

Institute for Entrepreneurship

Fall
2010

*Jason Fararooei,
president and executive producer,
Yellow Cape Communications*



Get There.

CENTRAL PIEDMONT COMMUNITY COLLEGE



Get your business on track

Whether you want to start, improve or grow your business, the CPCC Institute for Entrepreneurship is here to help.

Think strategically

The Charlotte area has a dynamic business environment with new and changing preferences for goods and services. What does that mean for your small business today and five years from now? The Institute for Entrepreneurship can help you answer that question and position your business to meet the area's anticipated growth.

Examine closely

Where is your business now and where do you want it to be? Now is the time to take stock.

- Is your funding adequate?
- Are your prices competitive?
- Is your marketing effective?

The Institute helps you take a hard look at your business, broaden your perspective and think of new ways to create value.

Act accordingly

Utilize our resources to help boost your bottom line.

- Enroll in the Institute's courses and seminars.
- Visit the Resource Center.
- Schedule a one-on-one appointment with a business counselor.
- Gain solid advice and act now for your business future.

Your energy
Your ideas
Your success...CPCC's Institute for
Entrepreneurship

Joseph Hayden,
owner, Hayden Tile Company

*"The **Getting to the Core of Business** program truly forces established business owners to challenge themselves and essentially fall back in love with their business. Using the knowledge and tools presented, you will see an improvement in your business, specifically, with the ease of operation."*

www.cpcc.edu/e-institute

Register now by calling 704.330.4223

Courses

STARTING A BUSINESS

New Ventures Entrepreneurship Certificate Program

SBX 7352

Are you trying to evaluate whether your business idea is viable and whether entrepreneurship is a good move for you? Developed by the internationally recognized Kauffman Foundation, this course blends expert classroom instruction and hands-on activities with the ease of online content to give you the best opportunity to fulfill your business dream. **\$359**

6 – 8:30 p.m. 8/18 – 12/8 (Sec. 01) W Central Campus

NOTE: Class will not meet on 11/24

How to Start and Operate a Small Business

SBX 7301

Be one of the thousands of successful small business owners. Learn the elements of a small business, how it functions and the details of successful operation. You will understand and address the components of a sound business plan; identify and apply necessary management skills for getting started and handling financial needs, taxes, marketing and sales, insurance and legal concerns. **\$189**

6:30 – 9:30 p.m. 9/7 – 9/30 (Sec. 01) T/TH Central Campus

BUSINESS PLAN WRITING

Writing a Business Plan I: First Steps

SBX 7205

A business plan can be the most important tool a small business owner has. How should you begin? This course will help you determine the elements for your plan and provide insights to help you put your plan on paper. **\$79**

6:30 – 9:30 p.m. 10/18 – 10/25 (Sec. 01) M Central Campus

Writing a Business Plan II: Doing Your Research

SBX 7206

A business plan can guide you through the various phases of your business, helping you identify and avoid roadblocks. This course focuses on the research required to produce a solid business plan. **\$89**

6:30 – 9:30 p.m. 11/8 – 11/22 (Sec. 01) M Central Campus

FINANCIAL MATTERS

Budgeting and Forecasting

SBX 7466

Lay the groundwork for a successful operation by understanding business budgeting and how decisions affect your bottom line. Learn how to develop your own realistic cash forecasts and see how they can be used to anticipate problems. Budgeting and forecasting are key tools that help grow your business, increase sales, control expenses and improve cash flow. **\$69**

6:30 – 8:30 p.m. 10/4 – 10/6 (Sec. 01) M/W Central Campus

Income Taxes: Important Issues for the Small Business Owner

SBX 7450

Thinking about taxes as a small business owner? Discover what you need to know about reporting and record keeping requirements, payroll taxes, independent contractors, estimated taxes, choice of tax entity and business deductions. You will also gain helpful ideas on how to minimize your tax liability. **\$69**

6:30 – 8:30 p.m. 9/21 – 9/23 (Sec. 01) T/TH Central Campus

ACCOUNTING WITH QUICKBOOKS®

Basic Accounting with QuickBooks®

SBX 7439

Build a solid foundation by learning the fundamental principles of accounting and how they are used in QuickBooks. Understand the chart of accounts and what happens when bills, checks and invoices are entered into an automated system. No accounting knowledge or QuickBooks experience is required. Basic computer skills required. **\$89**

