

SMALL BUSINESS DEVELOPMENT CENTER



The Small Business Development Center (SBDC) at Raritan Valley Community College (RVCC) offers aspiring and established entrepreneurs the assistance they need to plan and develop successful and profitable ventures. Services include 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.

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. Learn more about the SBDC by visiting our website at www.sbdcrvcc.com.



A Message from the SBDC Regional Director: All Fall 2021 Webinars* Are Offered at No Cost

This past spring, in response to the economic impact caused by the COVID health crisis, the SBDC at RVCC decided to offer all of our webinar training classes at no-charge to attendees. Many of our clients expressed their sincere appreciation for being able to take advantage of the content of these Small Business classes, without having to worry about cost. Therefore, I am extending our no-cost webinars again, for the fall 2021 semester. In addition to the no-cost webinars, we are offering two "in-person" QuickBooks Classes (see below), at no cost to attendees. Space is limited so we can adhere to social distancing recommendations.

We invite and encourage you to look through the Fall 2021 classes to find the topics of interest to you. As always, they are all designed to meet the needs of aspiring entrepreneurs, as well as small business owners. The full Fall 2021 schedule of classes and registration instructions can also be found on our website (www.sbdcrvcc.com) under the "Training" tab.

Please help spread the word as well, by letting your friends and family know about this opportunity to learn about starting and operating your own business. Happy browsing, and best wishes, from the SBDC staff, counselors, and instructors, for a healthy, successful and prosperous small business future!

Bill Harnden

Regional Director, SBDC@RVCC

***Important note regarding RVCC webinar procedures:** Those who register for an SBDC at RVCC webinar will be provided with secure Zoom sign-in information that will allow you to join the class remotely. Attendees can observe and listen as the instructor teaches the class, view and download presentation materials and interact during discussion or Q&A periods. To participate in a webinar session, you will need either a desktop or laptop computer, tablet, mobile phone, or another appropriate device with webcam and microphone set-up and internet connectivity. You can pretest your equipment and connection by accessing the test facility on the Zoom website (www.zoom.us/test). Detailed participation instructions and the Zoom webinar invitation will be provided to those who register, in a class confirmation email sent at least two business days prior to the start of the webinar.

SBDC ACCOUNTING AND QUICKBOOKS

Fundamentals of Small Business Accounting - Webinar

6 hours

If you are, or intend to be, a small business owner you must master accounting terminology and bookkeeping concepts in order to run a successful business. It's all about the numbers. This webinar will help you understand how to post and evaluate the numbers that your business generates.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE

Mon/Tue, Sep 20 & 21, 6-9 pm

Mon/Tue, Nov 22 & 23, 6-9 pm

QuickBooks Online Set-Up and A/R and A/P Demonstration - Webinar

6 hours

In a simulated business environment, we will demonstrate how to manage both the Customers/Sales and Vendors/Expenses capabilities and Accounts Receivable and Accounts Payable transactions and reporting.

Prerequisite: Fundamentals of Small Business Accounting.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE

Mon/Tue, Sep 27 & 28, 6-9 pm

Mon/Tue, Nov 29 & 30, 6-9 pm

QuickBooks Desktop Option Set-Up for Small Businesses

PLEASE NOTE: THIS IN-PERSON CLASS WILL BE HELD AT THE RVCC WORKFORCE TRAINING CENTER

6 hours

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.

Prerequisite: Fundamentals of Small Business Accounting.

Instructor: Michele Walten, Walten Small Business Solutions, LLC

Course fee: FREE

Tue/Wed, Sep 28 & 29, 6-9 pm

Tue/Wed, Nov 30 & Dec 1, 6 9pm

QuickBooks Desktop Option Accounts Receivable and Accounts Payable

PLEASE NOTE: THIS IN-PERSON CLASS WILL BE HELD AT THE RVCC WORKFORCE TRAINING CENTER

9 Hours

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.

Prerequisite: QuickBooks Desktop Option Set-Up for Small Businesses

Instructor: Michele Walten, Walten Small Business Solutions, LLC

Course fee: FREE

Mon/Tue/Wed, Oct 4, 5 & 6, 6-9pm

Mon/Tue/Wed, Dec 6,7 & 8, 6-9 pm

SBDC DIGITAL BLUEPRINT CERTIFICATE PROGRAM

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 seven-session (21 hours) program.

