

AMERICA'S SMALL BUSINESS
DEVELOPMENT CENTERS
NEW JERSEY



**BIG
IMPACT**

“Where Businesses Go *TO GROW*”

www.njsbdc.com

Nationally Accredited Network

Spring 2017 NJSBDC at RVCC Course Schedule

For information or to register: Phone: 908-526-1200, Extension 8516

E-mail: sbdc@raritanval.edu Website: www.sbdcrvcc.com

SMALL BUSINESS DEVELOPMENT CENTER

About the SBDC

The Small Business Development Center at Raritan Valley Community College offers aspiring and established small business owners the assistance they need to plan and develop successful and profitable ventures. Services include:

- Free Counseling – free, confidential, one-on-one counseling for start-ups and established small business owners. Our experienced counselors can address your small business questions and concerns on a variety of topics, including starting a small business, strategic business planning, marketing, recordkeeping, financial needs, online and web-based technology and more.
- Free and Low-Cost Classes, Seminars and Workshops – conducted by small business professionals, successful owners, consultants and federal and state government specialists. Topics are designed to benefit both start-up and established businesses. Visit www.sbdcrvcc.com for listings.
- Free information – Guidance for accessing online resources and databases, printed handouts, magazines, literature and more on small business topics of interest.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance by contacting Bill Harnden, Regional Director of SBDC at Raritan Valley Community College, P.O. Box 3300, Somerville, NJ, 08876. Phone: 908-526-1200 ext. 8516. E-mail: sbdc@raritanval.edu.

SBDC CLIENT TESTIMONIALS

"SBDC has been an outstanding resource for my business. From each consultation with the SBDC, I realigned some of my business goals and strategies based on counselor recommendations. The valuable insight that SBDC provided has significantly improved my company. The SBDC resources available have been extremely useful and recommended for all small business owners - experienced SBDC counselors, workshops to help small business from marketing to sales, and tools that help business owners develop the right business formula."

Michael Kurzrock, Optimal Computing

"There are not enough accolades to describe the staff at the Small Business Development Center at RVCC. From our first appointment to our final meeting, my business partner and I were supported and encouraged every step of the way. We received the expert advice of the counselors, which proved to be invaluable to us as we launched our company. The entire experience while working with the team at the SBDC was positive and truly life-changing. Thank you, SBDC!"

Donna Turso, NJ Teachers' Ed, LLC

"The SBDC at RVCC has been a blessing to my business. My recent SBA loan approval was a direct result of my involvement with the SBDC. I can't say enough about the assistance I received. I would urge any entrepreneur who is serious about taking their business to the next level to explore the mentorship and counseling opportunities available at the SBDC."

Tod Wilson, Mr. Tod's Pie Factory - 2009 ABC Shark Tank Winner



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ACCOUNTING AND QUICKBOOKS CERTIFICATE

Learn the basics of accounting fundamentals and QuickBooks desktop or online versions. Take the three courses (21 hours) in sequence to earn a certificate or take each individually to acquire course-specific skills.

Part I: Accounting Fundamentals - Both Desktop and Online Options SB211

Learn fundamental accounting procedures that complement QuickBooks for Small Businesses. Master concepts needed for bookkeeping and learn accounting terminology used to operate financial software. (6 hours)

Course fee: \$129

CRN 60002	Mon/Tue	Jan 16 & 17	6:00 pm - 9:00 pm
CRN 60006	Mon/Tue	Feb 20 & 21	6:00 pm - 9:00 pm
CRN 60010	Mon/Thu	Mar 27 & 30	6:00 pm - 9:00 pm
CRN 60025	Mon/Thu	Apr 24 & 27	6:00 pm - 9:00 pm

Part II: QuickBooks Set Up for Small Businesses - Desktop Option SB204

Learn how QuickBooks can simplify the accounting process for a small business. Set up a business, record transactions, understand the reports generated from QuickBooks and the components of financial statements. (6 hours)

Prerequisite: Accounting Fundamentals or a good working knowledge of accounting principles.

Course fee: \$129

CRN 60003	Mon/Tue	Jan 23 & 24	6:00 pm - 9:00 pm
CRN 60007	Mon/Tue	Feb 27 & 28	6:00 pm - 9:00 pm
CRN 60011	Mon/Thu	Apr 3 & 6	6:00 pm - 9:00 pm
CRN 60026	Mon/Thu	May 1 & 4	6:00 pm - 9:00 pm

Part III: QuickBooks Accounts Receivable and Accounts Payable - Desktop Option SB205

In a simulated real business environment learn how to manage both the Customers/Sales and Vendors/Expenses capabilities in QuickBooks. Perform and practice Accounts Receivable and Accounts Payable transactions and reporting. (9 hours)

Prerequisite: QuickBooks for Small Businesses and a good working knowledge of accounting principles.