8 – 11 a.m. 9/8 – 9/10 (Sec. 02) W/F Levine Campus

6 – 9 p.m. 8/17 – 8/19 (Sec. 01) T/TH Central Campus

QuickBooks® 2010 Level I

SBX 7440

Discover how to manage and maintain your business finances by automating your accounting and financial reporting functions. Use this computerized program to set your company's chart of accounts, create invoices, receive payments, enter and pay bills, track cash sales and more. *Pre-requisite: knowledge of Windows and basic accounting.* Purchase book: *QuickBooks® Pro: 2010 Level I* prior to attending the first class. **\$169**

8 – 11 a.m. 9/15 – 9/29 (Sec. 02) W/F Levine Campus

11/8 – 11/22 (Sec. 04) M/W Levine Campus

6 – 9 p.m. 8/24 – 9/7 (Sec. 01) T/TH Central Campus

10/4 – 10/18 (Sec. 03) M/W Harris Campus

QuickBooks® 2010 Level II

SBX 7460

Already know the basics? This second level course will help you expand your QuickBooks knowledge. Delve into advanced features such as forms creation, report and graph generation, job costing, inventory and trouble shooting. *Pre-requisites: SBX 7440 or one year of experience.* Purchase book: *QuickBooks Pro: 2010 Level 2* prior to attending the first class. **\$169**

6 – 9 p.m. 10/19 – 11/2 (Sec. 01) T/TH Levine Campus

INTERNET SOLUTIONS

Design Your First Business Website with Microsoft Office Live

SBX 7327

If you've always wanted your own business website, it doesn't get any easier than this. Now is your chance to get a free website including domain name, web hosting, website storage space, company email accounts, website reports and more. **\$129**

6:30 – 9 p.m. 9/30 – 10/21 (Sec. 01) TH Levine Campus

Marketing

Marketing "Green" for Small Business Success

SBX 7473

"Going Green" is more than a fad; it's a set of sound practices that has resulted in an industry growing to more than \$20 billion in new products and services. Discover how to develop a "green" marketing plan and execute your "green" strategy to establish a competitive advantage, reduce your bottom line costs, increase your sales revenue and attract the growing legions of environmentally-conscious consumers. **\$79**

6 – 9 p.m. 10/5 – 10/12 (Sec. 01) T Central Campus

Courses cont.

Internet Marketing Tools Workshop for Business Owners

SBX 7476

Are you looking to boost awareness and sales? Learn how to increase your Internet presence and attract more customers using tools such as Merchant Circle, Google Local, Facebook and LinkedIn. During this hands-on workshop you will set up and explore all the features of internet tools that will help you gain a competitive edge. **\$89**

6 – 8 p.m. 10/26 – 11/16 (Sec. 01) T Central Campus

BUSINESS GROWTH AND DEVELOPMENT

Getting to the CORE of Business: Strategic Development Program

SBX 7353

Surpassed the challenges of startup? Ready to grow your business, but faced with new challenges of building processes, hiring people and creating an effective strategy for growth? Learn a systematic process that will show you how to integrate, implement and execute a focused growth strategy. Find out how to develop a strategic blueprint that will drive results in your business. Designed for entrepreneurs who want to expand an existing business and need the skills to make it grow. *Prerequisite: one year or more of business ownership.* **\$595**

6 – 8:30 p.m. 8/19 – 12/9 (Sec. 01) TH Central Campus

NOTE: Classes will not meet on 11/25

Effective Business Writing

SBX 7475

Make your writing skills a more powerful communication tool. Enhance your marketing skills, discover the tricks-of-the-trade for writing a winning business proposal and create lasting relationships with customers and clients. Using clear explanations, real-life examples, and an animated style, the course solidifies the relationship between business principles and written communications. **\$99**

6 – 9 p.m. 10/21 – 11/4 (Sec. 01) TH Central Campus

How to Buy and Sell A Business

SBX 7459

Thinking about buying or selling a business? Get step-by-step instructions about how to navigate the process from valuation to closing the deal. Find out the best time to sell. Learn the steps necessary for buying a business and the most common mistakes buyers make. Discover what you need to put deals together and why deals fall apart. Plan now for your future ownership or exit strategy. **\$79**