Planning Your New Website - Webinar

3 hours

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.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Thu, Sep 23, 6-9pm

Intro to SEO - Webinar

3 hours

Learn how to improve your website visibility in Google. Participants learn Search Engine Optimization best practices for beginners. You can also request to have your current website critiqued during the session.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Sep 29, 6-9pm

Intro to WordPress - Webinar

3 hours

35% 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, plug-ins; and we’ll make sure you know how to keep all your hard work backed up and secure.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Oct 6, 6-9pm

Intro to Google Analytics - Webinar

3 hours

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.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Oct 20, 6-9pm

Intro to Google Ads - Webinar

3 hours

Learn the basics of running text ads on search engine result pages to help your business be found by consumers. Intended for beginners, this class will explain how to start using Google Ads (formerly Google Adwords). We will also explain how to identify keyword phrases that consumers may use to find your business, write text ads, prepare website landing pages, and set up your first paid search engine advertising campaign.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Oct 27, 6-9pm

Advanced Website Management - Webinar

3 hours

Building a website can be complicated. But your job doesn't end once the website is launched. There's plenty more to do to make sure it technically performs well, remains secure, and improves the odds of being found in Google and Bing. Topics to be discussed are Google Tag Manager, Google Search Console, Bing Webmaster Tools, Google Data Studio and Microsoft Clarity Analytics.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Nov 3, 6-9pm

Create Video for Your Business - Webinar

3 hours

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.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Nov 10, 6-9pm

SBDC SMALL BUSINESS START-UP WEBINARS

Maybe you have an idea for a service you'd like to provide, a skill or competence you could offer to customers, a hobby you want to turn into a business, the desire to work for yourself ... the motivations are many. If you are someone who's been "noodling around" with the notion of starting your own small business, these courses are designed to guide you as you begin your entrepreneurial journey. Take them in sequence, or as needed. Each provides key information about starting your own small business.

Entrepreneur Assessment - Webinar

3 hours

Are you considering becoming a business owner? Do you have the characteristics and fundamental skills to run a business? And, what are the types of qualities that may offer a better chance for business success? Find out if entrepreneurship is right for you. During the session, complete a self-assessment questionnaire to determine if you have the personal characteristics, the financial fitness and the business readiness skills to own a business. We'll score, interpret and discuss results to provide a better understanding of your entrepreneurial profile.

Instructor: Karen Katcher, MBA, Katcher Associates

Course fee: FREE

Mon, Oct 11, 6-9pm

Mon, Nov 15, 6-9pm

Mon, Dec 13, 6-9pm

Building Blocks to Starting a Business - Webinar

3 hours

Questions! So many questions. This course is designed to help you ask the right questions, and find the right answers, to starting your own business. We identify the basic planning you'll need to tackle as you start to shape your business idea into reality and help you understand how to prioritize the steps you'll be taking, including naming your business, determining the type of legal entity you'll select, developing a business plan, marketing, insurance, financial considerations and more. This course also provides information about valuable resources available to budding entrepreneurs.

Instructor: Ed Dolan, MBA, Kiva Intl. Business Group

Course fee: FREE

Tue, Oct 12, 6-9pm

Tue, Nov 16, 6-9pm

Tue, Dec 14, 6-9pm

Business by the Numbers - Webinar

2 hours

This course offers foundational information about important financial practices and planning, including key accounting and tax considerations, for the new business owner. Don't be caught by surprise. This practical overview provides an understanding of how to strategically manage the financial aspect of your operation from the start, as you plan for your new business.

Instructor: Karen Katcher, MBA, Katcher Associates

Course fee: FREE

Wed, Oct 13, 6-8pm

Wed, Nov 17, 6-8pm

Wed, Dec 15, 6-8pm

Mastering the Mental Side of a Business - Webinar

3 hours

The way you think will impact the way you run your business. In this class, we will teach you how to set goals and create achievable plans, how to handle the inevitable challenges and setbacks you'll face along the way building your business. Confidence is key to your success. Learn how 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.

Instructor: Karen Auld, Certified Success Coach

Course fee: FREE

Thu, Oct 14, 6-9pm

Thu, Nov 18, 6-9pm

Thu, Dec 16, 6-9pm

SBDC BUSINESS PLANNING WEBINARS

Whether you are aspiring to start a small business or have newly begun your operations, a strong foundation in small business basics provides a competitive advantage and equips you with the tools you need to succeed. Each of the courses included in "The 101s of Business Planning" offer an introduction to an essential small business skill, to help you plan, market, sell, and grow your business.

