

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



## A Message from the SBDC Regional Director: Spring 2022 Webinars\* Are Offered at No Cost

The SBDC experienced much success this past year by offering our training classes at no-charge. Many of our clients expressed their appreciation for the educational and financial assistance this afforded them, therefore, I am extending this practice to the Spring 2022 semester.

We look to 2022 as a 'positive growth year' and we invite and encourage you to look through the Spring 2022 classes in this brochure, (also viewable on our website at [www.sbdcrvcc.com](http://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

**\*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](http://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: Michele Walten, Walten Small Business Solutions, LLC

Course fee: FREE

Mon/Tue, Mar 21 and 22, 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: Michele Walten, Walten Small Business Solutions, LLC

Course fee: FREE

Mon/Tue, Mar 28 & 29, 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 creating a new 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: FREE

Wed, Feb 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, Mar 9, 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, Mar 23, 6-9pm

For the complete schedule of NJSBDC at RVCC webinars and to register, please visit <https://www.sbdcrvcc.com/training/>.

## 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, April 6, 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, Apr 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, May 11, 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, May 18, 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.

#### **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, Feb 10, 6-9pm

Thu, Mar 10, 6-9pm

Thu, Apr 14, 6-9pm

#### **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, Feb 14, 6-9pm

Mon, Mar 14, 6-9pm

Mon, Apr 18, 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, Feb 15, 6-9pm

Tue, Mar 15, 6-9pm

Tue, Apr 19, 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, Feb 16, 6-8pm

Wed, Mar 16, 6-8pm

Wed, Apr 20, 6-8pm

### Mastering the Mental Side of 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, Feb 17, 6-9pm

Thu, Mar 17, 6-9pm

Thu, Apr 21, 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.

### 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

Tue, Jan 18, 6-9pm

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## Local Business Listing on Google & Bing - Webinar

### 3 hours

Getting found in the search engines is critical for your business. Learn how to create your free Local Business Listing (Google Business Profile and Bing Places) and discuss other opportunities.

Instructor: Roland Reinhart, Reinhart Marketing

Course fee: FREE

Wed, Jan 19, 6-9pm

## 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

## 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, Jan 27, 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

Thu, Feb 3, 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, Feb 7, 6-9pm

### 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, Feb 9, 6-9pm

### 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, Feb 22, 6-9pm

Mon, Apr 11, 6-9pm

### 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, Feb 28, 10am to Noon

### 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

Thu, Mar 3, 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

Tue, Mar 8, 6-9pm

### 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

Tue, Mar 15, 10am-Noon

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## 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

Tue, Mar 29, 10am to Noon

## 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 and 2021. 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, Mar 31, 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

Mon, Apr 4, 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

Tue, Apr 5, 10am-Noon

### 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

Thu, Apr 7, 6-9pm

### 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

Tue, Apr 12, 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, May 10, 6-9pm

### 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, May 12, 6-9pm

## Doing Business with the Federal Government - Webinar

1 hour

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

Thu, Apr 28, 11am-Noon

## Federal Small Business Certifications - Webinar

1 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 23, 11am-Noon



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