6 – 8:30 p.m. 11/15 – 11/17 (Sec. 01) M/W Central Campus

NONPROFIT ESSENTIALS

Fundraising from Strategy to Results

SBX 7474

Fundraising is not just about money, it's about building relationships and strategizing. You will discover the nuts and bolts of creating action steps for increasing your fundraising revenue and improving communication with individuals and businesses that help you raise money. Learn how to maximize the net contribution; organize volunteers for annual campaigns and special events; solicit major gifts through membership campaigns; and raise funds for your organization. **\$129**

6 – 9 p.m. 10/13 – 10/27 (Sec. 01) W Central Campus

From Grant Seeking to Grant Writing

SBX 7468

Baffled by the thought of grants and not sure where to begin? This class teaches you to do the research, weigh the options, build relationships, incorporate what is needed in the proposals and submit them for funding. With step-by-step guidance you will become an effective grant seeker and will be on your way to writing a winning proposal. **\$99**

6 – 8:30 p.m. 9/8 – 9/29 (Sec. 01) W Central Campus

11/9 – 11/30 (Sec. 02) T Central Campus

Seminars

Sponsored by the Small Business Center Network and free to the public.

GETTING STARTED

You Have a Great Idea... What's Next?

SBX 8003

Everyone has a great idea. The challenge is transforming it into a great product. Learn the five questions to ask before attempting to take a product to market. You will also discover how to examine your idea for feasibility before making a monetary investment.

6:30 – 8:30 p.m. 10/26 (Sec. 501) T Central Campus

Start Your Business Now

SBX 7525

What do you really need to start your own business? Much more than luck! This popular seminar is packed with valuable information to help you get a strong start and increase the odds that your business will be successful. Learn about marketing, sources of financing and legal issues.

1 – 3 p.m. 11/1 (Sec. 504) M South County Library

6:30 – 8:30 p.m. 8/26 (Sec. 501) TH Central Campus

9/14 (Sec. 502) T Cato Campus

10/6 (Sec. 503) W Levine Campus

12/6 (Sec. 505) M Central Campus

Choosing Your Legal Structure

SBX 7812

Which legal structure is best for your business – sole proprietorship, S-Corporation, partnership, or LLC? Choosing the right business entity is an important step in setting up your business. Know the right questions to ask when choosing a legal structure and understand the benefits and disadvantages of each.

6:30 – 8:30 p.m. 09/20 (Sec. 501) M Central Campus

11/18 (Sec. 502) TH Levine Campus

Business Plan Basics

SBX 7805

Turn your business ideas into a solid plan for securing financing and achieving long-term success. Attending this seminar will only be the start of a process that helps commit your great ideas to paper. It will provide you with a good general overview and basic understanding of the components of a typical business plan, how marketing, operations and finance are interrelated and more.

6:30 – 8:30 p.m. 9/13 (Sec. 501) M Central Campus

10/4 (Sec. 502) M North Campus

11/2 (Sec. 503) T Central Campus

Green Business Startup Ideas

SBX 8014

Do you want to launch a venture that will make money but will also allow you to make a difference for the environment? Discover the opportunities for the next generation of entrepreneurs as you explore business opportunities in the green economy.

6:30 – 8:30 p.m. 10/14 (Sec. 501) TH Central Campus

FUNDING YOUR BUSINESS

How to Fund Your Start-Up

SBX 7529

This seminar reviews the various forms of equity and debt financing, including conventional bank loans, SBA guaranteed loans, private loans, venture capital, factored receivables, credit cards and supplier trade credit.

6:30 – 8:30 p.m. 9/7 (Sec. 501) T Central Campus
11/10 (Sec. 502) W Cato Campus

MARKETING YOUR BUSINESS

Market Research Tools

SBX 7813

Discover the variety of market research tools such as statistical websites, questionnaires, focus groups and observational research that give you critical information about potential opportunities and threats in your industry. Get the data you need to test the feasibility of a new business or interest in a proposed new product or service.

