

## 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 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.

*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](mailto:sbdc@raritanval.edu). Learn more about the SBDC by visiting our website at [www.sbdcrvcc.com](http://www.sbdcrvcc.com).*

***“The most important investment you can make is in yourself.”***  
**Warren Buffet**

## ACCOUNTING AND QUICKBOOKS CERTIFICATE

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Learn the basics of Accounting Fundamentals and QuickBooks - Desktop or Online applications. For the Desktop Certificate: take Accounting Fundamentals and parts two and three QuickBooks desktop (21 hours). For the Online Certificate: take Accounting Fundamentals and Parts two and three QuickBooks Online (15 hours) in sequence to earn a certificate. Or, take each individually to acquire course-specific skills.

### Part I: Accounting Fundamentals

#### SB211 – 6 hours

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

Instructor: Michele Walten, Walten Small Business Solutions, LLC

Course fee: \$129

CRN 60005 Tue/Wed, Feb 4 & 5, 6-9pm

CRN 60006 Tue/Wed, Mar 17 & 18, 6-9pm

CRN 60007 Wed/Thu, May 6 & 7, 6-9pm

### Part II: QuickBooks Set Up for Small Businesses – Desktop Option

#### SB204 – 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: Accounting Fundamentals.

Instructor: Michele Walten, Walten Small Business Solutions, LLC

Course fee: \$129

CRN 60008 Tue/Thu, Feb 11 & 13, 6-9pm

CRN 60009 Tue/Thu, Mar 24 & 26, 6-9pm

CRN 60010 Tue/Thu, May 12 & 14, 6-9pm

### Part III: QuickBooks Accounts Receivable and Accounts Payable – Desktop Option

#### SB205 – 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 for Small Businesses and Accounting Fundamentals.

Instructor: Michele Walten, Walten Small Business Solutions, LLC

Course fee: \$169

CRN 60011 Tue/Thu/Tue, Feb 18, 20 & 25, 6-9pm

CRN 60012 Tue/Thu/Tue, Mar 31, Apr 2 & 7, 6-9pm

CRN 60013 Tue/Thu/Tue, May 19, 21 & 26, 6-9pm

### Part II and III: QuickBooks Set Up and A/R and A/P - Online Option

#### SB281 – 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: Accounting Fundamentals

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: \$169

CRN 60014 Mon/Tue/Wed, Mar 16, 17 & 18, 6-9pm

### QuickBooks Model Office - Desktop Option Only

#### SB278 – 6 hours

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 attended both Accounting Fundamentals and QuickBooks Set Up for Small Business classes. Seating is limited.** To register, send an email to [sbdc@raritanval.edu](mailto:sbdc@raritanval.edu) and provide us with your name, address, telephone number and desired class or call the SBDC at 908-526-1200 x8516.

Instructor: Michele Walten, Walten Small Business Solutions, LLC

**Registration is required.**

Course fee: Free

Tue/Thu, Mar 3 & 5, 6-9pm

Tue/Thu, Apr 14 & 16, 6-9pm

Tue/Thu, Jun 2 & 4, 6-9pm

## DIGITAL BLUEPRINT CERTIFICATE PROGRAM (DPCP)

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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 eight-session (24 hour) program.

### Social Media to Promote Your Business

#### SB405 - 3 hours

Connect with consumers through Social Media to increase your brand awareness and sales. Learn the essential steps and tactics necessary for the small business owner using LinkedIn, Facebook and Twitter.

Instructor: Susan Wilcox, e-Dynamic Marketing

Course fee: \$59

CRN 60078 Wed, Feb 12, 6-9pm

### Planning Your New Website

#### SB421 – 3 hours

Learn the biggest mistakes to avoid when building a website and 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: \$59

CRN 60018 Wed, Mar 4, 6-9pm

*Virtual seats are also available for this class. Please refer to the SBDC Webinars section*

### Introduction to Search Engine Optimization (SEO)

#### SB404 – 3 hours

Learn how to improve your website visibility in the major search engines (Google and Bing). Participants learn SEO best practices and can ask to have their website critiqued during the session.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 60019 Wed, Mar 11, 6-9pm

*Virtual seats are also available for this class. Please refer to the SBDC Webinars section*

### Introduction to WordPress

#### SB463 - 3 hours

33% 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: \$59

CRN 60020 Wed, Mar 18, 6-9pm

*Virtual seats are also available for this class. Please refer to the SBDC Webinars section*

### Introduction to Content Marketing and Email

#### SB472 - 3 hours

Content is KING! It helps you get the right message to the right person at the right time. Good content will help customers find you and improve your Search Engine Optimization (SEO). Email marketing will help you keep your current customers coming back and help you convert your prospective customers into buyers. Used together, Content Marketing and email create a strong combination of marketing tools that will help you grow your business.