Course fee: \$169

CRN 60004	Tue/Thu/Tue	Jan 31, Feb 2 & 7	6:00 pm - 9:00 pm
CRN 60008	Tue/Thu/Tue	Mar 7, 9 & 14	6:00 pm - 9:00 pm
CRN 60024	Tue/Thu/Tue	Apr 11, 13 & 18	6:00 pm - 9:00 pm
CRN 60027	Tue/Thu/Tue	May 9, 11 & 16	6:00 pm - 9:00 pm

Part II and III: QuickBooks Set up and A/R and A/P - Online Option SB281

In a simulated real business environment learn how to manage both the Customers/Sales and Vendors/Expenses capabilities in QuickBooks. Perform and practice Accounts Receivable and Accounts Payable transactions and reporting. (9 hours)

Prerequisite: Accounting Fundamentals and a good working knowledge of accounting principles.

Course fee: \$169

CRN 60030	Mon/Tue/Thu	Feb 13, 14 & 16	6:00 pm - 9:00 pm
CRN 60031	Mon/Wed/Thu	May 22, 24 & 25	6:00 pm - 9:00 pm



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QuickBooks Model Office - Desktop Option Only SB278

Attendees will create a model office company, post a large number of accounts payable and accounts receivable transactions and reconcile their entries to the company's profit and loss report.

Prerequisite: Must have received the Accounting and QuickBooks Certificate. Seating is limited. To register, send an email to sbdc@raritanval.edu and provide us with your name, address, telephone number and desired class or call the SBDC at 908-526-1200 x8516. (6 hours)

Registration is required.

Course fee: Free

Thu	Feb 23 & Mar 2	6:00 pm - 9:00 pm
Tue/Thu	Mar 21 & 23	6:00 pm - 9:00 pm
Tue	Apr 25 & May 2	6:00 pm - 9:00 pm
Thu/Tue	May 18 & 23	6:00 pm - 9:00 pm

For more information about the NJ Small Business Development Center (SBDC) at Raritan Valley Community College (RVCC) visit www.sbdcrvcc.com.

ENTREPRENEURIAL CERTIFICATE PROGRAM (ECP)

Jointly sponsored by the NJSBDC and New Jersey community colleges, this statewide 39-hour Entrepreneurial Certificate Program (ECP) comprises nine courses that will give you a good working knowledge of how to start up and/or successfully manage a small business.

Building Your Marketing Plan SB703

Learn about market research, strategic marketing decisions, advertising and sales, public relations, promotions, and networking. Find out about all phases of a marketing plan, how to define markets and how to implement creative, low-cost guerrilla marketing. (6 hours)

Course fee: \$119

CRN 60044	Tue	Jan 31 & Feb 7	6:00 pm - 9:00 pm
CRN 60086	Wed	May 24 & 31	6:00 pm - 9:00 pm

Legal 1 SB701

Be knowledgeable about the laws affecting business. Business owners will learn how to choose the appropriate business structure, assess business risks, provide adequate protection and establish proper record keeping and controls. (3 hours)

Course fee: \$59

CRN 60032	Wed	Feb 8	6:00 pm - 9:00 pm
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Legal 2 SB702

Attain a basic understanding of contract law, legal ownership of a business, stock, and partnership agreements. (3 hours)

Course fee: \$59

CRN 60033	Wed	Feb 15	6:00 pm - 9:00 pm
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The Business Plan SB707

Create a sound business plan to help you manage your business more effectively and/or prepare to seek financing. Chart your course and improve your chances for business success. (9 hours)

Course fee: \$159

CRN 60036	Tue	Feb 21, 28 & Mar 7	6:00 pm - 9:00 pm
CRN 60088	Wed	May 3, 10, 17	6:00 pm - 9:00 pm

Mastering the Mental Side of Building a Business SB427

Learn how to proactively handle and even benefit from the inevitable challenges and setbacks you'll face along the way building your business. Finish up with solid ways to build your confidence in any situation, work through habits and fears that can hold you back, and create a support system that will help lead you to success. (3 hours)

Registration is required.