6:30 – 8:30 p.m. 8/30 (Sec. 501) M Central Campus

Low Cost, No Cost Methods to Create an Effective Web Presence

SBX 7880

How do you get your website to rank high on search result lists? Today a web presence is a necessity, but to be valuable you must know how to use and market your website effectively to boost your business. Curious about search engine optimization (SEO)? Learn best practices for small business SEO, how search engines really work, and how to take advantage of free tools from Google, Yahoo! and MSN.

6:30 – 8:30 p.m. 9/22 (Sec. 501) W Levine Campus

Creating a Meaningful Brand

SBX 8015

To create a lasting and meaningful “brand” it’s important to understand your brand, define it and live it! Your brand is more than your company name, logo or color scheme, it’s a differentiator from your competitor through the creation of expectations in the mind of your consumers relating to trust, affection, loyalty and brand recognition.

6:30 – 8:30 p.m. 10/25 (Sec. 501) M Central Campus

MANAGING YOUR BUSINESS

The New Manager/Entrepreneur: What You Need to Know

SBX 7889

Do you want to learn how to manage your business to maturity? Succeed by learning the key management skills needed to get to the next level. Discover the importance of managing employees, resources and the variety of new challenges you will face as your business moves through the stages of growth.

6:30 – 8:30 p.m. 9/27 (Sec. 501) M Central Campus

Taxes and Record Keeping

SBX 7822

The day-to-day tasks of running a small business can easily crowd out time for “keeping the books.” Learn about your tax responsibilities, record keeping and filing requirements and ease the time you spend filing tax reports.

6:30 – 8:30 p.m. 9/15 (Sec. 501) W Harris Campus

Negotiation Skills

SBX 8005

Who negotiates? Everyone. When do people negotiate? All the time. And, what is negotiable? Everything! That is why it is so important today to master the skills of negotiation. Doing so will help you whether you want to lease office space or buy equipment and supplies.

6:30 – 8:30 p.m. 10/19 (Sec. 501) T Central Campus

BUSINESS GROWTH & DEVELOPMENT

Doing Business with the City of Charlotte

SBX 7828

From buying office supplies to contracting for cleaning services, the City of Charlotte uses all types of small businesses. A city representative will describe vendor programs and its purchasing process models: Request for Quote (RFQ), Invitation to Bid (ITB) and Request for Proposal (RFP). Find out what you need to know to secure contract opportunities.

6:30 – 8:30 p.m. 9/28 (Sec. 501) T North Campus
11/16 (Sec. 502) T Central Campus

Networking: A Tool for Success

SBX 7888

Networking is more than just a social hobby. It’s all about who you know and how you utilize those relationships. Effective networking is a skill that is developed by practice and can be a very rewarding tool for your business.

6:30 – 8:30 p.m. 10/7 (Sec. 501) TH Central Campus

Nonprofit Trends

SBX 7884

Nonprofit organizations have developed and grown to be an integral part of today’s society. There have been significant changes in the nonprofit sector and as a result, the changes have raised questions about how organizations will operate and maintain their infrastructure. Learning the latest trends can help start-up and established nonprofit organizations better prepare themselves for sustainability and growth.

6:30 – 8:30 p.m. 9/1 (Sec. 501) W North Campus
11/03 (Sec. 502) W Central Campus

So You’re Thinking About Exporting

SBX 7881

Are you currently selling only in the United States? Then you are only reaching about five percent of the world’s population. Find out how to tap into today’s global economy and increase your businesses profitability. Gain a basic understanding of the role of exporting, the steps involved in the export process and how to develop a strategy for going global.

6:30 – 8:30 p.m. 10/18 (Sec. 501) M Central Campus

www.cpc.edu/e-institute

Register now by calling 704.330.4223



Q&A



Why did you start a business?

After difficult employment struggles upon my arrival to Charlotte I decided to pursue my master's degree. Months before I graduated, the job market and economy began its decline. Like many others of this time period, I decided that if I couldn't find gainful employment I would create my own job, with my own hands.

What is your business?

Yellow Cape Communications is a multimedia company specializing in television production and multimedia creation services. We develop television commercials, corporate video, multimedia for web and provide a wide range of still photography services to the for-profit and non-profit sectors. Additionally, Yellow Cape Communications builds and implements websites with integrated content management systems.

