

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 Spring 2021 Webinars Are Offered at No Cost

I'd like to announce the start of a special semester of training from your Small Business Development Center at Raritan Valley Community College. The Center has always been proud to offer the community high quality courses and workshops focused on key small business topics including business start-up information, marketing and sales, strategic business planning, digital and online skills, disaster preparedness, insurance basics, accounting and QuickBooks, and more.

During the last two years, we've added virtual class capabilities so participants could attend Webinar versions of our in-person classes. In recent months, in regard for the safety and welfare of our instructors and attendees, we've transitioned all of our classes to the Webinar mode.

Now, I'm proud to announce another step forward in our mission to provide budding entrepreneurs and small business owners the training and information they need to succeed in their business endeavors, at all levels. While many of our SBDC training classes are offered at no cost, others have carried a modest fee in the past. These recent months have proven unusually challenging, with many businesses grappling with financial difficulties and economic hurdles created as a result of the pandemic. In response, this Spring semester we will be removing fees for all of our classes, and will offer every class at no cost to those who wish to participate. With this step, we hope to ease the financial burden for those who wish to attend, and make it easier than ever to take advantage of the range of small business training courses the SBDC is offering for the Spring 2021 semester at Raritan Valley Community College.

We invite and encourage you to look through the Spring 2021 classes in this brochure, (also viewable on our Website at www.sbdcrvcc.com at the "Training" tab) to find the topics of interest to you, and to register for upcoming small business webinars. 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

SBDC ACCOUNTING AND QUICKBOOKS

Please note: Our Accounting and QuickBooks Desktop Certificate program, with the exception of the QuickBooks Online (QBO) version course, has been suspended for the spring semester due to content delivery complications. We hope to re-establish the program in the fall of 2021.

(New) Fundamentals of Small Business Accounting – Webinar

SB290- 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/Wed, Apr 26 & 28 6 - 9: pm

QuickBooks Online Set up and A/R and A/P - Webinar

SB281 – 9 hours

In a simulated 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: Fundamentals of Small Business Accounting.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE Mon/Tue/Wed, May 3, 4 & 5, 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

SB421 – 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 Wed, Feb 24, 6-9pm

Intro to SEO - Webinar

SB404 – 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, Mar 3, 6-9pm

Intro to WordPress - Webinar

SB463 – 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, Mar 10, 6-9pm

Intro to Google Analytics- Webinar

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 marketing efforts.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE Wed, Mar 17, 6-9pm

Intro to Google Ads - Webinar

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). 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, Mar 24, 6-9pm

(New) Advanced Website Management- Webinar

SB761– 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 Tap Manager , Google Search Console, Bing Webmaster Tools, Google Data Studio and Microsoft Clarity Analytics.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE Wed, Mar 31, 6-9pm

Create Video for Your Business- Webinar

SB406 – 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, Apr 7, 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

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

Course fee: FREE Mon, Feb 8, 6-9pm Mon, Mar 8, 6-9pm Mon, Apr 5, 6-9pm

Building Blocks to Starting a Business - Webinar

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

Course fee: FREE Tue, Feb 9, 6-9pm Tue, Mar 9, 6-9pm Tue, Apr 6, 6-9pm

Business by the Numbers - Webinar

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

Course fee: FREE Wed, Feb 10, 6-8pm Wed, Mar 10, 6-8pm Wed, Apr 7, 6-8pm

Mastering the Mental Side of Business - Webinar

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

Course fee: FREE Thu, Feb 11, 6-9pm Thu, Mar 11, 6-9pm Thu, Apr 8, 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

SB450 – 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 Wed, Feb 3, 6-9pm

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

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

Course fee: FREE Thu, Feb 4, 6-9pm Thu, Mar 4, 6-9pm Thu, Apr 1, 6-9pm

(New) Using Zoom Video for Your Business - Webinar

SB762– 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 Wed, Feb 10, 6-9pm

(New) Intro to Digital Marketing - Webinar

SB763 – 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, Feb 17, 6-9pm

Basics of Small Business Insurance - Webinar

SB448 – 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, Feb 18, 6-9pm

How to Purchase a Business or Franchise - Webinar

SB435 – 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 Mon, Feb 22, 6-9pm

(New) Business Pivot - Webinar

SB479 - 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 Tue, Feb 23, 6-9pm

How to Develop an Effective Holistic Business - Webinar

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 holistic 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: FREE Tue, Mar 2, 6-9pm

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

SB209 – 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 Tue, Mar 16, 10am-12p

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

SB282 – 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 Tue, Mar 23, 10am-12pm

Crowdfunding: A New Alternative to Raising Working Capital - Webinar

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.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE Mon, Apr 12, 6-9pm Wed, Jun 2, 6-9pm

(New) Positioning and Branding for Minority Businesses - Webinar

SB764– 22.5 hours

The goal of this nine-session course is to aid minority entrepreneurs in strengthening their competitive advantage by leveraging proven positioning and brand development strategies, as well as increasing awareness of opportunities for inclusion in supplier diversity programs. Intensity of competition is the driving force affecting the performance of every level of management today, whether it is a small retail outlet, a service firm, or a dominant multinational corporation. A business' survival depends on how well its product or service is positioned to satisfy important customer needs; how it differentiates itself from competitors; and how well it builds consumer loyalty, market leadership, and profitable growth. This discipline of positioning and brand development is a must for minority business owners who face the challenge of growing their businesses while remaining competitive. The nine-week class will be an interactive experience focused on teaching minority entrepreneurs how to leverage these times of uncertainty and opportunity to increase their business capacity, as well as help improve their brand identities and maximize resources.

Instructor: LaNella Hooper-William, Hooper Williams Communications

Course fee: FREE Tue, Apr 13, 20, 27 May 4, 11, 18, 25 Jun 1 & 8, 6-8:30pm

Overcoming Procrastination - Webinar

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, Certified Success Coach

Course fee: FREE Thu, Apr 22, 6-9pm

Doing Business with the Federal Government- Webinar

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)

Course fee: FREE Mon, May 3, 10am-1pm

Federal Small Business Certifications - Webinar

SB208– 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 Mon, May 10, 10am-1pm

Business Plan 101 - Webinar

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: FREE Mon, May 10, 6-9pm

Networking 101 - Webinar

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: FREE Wed, May 12, 6-9pm

Marketing 101 - Webinar

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: FREE Mon, May 17, 6-9pm

Market Analysis 101 - Webinar

SB748 – 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 Wed, May 19, 6-9pm

Selling 101 - Webinar

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: FREE Wed May 26, 6-9pm

Maximize Your Trade Show Investment - Webinar

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.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE Thu Jun 3, 6-9pm