Course fee: FREE

CRN 60034	Wed	Feb 22	6:00 pm - 9:00 pm
CRN 60035	Wed	Apr 26	6:00 pm - 9:00 pm

Take the 'Rocket' Out of the Science of Selling SB732

No one is a 'born' salesperson, yet we all live by selling something. Overcome anxiety and fear of selling to achieve your sales goals. Program includes: customer wants and relationship strategies, the 'anatomy of a sale,' how to avoid 11 selling mistakes, what it takes to get to 'earn' the sale and how to get to 'yes' faster. (6 hours)

Course fee: \$119

CRN 60043	Wed	Mar 29 & Apr 5	6:00 pm - 9:00 pm
CRN 60087	Wed	Jun 7 & 14	6:00 pm - 9:00 pm

Small Business Taxes SB704

Learn which type of legal entity is the best structure for your company and receive information about tax responsibilities based on the entity you choose. Find out what tax deductions you are entitled to. (3 hours)

Course fee: \$59

CRN 60037	Tue	May 9	6:00 pm - 9:00 pm
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Small Business Recordkeeping SB705

Learn what records you need to keep, how to do your own bookkeeping, and how to use records as a management tool. Find out processes you need to follow for tax deductions. (3 hours)

Course fee: \$59

CRN 60038	Tue	May 16	6:00 pm - 9:00 pm
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Understanding Financial Statements SB706

Learn about spreadsheets, understanding revenue and expense, structure and relationships, meaningful forecasts and projections, break-even analysis, balance sheets, P&L, and cash flow. (3 hours)

Course fee: \$59

CRN 60040 Tue May 23 6:00 pm - 9:00 pm

NEW - DIGITAL BLUEPRINT CERTIFICATE PROGRAM (DPCP)

There has been a transformational shift in the marketing industry. An entrepreneur's approach in connecting with both new and existing customers/clients does not resemble the standard approaches used only a few years ago. Effective social media and digital campaigns go beyond simple posts and soft skills. They require planning and executing a strategy based on industry knowledge, research, measurable interactions, analytics and readjustments throughout the process. The Digital Blueprint Certificate gives entrepreneurs and small business owners the opportunity to gain skills in digital technologies, including social media and website development and optimization techniques. By creating a "Digital Blueprint," you walk away with a strategic plan to attract and retain customers and/or clients, drive online traffic, increase revenues, and manage your brand. Take one class or all classes to increase your awareness of this new marketing age. A certificate of completion will be awarded to students who successfully complete the 8 session - 24 hour program.

Planning Your New Website SB421

Learn the biggest mistakes to avoid when building a website and discover what the search engines want. Find out how to register your domain name, choose web hosting, accept payments online, and evaluate whether to do it yourself or hire a professional. (3 hours)

Course fee: \$59

CRN 60089 Wed Feb 22 6:00 pm - 9:00 pm

Introduction to WordPress SB463

Over 26% of websites use WordPress, one of the most popular website Content Management Systems available. You'll learn how to set up your own website using self-hosted WordPress. We'll explain: web hosting, installation, theme selection, plugins to provide functionality, and we'll make sure you know how to keep all your hard work backed up and secure.

Course fee: \$59

CRN 60090 Wed Mar 1 6:00 pm - 9:00 pm

Introduction to Search Engine Optimization (SEO) SB404

Understand how to improve website visibility in the major search engines. Participants learn SEO best practices to follow and have the opportunity to have websites critiqued during the session. (3 hours)

Course fee: \$59

CRN 60091 Wed Mar 8 6:00 pm - 9:00 pm

Introduction to Google Analytics SB418

Does your website and marketing work? Learn how to use the powerful free reporting tool, Google Analytics, to measure the effectiveness of your marketing efforts. (3 hours)

Course fee: \$59

CRN 60092 Wed Mar 22 6:00 pm - 9:00 pm



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Introduction to Google AdWords SB403

Learn the basics of Google AdWords to: identify unique keywords and phrases that consumers are currently using to find your business (and competitors), write text ads, design landing pages and set up your first campaign. (3 hours)

Course fee: \$59

CRN 60093 Wed Mar 29 6:00 pm - 9:00 pm

Creating Video for the Web SB406

From planning to production to distribution, learn the basic skills and tools you'll need to create professional video content to promote your brand and publish it online. (3 hours)