How did you learn about CPCC's Institute for Entrepreneurship?

I'm proud to be a product of the Community College system. I earned my A.A.S. in TV Production from Northampton Community College in 2001. Eight years later, after completing my master's degree I knew I needed a broad range of help, information and assistance in starting my new business. I looked for business development opportunities everywhere and found CPCC's Institute for Entrepreneurship to be the most robust, most accessible and most comprehensive business resource within the community.

How did the Institute for Entrepreneurship assist you?

The Institute provides me a broad range of resources. Taking advantage of nearly every business seminar offered, I learned the proper way to price my products and services, excellent marketing strategies, different networking techniques, and back-of-house business operation approaches. The staff at the Institute has been a limitless source of support — they've encouraged me to believe in myself as a business owner and achieve the goals I've set for myself.

What is the most challenging aspect of owning a business?

The most challenging part of owning my business is feeling confident knowing I'm making the right business decisions on a day-by-day basis. Because I operate Yellow Cape Communications by myself, I find it very difficult to assess and measure my performance and overall strategic approach. This is one of the primary reasons I love the Institute. I am exposed to how other entrepreneurs operate and run their businesses.

What is the best advice you can offer other aspiring entrepreneurs?

Become a part of the Institute for Entrepreneurship. One of the most critical components of starting and operating a business is continued learning and effective application of business knowledge and skills. Entrepreneurs need to think strategically. They need to learn best practices. Most importantly they must apply these skills and this knowledge effectively to ensure their personal and professional successes. I have a business motto I try to live by day in and day out. That motto is, "Maximize opportunity, minimize mistakes." The Institute for Entrepreneurship helps me develop the skills necessary to live by and implement my motto.

Jason Fararooei
president and executive producer, Yellow Cape Communications

"I looked for business development opportunities everywhere and found CPCC's Institute for Entrepreneurship to be the most robust, most accessible and most comprehensive business resource within the community."



Getting to the **CORE** of business

Have you been in business at least one year?

Are you eager to increase your managerial skills?

Are you seeking to grow your business revenue and profitability?

“Getting to the CORE of Business” is an innovative five-month strategic development program designed for existing companies that are poised to take their business to the next level. It offers a systematic process that will teach you how to integrate, implement and execute a focused growth strategy using the 11 CORE systems of a small business and a strategic blueprint that will drive results in your business!

The Institute for Entrepreneurship is the first in the region to offer the “Getting to the CORE of Business” strategic development program and is ready to enroll 25 business owners who are eager to grow their entrepreneurial skills and business profits. Enroll today to boost your business!

For more information, please call 704.330.6736.

**Join our mailing list at
www.cpcc.edu/e-institute**

Note, scholarship funding possible through the City of Charlotte for Certified Business Enterprises and corridor businesses meeting application and eligibility requirements.

Institute for Entrepreneurship CPCC Central Campus

Hall Professional Development Building
1112 Charlottetowne Ave.
Charlotte, NC 28204
704.330.6736