Create Your Local Business Listing on Google & Bing - Webinar

3 hours

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).

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Tue, Sep 14, 6-9pm

(NEW) Supply Chain Management for Small Businesses - Webinar

8 hours

The SBDC at RVCC is partnering with the SBDC at William Paterson University to offer this Supply Chain Management webinar. There will be two workshops each with 2 sessions for a total of 8 hours of instruction and interactive exercises.

Workshop 1: Introduction to Inventory Management

Inventory management refers to the process of ordering, storing, and using a company's inventory. This includes the management of raw materials, components, and finished products, as well as warehousing and processing such items.

Part A: Fundamentals of Inventory Management (2 hours) September 15, 2021

- Define inventory management
- Define inventory management objectives
- Describe the different classes of inventory
- Identify the different levels of inventory management

Part B: Purpose and Function of Inventory (2 hours) September 22, 2021

- Explain why companies carry inventory
- Define the five functions of inventory and describe their use
- Describe the purpose of decoupling inventories
- Detail the components of inventory decision making
- Advanced Topics
- Use a simple formula to estimate inventory throughput
- Define the elements of inventory cost
- Understand and calculate inventory carrying costs
- Define the elements of manufacturing and purchasing costs

Workshop 2: Introduction to Inventory Management

Part A: Inventory Replenishment Management (2 hours) September 29, 2021

- Explain the basic functions of statistical inventory management
- Understand the difference between independent and dependent demand
- Define the theory of inventory replenishment management
- Describe the difference between continuous and periodic inventory review
- Define the seven inventory replenishment methods

Part B: Inventory Management Case Study (2 hours) October 6, 2021

- Review of a case study to allow students to apply what they have learned in our lectures and readings to solve a supply chain problem in a highly realistic simulation.

Instructor: St. Claire Gerald (APICS Master Instructor, CSCP) is Principal Consultant for Harambee Logistics Solutions, specializing in Global Supply Chain certification and Supply Chain Management

Course fee: FREE

Wed, Sep 15, 22, 29 and Oct 6, 10am to 12noon

Using Zoom Video for Your Business - Webinar

3 hours

Zoom has emerged as a major tool in the small business owner's toolkit. It enables you to meet with prospects, customers, employees, and vendors remotely via video. While it has been easy for some of us to grasp and take advantage of, not all of us have had an easy time. This is your opportunity to learn the basics and take advantage of what this amazing free tool has to offer. Topics covered include: Basic settings, appearance, lighting, improving audio quality, scheduling, screen sharing, recording, chat, and more.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Thu, Sep 16, 6-9pm

(New) Fusion Marketing – Webinar

2 hours

Fusion Marketing is one of the most underused, inexpensive, and effective revolutionary marketing strategies for building relationships, attracting your target audience, and sustaining business and profitability. Based on time, energy and imagination, the program explores innovative ideas grounded in cooperation using a wide range of marketing vehicles to communicate a brand's intended message. You'll discover how Fusion Marketing has the power to 'explode' low-cost marketing exposures that attract more customers and greater profitability.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE

Mon, Sep 20, 10am to 12Noon

Intro to Digital Marketing - Webinar

3 hours

As a small business owner, you need to know a lot about everything. You are aware that digital marketing is crucial so people can find you and so you can grow your business. But what should you focus on first and foremost? Your website, email marketing, SEO, CPC/Google Ads, video, organic social media, paid social media? How much time should you spend? What will it cost you? How will you decide where to spend time, money, and resources? This class breaks down the major types of digital marketing tactics for you. We will cover a lot but won't go too far into the details/tactics of each because there simply isn't enough time. (Fortunately, we offer other more specific training classes to help you with that.) This class is your opportunity to ask anything you want about digital marketing, get clarity on obscure topics you've heard about, and make informed decisions about what you should learn to do next.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Sep 22, 6-9pm

Business Plan 101 - Webinar

3 hours

Entrepreneurs need a customized business plan – a fundamental tool for determining the viability and potential for business ideas. In an aggressive marketplace, business plans serve as game plans that help established businesses sustain momentum and profitability. Attendees explore the benefits of business plan templates.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE

Thu, Sep 30, 6-9pm

(NEW) International Sales for Small Businesses - Webinar

12 hours

Is Going Global the right decision for your company? This twelve hour course presents an analysis of the sales function across national borders. The impact of strategic, economic, political, legal, and cultural factors on sales activities, factors that influence the globalization of selling, and the impact of cultural differences on global selling and buying will be discussed. The material presented in this course is geared to business owners or managers with authority to decide the strategy and direction of the company. This NOT a HOW to sell basics; it is designed to help participants decide if Going Global is the right decision and if it is, how do they start.