Course fee: \$59

CRN 60094 Wed Apr 5 6:00 pm - 9:00 pm

Intro to Blogging SB464

Do you want more customers? Blogging is an excellent way to increase your visibility in the search engines and get your content shared on social media – if you do it right. You'll learn about blogging platforms, how to plan and prepare content, publish and measure success. (3 hours)

Course fee: \$59

CRN 60095 Wed Apr 19 6:00 pm - 9:00 pm

Social Media to Promote Your Business SB405

Build a following, increase your brand awareness, and sales through Social Media. Learn the essential steps and tactics necessary for the small business owner using LinkedIn, Facebook and Twitter. (3 hours)

Course fee: \$59

CRN 60096 Wed Apr 26 6:00 pm - 9:00 pm

STRATEGIC MARKETING CERTIFICATE PROGRAM (SMCP)

Learn how to increase sales in your business and enhance your sales ability. Maximize your business sales and profitability by taking this 18-hour program.

Your Marketing Toolbox: Get Strategic SB708

Learn how to create brand awareness, build trust, give people reasons to buy, and validate your customers' buying decisions. Obtain repeat and referral business. Create a strategic marketing plan grounded in critical foundations that will make your marketing endeavors exciting and rewarding. (9 hours)

Course fee: \$159

CRN 60045 Wed Feb 1, 8 & 15 6:00 pm - 9:00 pm

How to Network for Success SB715

Explore the why, where, and how to network offline and online. Learn to write and deliver an attention-getting "elevator speech" that really works. Start networking immediately: bring your business cards and brochures to class. (3 hours)

Course fee: \$59

CRN 60048 Tue Mar 28 6:00 pm - 9:00 pm



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Mastering Marketing Communications Skills SB709

Effective marketing campaigns require a wide range of communications skills for today's marketing environment, sudden trends, and new technology. Maintaining excellence in written, verbal, and non-verbal communication is challenging. Program includes guidelines for websites, email, brochures, letters, and PowerPoint presentations. (3 hours)

Course fee: \$59

CRN 60049 Tue Apr 4 6:00 pm - 9:00 pm

Outside-the-Box Marketing SB713

Gain the multiple exposures you need to gain brand recognition and trust within your target market. Design and launch the best tactics to achieve the repeat and referral business you need to achieve your goals. (3 hours)

Course fee: \$59

CRN 60047 Tue Apr 11 6:00 pm - 9:00 pm

GENERAL COURSES

NEW - NJ Marketing Expo

The NJ Marketing Expo is a unique event, bringing together experts on email marketing, content marketing, social media, and branding and website development to help you promote your business or not-for-profit organization. This educational summit features an agenda full of learning opportunities to help you take advantage of the latest tactics and proven strategies for successful digital marketing. Every session will fuel you with actionable insights and tools to help you boost your business. For information and to register for the event visit <http://www.njmarketingexpo.com> (8 hours)

Course fee: \$30 Tue Mar 7 8:00 am – 4:00 pm

NEW - Data Science for Small Business Owners SB466

Learn from different real world vignettes highlighting the power of big data and data science in helping businesses transform their business models. Discover the most relevant data technologies today and attain a basic understanding of the core data science methods and how they can be used to solve tough business problems. (6 hours)

Course fee: \$119

CRN 60111 Wed Jan 25 & Feb 1 6:00 pm - 9:00 pm

SBDC FREE COURSES

How to Purchase a Business or Franchise SB435

Learn how to identify and then research a credible franchise or existing business. (3 hours)

Registration is required.

Course fee: FREE

CRN 60062 Thu Feb 9 6:00 pm - 9:00 pm

CRN 60064 Thu Apr 20 6:00 pm - 9:00 pm



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Mastering the Mental Side of Building a Business SB427

Learn how to proactively handle and even benefit from the inevitable challenges and setbacks you'll face along the way building your business. Finish up with solid ways to build your confidence in any situation, work through habits and fears that can hold you back, and create a support system that will help lead you to success. (3 hours) **Registration is required.**

Course fee: FREE

CRN 60034	Wed	Feb 22	6:00 pm - 9:00 pm
CRN 60035	Wed	Apr 26	6:00 pm - 9:00 pm

Maximize Your Trade Show Investment SB730

Don't underestimate the value of trade show and event marketing – the most powerful tools in your marketing mix for uncovering and landing new business opportunities. Find out what you don't know about trade shows and how to choose your exhibit space, budget time and resources, promote your participation (before, during and after), increase booth traffic, capture the interest of those passing by (in less than 7 seconds), qualify visitors, and get the best follow-up results. (3 hours)

Registration is required.