Course and Seminar locations

Cato Campus
8120 Grier Road
Charlotte, NC 28215
704.330.4801

Levine Campus
2800 Campus Ridge Road
Matthews, NC 28105
704.330.4200

Central Campus
1201 Elizabeth Avenue
Charlotte, NC 28204
704.330.2722

North Campus
11930 Verhoeff Drive
Huntersville, NC 28078
704.330.4100

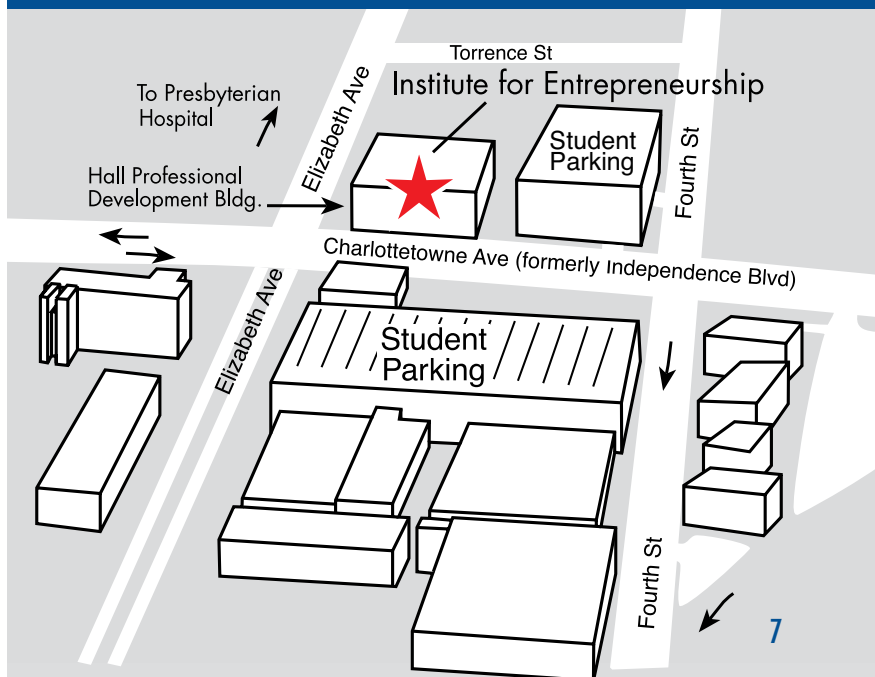
Harris Campus
(formerly West Campus)
3210 CPCC Harris Campus Dr.
Charlotte, NC 28208
704.330.4601

South County Regional Library
5801 Rea Road
Charlotte, NC 28277
704.416.6600

www.cpcc.edu/e-institute

Register now by calling 704.330.4223

For parking information, visit www.cpcc.edu/e-institute.





Get There.

CENTRAL PIEDMONT COMMUNITY COLLEGE

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Institute for Entrepreneurship

Join our mailing list at
www.cpcc.edu/e-institute

Visit our Institute's offices and Resource Center at the intersection of Charlottetowne Avenue and Elizabeth Avenue.

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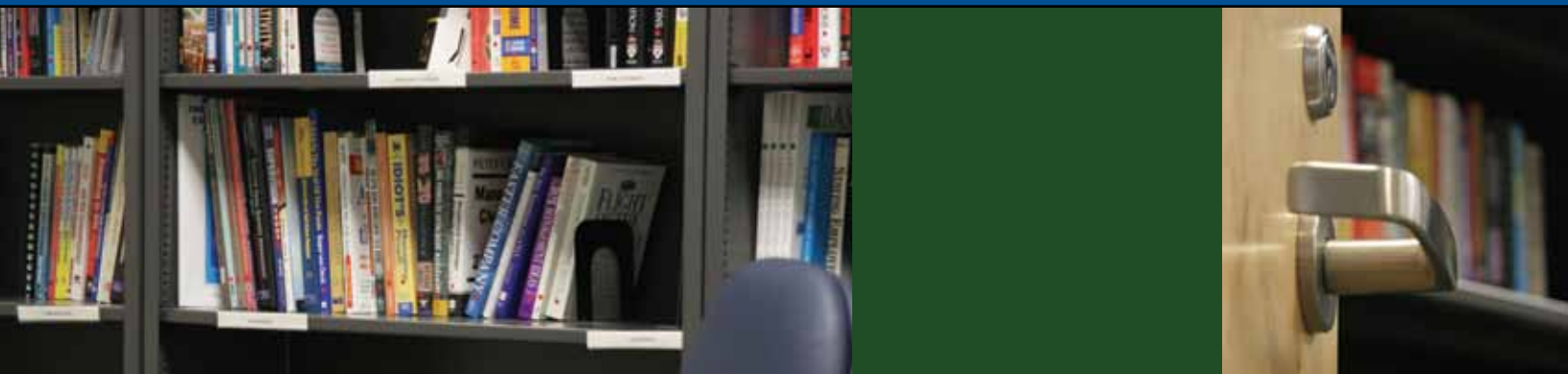
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Institute for Entrepreneurship

Resource Center features...

- #1 selling business-planning and marketing-planning software available for use at the Resource Center.
- Free counseling by appointment focuses on your specific needs. Call 704.330.6736.
- A knowledgeable staff to answer your questions.



www.cpcc.edu/e-institute

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