Workshop 1: How the COVID-19 Crisis and Recovery are Shaping the Global Economy - October 5, 2021

- Is going global right for my business?
- The international expansion paradox

Workshop 2: "Where Do We Mart!" - October 12, 2021

- Getting Started in going Global
- Don't let "FUD" get in your way
- Stand out in the crowd
- Add value to your company

Workshop 3: Entering the Global Market Step by Step - October 19, 2021

- The small-step approach
- The market-entry steps
- One country. Small steps

Workshop 4: Reduce the Risk for Your Company Going Global - November 2, 2021

- Do you have commonality with the geography?
- Entry considerations:
 - o Communication and language
 - o Economic climate
 - o Buyer behavior
 - o Investment worthy
 - o Alignment with business practices and culture

Workshop 5: Finding a "Mountain Guide" - November 9, 2021

- Find a mountain guide
- Build Trust
- One country, many cultures - what's in it for customers?

Workshop 6: Ethical Frameworks & Possible Conflicts with U.S. Law November 10am to 12pm (2 hours)

- Compensation & agreements
- Examine a simple case to inspire discussion for the next topic
- Go / no-go decision
- What happens once you are there?

Instructor: Michael Taylor is an Adjunct Professor in the Russ Berrie Institute for Professional Sales (Department of Management, Marketing, and Professional Sales) in the Cotsakos College of Business at William Paterson University

Course fee: FREE

Tue, Oct 5, 12, 19, Nov 2 & 9, 10am to 12noon

Crowdfunding: A New Alternative to Raising Working Capital - Webinar

3 hours

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.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE

Tue, Oct 5, 6-9pm

Tue, Nov 9, 6-9pm

The Side Hustle – How to Start a Business While Working Fulltime - Webinar

3 hours

Are you building a business while working fulltime? Don't quit your day job until you learn the key elements you need to have in place to transition to self-employment and make your business a success.

Instructor: Karen Auld, KCA Coaching Services

Course fee: FREE

Thu, Oct 7, 6-9pm

Thu, Nov 11, 6-9pm

Thu, Dec 9, 6-9pm



Doing Business with the Federal Government - Webinar

3 hours

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.

Instructor: Small Business Administration (SBA)

Course fee: FREE

Wed, Oct 13, 10am-1pm

(NEW) 'CX' Customer Experience Management – Webinar

2 hours

Customers rule! They buy for their reasons, not yours! Customers have expectations. They don't want to be 'sold,' but rather they want to enjoy an engaging buying experience. The key element to entice customers is the exceptional customer service they expect. It's all about building a customer-centric relationship with a ROI measured in terms of repeat and referral business. This program explores 5 full-circle™ strategies to create your own customer experience program, including: relationship and customer tactics, product knowledge, presentation skills, and after-the-sale systems. Each strategy works in concert to earn customer loyalty 'for a lifetime' and new business referrals.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE

Mon, Oct 18, 10am to 12Noon

NJ Division of Revenue & Taxation Small Business Registration & Reporting Business Income Workshop - Webinar

2 hours

Instructed by NJ Division of Taxation/Taxation University educators, this workshop covers in-depth descriptions of different types of business structures and the formation and registration process for each one. It also covers reporting and paying tax on business income, determining if a tax return is required at the business level, and paying tax on the income at the business and/or at the personal tax level.

Instructor: NJ Division of Taxation

Course fee: FREE

Wed, Oct 20, 10am-12Noon

Business Pivot - Webinar

3 hours

Business Pivot: Pivoting, changing direction, adapting. These are all skills that 2020 brought to the forefront for all entrepreneurs. Join Certified Success Coach Karen Auld as she shares stories of businesses that pivoted during 2020. Hear their stories, lessons learned and learn how you can implement change in your own business.