Course fee: FREE

CRN 60058	Wed	Mar 1	6:00 pm - 9:00 pm
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Crowdfunding: A New Alternative to Raising Working Capital SB731

Crowdfunding has become a great alternative for small business owners to raise working capital for their business ventures. Our workshop will help participants understand the principles associated with building successful Crowdfunding campaigns and will show you how to use Crowdfunding to finance your goals. (3 hours)

Registration is required.

Course fee: FREE

CRN 60066	Thu	Mar 2	6:00 pm - 9:00 pm
CRN 60068	Wed	May 31	6:00 pm - 9:00 pm

NJ Division of Revenue & Taxation Small Business Tax Workshop SB209

The Small Business Tax Workshop is provided by the Division of Taxation at no cost to the participants. 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. (5 hours)

Registration is required.

Course fee: FREE

CRN 60072	Wed	Mar 8	10:00 am - 2:00 pm
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Meet the Lenders SB202

Are you an entrepreneur who needs to learn about financing your small business? Meet the people who can assist you. The first part of this seminar explains the process of how a business owner can obtain financing via different methods and various lenders, and what resources are available to small businesses. In the second part of the seminar attendees can meet lenders and discuss issues one-on-one. (3 hours)

Registration is required.

Course fee: FREE

CRN 60071 Fri Mar 10 12:00 pm - 3:00 pm

Doing Business with the Federal Government SB279

The US 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. (3 hours)

Registration is required.

Course fee: FREE

CRN 60073 Thu Mar 23 9:00 am - 12:00 pm

Federal Small Business Certifications SB280

This seminar will discuss the federal procurement 8(a) Business Development Program, HUBZone Empowerment Contracting Program and Women-Owned Small Business (WOSB) and Economically Disadvantaged Women-Owned Small Business (EDWOSB) set-aside programs. (3 hours)

Registration is required.

Course fee: FREE

CRN 60074 Thu Mar 23 1:00 pm - 4:00 pm

NEW - Sustainable Business Registration Workshop SB465

This is a hands on workshop that will help your business join the NJ Sustainable Business Registry. Sustainability counselors will guide you through the process of registering your business online and assist you with crafting your promotional profile. You'll also have an opportunity to learn about no cost sustainability consulting services for your business available through SBDC and ask questions about implementing environmental business practices. (2 hours)

Registration is required.

Course fee: FREE

CRN 60098 Thu Apr 13 6:00 pm - 8:00 pm

Create Your Local Business Listing on Google & Bing SB450

Getting found in the search engines is critical for your business. We will show you how to create your free Local Business Listing on Google and Bing, and discuss other opportunities. This workshop is intended for small business owners with an office or retail address (not work from home). (3 hours) **Registration is required.**

Course fee: FREE

CRN 60059 Wed Feb 15 6:00 pm - 9:00 pm

CRN 60061 Wed May 3 6:00 pm - 9:00 pm



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Basics of Small Business Insurance SB448

Are you a small business owner who is operating without insurance, and needs to learn the basics of both insurance and risk management techniques? Learn how to protect your company from catastrophic loss. This seminar will explain the types of insurance needed to build a basic insurance program...and teach you different ways to buy insurance or self-insure. (3 hours).

Registration is required.

Course fee: FREE

CRN 60069 Wed Mar 15 6:00 pm - 9:00 pm

CRN 60070 Thu May 4 6:00 pm - 9:00 pm

¡NUEVO! - Desarrollo de paquete de préstamos en Español SB462

Esta clase ofrecerá a los asistentes una visión general de los procesos de desarrollo del paquete de préstamo. Usted aprenderá la importancia de un plan de negocios, revisar su informe de crédito y qué documentación es necesaria normalmente por los bancos para garantizar un préstamo de pequeña empresa. (3 horas)

Es obligatorio el registro.

Precio del curso: gratis

CRN 60075 Tue Feb 7 6:00 pm - 9:00 pm

Veteran's Entrepreneur Certificate Program (VECP)

Are you a veteran who is interested in starting a business? The Small Business Development Center (SBDC) is offering scholarships for free training. Visit www.sbdcrvcc.com for program enrollment details.

SBDC at RVCC CLASS LOCATIONS:

RVCC at BRIDGEWATER - 14 Vogt Drive, Bldg. B, Bridgewater, NJ 08807

RVCC Main Campus – 118 Lamington Road, Branchburg, NJ 08876



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