Instructor: Susan Wilcox, eDynamic Marketing

Course fee: \$59

CRN 60079 Tue, March 24, 6-9pm

## Introduction to Search Engine Advertising

### SB473 - 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). It explains 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: \$59

CRN 60034 Wed, Mar 25, 6-9pm

## Introduction to Google Analytics

### SB418 - 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 website and marketing efforts.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 60021 Wed, Apr 1, 6-9pm

## Creating Video for the Web

### SB406 - 3 hours

From planning to production to distribution, learn basic skills and tools to help you create video content to promote your brand and publish it online.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 60035 Mon, Apr 6, 6-9pm



## SMALL BUSINESS START-UP COURSES

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### *So, do you want to be an entrepreneur? Your own person?*

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

#### SB043 – 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

#### Registration is required.

Course fee: FREE

CRN 60022	Mon, Jan 27, 6-9pm
CRN 60023	Mon, Feb 17, 6-9pm
CRN 60024	Mon, Mar 23, 6-9pm
CRN 60025	Mon, Apr 20, 6-9pm

### Building Blocks to Starting a Business

#### SB737 – 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

#### Registration is required.

Course fee: FREE

CRN 60026	Tue, Jan 28, 6-9pm
CRN 60027	Tue, Feb 18, 6-9pm
CRN 60028	Tue, Mar 24, 6-9pm
CRN 60029	Tue, Apr 21, 6-9pm

### Business by the Numbers

#### SB738 – 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

#### Registration is required.

Course fee: FREE

CRN 60030 Wed, Jan 29, 6-8pm

CRN 60031 Wed, Feb 19, 6-8pm

CRN 60032 Wed, Mar 25, 6-8pm

CRN 60033 Wed, Apr 22, 6-8pm

### Mastering the Mental Side of Building a Business

#### SB427 – 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

#### Registration is required.

Course fee: FREE

CRN 60053 Thu, Jan 30, 6-9pm

CRN 60054 Thu, Feb 20, 6-9pm

CRN 60055 Thu, Apr 2, 6-9pm

CRN 60056 Thu, Apr 23, 6-9pm

Virtual seats are also available for this class. Please refer to the SBDC Webinars section



## THE 101's of BUSINESS PLANNING

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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.

### Networking 101

#### SB746 - 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: \$59

CRN 60046 Wed, Feb 26, 6-9pm

### Business Plan 101

#### SB747- 3 hours

Entrepreneurs need customized business plans -- 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: \$59

CRN 60047 Mon, Apr 22, 6-9pm

### Marketing Analysis 101

#### SB748 - 3 hours

Market analysis is critical for making the best business decisions, planning strategically to launching 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: \$59

CRN 60048 Wed, Apr 29, 6-9pm

### Marketing 101

#### SB749 - 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: \$59

CRN 60049 Wed, May 6, 6-9pm



### Selling 101

#### SB750 - 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: \$59

CRN 60050 Wed, May 13, 6-9pm

### How to Develop an Effective Holistic Business

#### SB467- 3 hours

Launching any small business is difficult but a holistic business faces additional unique challenges. Learn how to educate and attract clients for your unique services and build a practice that sustains. Develop an effective strategic plan, market on a small budget, and learn time-management techniques. This class addresses issues for the pre-venture or in-business practitioner.

Instructor: Camille Miller, MBA, The Natural Life Business Partnership

Course fee: \$59

CRN 60051 Tue, April 21, 6-9pm

*Virtual seats are also available for this class. Please refer to the SBDC Webinars section*

### Business Valuation 101

#### SB469 - 3 hours

Are you selling or refinancing your business? Or just want to know what your business is worth? Valuating a business can be a complicated process. Learn about the myths and methods of the business valuation process and how to objectively identify the market value of your investment.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: \$59

CRN 60052 Wed, Jun 3, 6-9pm



## SBDC WEBINARS

The Small Business Development Center (SBDC) offers the convenience of virtual seating for several of our classes. Participants who register for an SBDC Webinar are provided with a secure sign-in, allowing them to join the class remotely, from a desktop, laptop or mobile device. SBDC Webinar attendees can observe and listen as the instructor teaches the class, view and download presentation materials and interact during discussion or Q&A periods. These virtual seats are available in the classes listed below. **Please refer to the applicable in-person class listing for a complete description of the class.**

**Please note:** Virtual attendees must have a webcam and microphone set-up in order to participate interactively during the SBDC Webinar classes. The SBDC does not provide technical support for your personal equipment. Detailed participation instructions, including technical requirements, will be provided to attendees prior to each Webinar session.