Instructor: Karen Auld, Certified Success Coach

Course fee: FREE

Thu, Oct 21, 6-9pm

(NEW) Retailing 101 - Webinar

3 hours

Every time someone enters your store, you have a captive audience seeking a rewarding shopping experience, a solution for a problem, and the 'perfect purchase.' Whether competing against 'category busters', discount dollar stores, online retailers, or the competitor across the street, your pace for innovation, differentiation, and reinvention will affect your future. This program helps retailers customize strategies related to their store environment and employees. Your first best customers, your employees, impact every single transaction. Deliver an amazing customer experience and you'll be rewarded with the repeat and referral business you need to achieve your goals.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE

Mon Oct 25, 6-9pm

Networking 101 - Webinar

3 hours

It's not what you know or who you know . . . it's who knows you. Online and off-line networking will increase your sphere of influence, establish your brand identity, build trust, generate word-of-mouth, and attract business opportunities. Learn to write and deliver an attention-getting "elevator speech." Start networking immediately: bring your business cards and brochures to class.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE

Tue, Oct 26, 6-9pm

NJ Division of Taxation Sales Tax and NJ Online Sales Tax Workshop - Webinar

2 hours

Instructed by NJ Division of Taxation/Taxation University educators, this workshop covers New Jersey's Sales and Use Tax, out-of-state sales, and how to file a Sales and Use Tax return. It also covers Sales Tax for online businesses, law changes affecting online sellers, and the Sales Tax implications for common charges/fees (e.g. digital property, shipping and handling, etc.).

Instructor: NJ Division of Taxation

Course fee: FREE

Wed, Oct 27, 10am-12pm

Overcoming Procrastination - Webinar

3 hours

Do you put the "pro" in procrastination? Join Certified Success Coach, Karen Auld, to learn her 4-step process to get into action and say goodbye to your procrastinating habits. Don't procrastinate. Sign up for this great class.

Instructor: Karen Auld, Certified Success Coach

Course fee: FREE

Thu, Oct 28, 6-9pm

Market Research 101 - Webinar

3 hours

Market analysis is critical for making the best business decisions, planning strategically to launch your business and sustaining an established company. You'll learn how to collect and analyze data about your industry, advancements in technology, competitive activity, and target market profiles.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE

Mon, Nov 1, 6-9pm

Selling 101 - Webinar

3 hours

No one is a born salesperson, yet we all live by selling something. Those who are motivated and committed can achieve success by learning the basics of customer relationship management and steps in the 'Anatomy of a Sale.' Through instruction, visual guidelines and role play, the anxiety and fear of selling disappears. You'll discover a selling system that is easy to follow to achieve your goals and to earn sales.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE

Tue, Nov 2, 6-9pm

Federal Small Business Certifications - Webinar

3 hours

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.

Instructor: Small Business Administration (SBA)

Course fee: FREE

Wed, Nov 3, 10am-1pm

How to Purchase a Business or Franchise – Webinar

3 hours

Learn how to identify and then research a credible franchise or existing business.

Instructor: Charles Mizejewski, Sun Belt Business Brokers/FranNet NJ

Course fee: FREE

Thu, Nov 4, 6-9pm

Marketing 101 - Webinar

3 hours

Marketing is about getting people interested in your company's product or service. Marketing builds brand identity and trust, gives people reasons to buy, and validates the buying decision. Marketing gets people 'knocking on your door,' then your selling skills take over!

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE

Mon, Nov 8, 6-9pm

Attracting, Managing and Retaining Good Employees - Webinar

3 hours

Your #1 assets and most important allies are those who come to work every day. There is a critical connection between employee satisfaction, loyalty, high levels of productivity, and your bottom line. Finding and retaining engaged, enthusiastic team members eager to contribute are central to building customer relationships. We'll explore the essential building blocks of a great multi-generational work environment, strategies for attracting first-class employees, and four employee motivators. You'll have the tools to build a trusted, professional, and productive staff for sustaining long-term business and profitability.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE

Wed, Dec 1, 6-9pm

Basics of Small Business Insurance - Webinar

3 hours

Are you a small business owner who is operating without insurance, or may be under-insured, and needs to learn the basics of both insurance and risk management techniques to protect your company from catastrophic loss? Learn about the types of insurance coverage needed to build a basic insurance program and different ways to buy insurance or to self-insure.

Instructor: Sal Ricciardone, CPCU

Course fee: FREE

Thu, Dec 2, 6-9pm

(NEW) Personal and Professional Branding 101 - Webinar

3 hours

In today's competitive environment, becoming a worthy, influential power, and distinguished brand in the marketplace are essential for professional and monetary success. Your passions, values, and goals figure into your brand assets and differentiation. We will explore six key elements that serve as foundations for personal development and career planning. You'll assess your PBV and PBS models for communicating your value and brand promise. You'll know what it takes to stand out with a brand that builds trust and attracts profitability.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE

Mon, Dec 6, 6-9pm