call below for specific topics and dates)

Time: 8:30 – 11:30 AM

Location: William Paterson University College of Business,  
1600 Valley Road, Wayne, NJ

Room: Auditorium

For details and to register, please call

The Department of Planning and Economic Development

Phone: 973-569-4725

## BUYING A BUSINESS OR FRANCHISE

Free

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.

### 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 perform 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

Instructor: Charles Mizejewski, Franchise Network of New Jersey

Date: Tuesdays 1/29, 4/23, 6/18

Time: 9:00 – 11:30AM

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

## NEXT STAGE GROWTH STRATEGY

### Next Stage Growth Webinars

All webinars are \$25

These webinars are designed to give the established entrepreneur an understanding of marketing fundamentals and strategies to set and attain marketing goals.

The dates and times for these webinars are to be determined.

For information, visit [www.njsbdc.com/webinar](http://www.njsbdc.com/webinar)

or call Aliea Hughes at: 973-353-3430

## Next Stage Seminar / Workshops Fee \$50 Each Presentation

These Individual seminars are designed to take the entrepreneur beyond his early and initial period and prepare him/her for the complexities and challenges of the growth stage. Select any or all that best meet your needs.

These sessions are presented in cooperation with the NJSBDC. The content is described below:

Instructor: Jim Palumbo, Management Consultant

Time: 9:00AM – 12:00PM

All sessions are held at The William Paterson University College of Business, 1600 Valley Road, Wayne, NJ 07470, Room V1003

For registration and payment directions, call 973-353-1927 or contact the NJSBDC online at [NJSBDC.com](http://NJSBDC.com).

**You must be registered for admission to the program.**

### Knowing Your Market:

This course demonstrates the various methods that professionals use to find out information about their customers and their needs and how to meet them. Identify target markets, competitors, market trends, customer satisfaction with products and services, and other pertinent parameters.

Date: Wednesday, Mar 13

### Marketing Upstream:

Attract larger clients by changing the way an enterprise markets itself and keep abreast of changing conditions. Learn the tools and the internal analyses necessary to find new clients and understand their needs.

Date: Wednesday, Apr 10

### Strategic Selling Systems:

This program offers a "Birds Eye View" of database marketing as well as the personal selling philosophy it supports. Learn strategic selling skills that help to achieve top performance in one's industry.

Date: Wednesday, May 15



## Entrepreneur Certificate Program • Spring 2013

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 Safety Academy) 300 Oldham Road, Wayne

Course Title	Course #	Hours	Start Date	End Date	Campus	Fee
The Business Plan	NBS 160 S1	9	2/20/13	3/6/13	Wayne	\$134
Marketing Strategies for Business Success	NBS 161 S1	6	3/13/13	3/20/13	Wayne	\$89
Understanding Financial Statements	NBS 163 S1	3	4/3/13	4/3/13	Wayne	\$45
Small Business Recordkeeping	NBS 164 S1	6	4/10/13	4/17/13	Wayne	\$89
Legal I - Startup Specifics	NBS 165 S1	3	4/24/13	4/24/13	Wayne	\$45
Legal II - Contracts	NBS 166 S1	3	5/1/13	5/1/13	Wayne	\$45
Small Business Taxes	NBS 162 S1	3	5/8/13	5/8/13	Wayne	\$45

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. Barry 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

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

[www.njsbdc.com](http://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 SBDC has textbooks available in English and Spanish at \$15 to accompany the classes in "Business Startup" and "Creating a Winning Business Plan"