### Mastering the Mental Side of Building a Business

#### SB427- 3 hours

Instructor: Karen Auld, Certified Success Coach

**Registration is required.** Course fee: FREE

CRN 60057 Thu, Jan 30, 6-9pm

CRN 60058 Thu, Feb 20, 6-9pm

CRN 60059 Thu, Apr 2, 6-9pm

CRN 60060 Thu, Apr 23, 6-9pm

### Planning Your New Website

#### SB421 - 3 hours

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 60042 Wed, Mar 4, 6-9pm

### NJ Division of Revenue & Taxation Small Business

#### Tax Workshop

#### SB209 - 4 hours

Instructor: NJ Division of Taxation

**Registration is required.** Course fee: FREE

CRN 60081 Fri, Mar 6, 10am-2pm

### Introduction to Search Engine Optimization (SEO)

#### SB404 - 3 hours

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 60043 Wed, Mar 11, 6-9pm

### Online Businesses and NJ Sales Tax

#### SB282 - 2 hours

Instructor: NJ Division of Taxation

**Registration is required.** Course fee: FREE

CRN 60083 Fri, Mar 13, 10am-12pm

### Introduction to WordPress

#### SB463 - 3 hours

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: \$59

CRN 60044 Wed, Mar 18, 6-9pm

### How to Develop an Effective Holistic Business

#### SB467- 3 hours

Instructor: Camille Miller, MBA, The Natural Life Business Partnership

Course fee: \$59

CRN 60061 Tue, Apr 21, 6-9pm

### Doing Business with the Federal Government

#### SB279 - 3 hours

Instructor: Small Business Administration (SBA)

**Registration is required.**

Course fee: FREE

CRN 60062 Mon, May 11, 10am-1pm

### Federal Small Business Certifications

#### SB280 - 3 hours

Instructor: Small Business Administration (SBA)

**Registration is required.** Course fee: FREE

CRN 60063 Thu, May 14, 10am-1pm



## SBDC FREE COURSES

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### How to Purchase a Business or Franchise

#### SB435 – 3 hours

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

#### Registration is required.

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

Course fee: FREE

CRN 60036 Wed, Feb 12, 6-9pm

CRN 60037 Mon, Apr 6, 6-9pm

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

#### SB474 – 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

#### Registration is required.

Course fee: FREE

CRN 60064 Thu, Jan 23, 6-9pm

CRN 60065 Thu, Feb 13, 6-9pm

CRN 60066 Sat, Mar 7, 9am -12pm

CRN 60067 Thu, Mar 19, 6-9pm

CRN 60068 Thu, Apr 16, 6-9pm

### Create Your Local Business Listing on Google & Bing

#### SB450 – 3 hours

Getting found in the search engines is critical for your business. Learn how to create your free Local Business Listing on Google and Bing; and discuss other opportunities. This class is intended for small business owners with an office or retail address (not work from home).

Instructor: Roland Reinhart, Reinhart Marketing

#### Registration is required.

Course fee: FREE

CRN 60038 Wed, Feb 26, 6-9pm

### (New) Overcoming Procrastination

#### SB475 – 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 in signing up for this great class.

Instructor: Karen Auld, KCA Coaching Services

#### Registration is required.

Course fee: FREE

CRN 60069 Sat, Mar 28, 9am – 12pm

### Maximize Your Trade Show Investment

#### SB730 – 3 hours

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.

#### Registration is required.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE

CRN 60070 Wed, May 20, 6-9pm

### Doing Business with the Federal Government

#### SB279 – 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)

#### Registration is required.

Course fee: FREE

CRN 60039 Mon, May 11, 10am-1pm

*Virtual seats are also available for this class. Please refer to the SBDC Webinars section*

### Basics of Small Business Insurance

#### SB448 – 3 hours

Are you a small business owner who is operating without insurance, or 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

#### Registration is required.

Course fee: FREE

CRN 60071 Wed, Apr 22, 6-9pm

### Federal Small Business Certifications

#### SB280 – 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)

#### Registration is required.

Course fee: FREE

CRN 60040 Thu, May 14, 10am-1pm

*Virtual seats are also available for this class. Please refer to the SBDC Webinars section*

### NJ Division of Revenue & Taxation Small Business Tax Workshop

#### SB209 – 4 hours

NJ Division of Taxation 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. (4 hours)

Instructor: NJ Division of Taxation

**Registration is required.**

Course fee: FREE

CRN 60080 Fri, Mar 6, 10am-2pm

*Virtual seats are also available for this class. Please refer to the SBDC Webinars section*

### Crowdfunding: A New Alternative to Raising Working Capital

#### SB731 – 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.

**Registration is required.**

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE

CRN 60041 Tue, Mar 31, 6-9pm

### Online Businesses and NJ Sales Tax

#### SB282 – 2 hours

Do you have an Online Business that sells taxable products? The Division of Taxation personnel will explain the tax laws applicable to your business. They will define what products and services are taxable, collecting NJ Sales Tax on sales inside and outside NJ, shipping products, and how to file Sales and Use Tax returns.

Instructor: NJ Division of Taxation

**Registration is required.**

Course fee: FREE

CRN 60082 Fri, Mar 13, 10am-12pm

*Virtual seats are also available for this class. Please refer to the SBDC Webinars section*

### Meet the Lenders

#### SB202 – 3 hours

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 60072 Fri, May 15, 12:00 pm - 3:00pm



**ON-LINE REGISTRATION LINK:** <https://www.sbdcrvcc.com/redirect-notice/>

**The location of the NJSBDC at RVCC office and training programs is:**

Raritan Valley Community College

[Workforce Training Center](#)

(Across from Parking Lot 3)

118 Lamington Road

Branchburg, NJ 08876

Workforce Office Suite – 1<sup>st</sup> Floor

**We would love to see you!**

**Stop by to say “Hello” anytime between 9am and 4:30pm, Mon.-Fri.**