

# NJSBDC of Northwest Jersey

[www.nw-njsbdc.com](http://www.nw-njsbdc.com)

## 2011 SEMINAR LIST

### Warren County Business Seminars

Seminars will be held at the **Hackettstown Business Improvement District** located at 207 Main Street, Hackettstown, NJ 07840. For seminar registration call the NJSBDC of Northwest NJ at (908) 509-1421.

| DATE    | DAY | COURSE TITLE                                       | TIME         | FEE     | INSTRUCTOR |
|---------|-----|--|--------------|---------|------------|
| Feb. 17 | Th  | Social Media: Creating Buzz for your Business      | 9:00 – 11:00 | \$35    | D. Stammer |
| March 9 | W   | Easy Steps for Complying with Small Business Taxes | 10:00 – 2:00 | No Cost | J. Gordon  |
| April 6 | W   | So You've Hired Your First Employee                | 9:00 – 11:00 | \$45    | J. DiMurro |
| April 6 | W   | Next Stage Growth: Business Valuation              | 9:00 – 11:00 | \$229   |            |
| May 12  | Th  | Next Stage Growth: Exit Strategies                 | 9:00 – 11:00 | \$229   |            |

### Morris County Business Seminars

Seminars will be held at the **Anthem Institute** located at 959 Route 46 East, Parsippany, NJ 07054. For seminar registration call the NJSBDC of Northwest NJ at (908) 509-1421.

| DATE     | DAY | COURSE TITLE  | TIME              | FEE     | INSTRUCTOR   |
|----------|-----|---|-------------------|---------|--------------|
| Jan. 17  | M   | Analyze, Evaluate and Set Pricing for Your Business | 9:00 – 11:00 a.m. | \$45    | D. Stammer   |
| Feb. 8   | T   | Demystifying International Trade                    | 1:00 – 3:00 p.m.  | \$45    | R. Cohen     |
| March 8  | T   | Easy Steps for Complying with Small Business Taxes  | 10:00 – 2:00 p.m. | No Cost | J. Gordon    |
| April 11 | M   | Social Media: Creating Buzz for your Business       | 9:00 – 11:00 a.m. | \$45    | D. Stammer   |
| April 15 | F   | Federal Procurement                                 | 9:30 – 12:00 p.m. | No Cost | S. Burroughs |
| May 19   | Th  | State Procurement                                   | 9:30 – 12:00 p.m. | No Cost | S. Burroughs |

### Morris County Business Seminars

Seminars are co-sponsored with the **County College of Morris** located at 214 Center Grove Road, Randolph, NJ 07869. For seminar registration, call the County College of Morris at <https://webadvisor.ccm> and include 5 digit number or call 973-328-5187.

| DATE            | DAY | COURSE TITLE                              | TIME        | FEE   | INSTRUCTOR   |
|-----------------|-----|---|-------------|-------|--------------|
| Feb. 10         | Th  | Essentials of Recordkeeping               | 6:00 – 9:00 | \$35  | M. Adelman   |
| Feb. 14 & 21    | M   | Launching Your New Business               | 6:00 – 9:00 | \$70  | D. Stammer   |
| Feb. 15         | Th  | Legal I                                   | 6:30 – 9:30 | \$35  | P. Carley    |
| Feb. 22         | Th  | Legal II                                  | 6:30 – 9:30 | \$35  | P. Carley    |
| March 9         | W   | Quickbooks I                              | 6:00 – 9:00 | \$35  | M. Adelman   |
| March 7 & 21    | M   | Marketing Strategies for Business Success | 6:00 – 9:00 | \$70  | D. Stammer   |
| March 30        | W   | Quickbooks II                             | 6:00 – 9:00 | \$35  | M. Adelman   |
| May 16, 23 & 30 | M   | The Business Plan                         | 6:00 – 9:00 | \$150 | D. Stammer   |
| May 3           | T   | Quickbooks I                              | 6:00 – 9:00 | \$35  | M. Adelman   |
| May 10          | T   | Quickbooks II                             | 6:00 – 9:00 | \$35  | M. Adelman   |
| May 2           | M   | Small Business Taxes                      | 6:30 – 9:30 | \$35  | J. Rosenberg |
| May 5           | Th  | Understanding Financial Statements        | 6:30 – 9:30 | \$35  | J. Rosenberg |

### Sussex County Business Seminars

Seminars are co-sponsored with **Sussex County Community College** located at One College Hill, Newton, NJ 07860. For seminar registration, call SCCC, Corporate and Community Education at (973) 300-2140.

| DATE              | DAY | COURSE TITLE                                       | TIME         | FEE    | INSTRUCTOR   |
|-------------------|-----|--|--------------|--------|--------------|
| Jan. 19           | W   | Quickbooks I                                       | 6:00 – 9:00  | \$35   | M. Adelman   |
| Jan. 26           | W   | Quickbooks II                                      | 6:00 – 9:00  | \$35   | M. Adelman   |
| Feb 15 & 22       | T   | Launching Your New Business                        | 6:00 – 9:00  | \$70   | M. Adelman   |
| Feb. 16           | W   | Quickbooks I                                       | 6:00 – 9:00  | \$35   | M. Adelman   |
| Feb. 23           | W   | Quickbooks II                                      | 6:00 – 9:00  | \$35   | M. Adelman   |
| March 1 & 8       | T   | Marketing Strategies for Business Success          | 6:00 – 9:00  | \$70   | D. Stammer   |
| March 3           | Th  | Quickbooks I                                       | 6:00 – 9:00  | \$35   | M. Adelman   |
| March 10 & 24     | Th  | Legal I & II                                       | 6:00 – 9:00  | \$70   | A. Brief     |
| March 15, 22 & 29 | T   | The Business Plan                                  | 6:00 – 9:00  | \$150  | D. Stammer   |
| March 11          | F   | Easy Steps for Complying with Small Business Taxes | 10:00 – 2:00 | No Fee | J. Gordon    |
| March 17          | Th  | Quickbooks II                                      | 6:00 – 9:00  | \$35   | M. Adelman   |
| March 23          | W   | Essentials of Recordkeeping                        | 6:00 – 9:00  | \$35   | M. Adelman   |
| April 21          | Th  | Understanding Financial Statements                 | 6:30 – 9:30  | \$35   | D. Stammer   |
| April 25          | M   | Small Business Taxes                               | 6:30 – 9:30  | \$35   | J. Rosenberg |

A partnership program with the [U.S Small Business Administration](http://www.sba.gov). All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

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### **Analyze, Evaluate and Set Pricing for Your Business**

Have you ever wondered how you can command top dollar for your business? How can you determine what your products and services are really worth and then be able to charge (and get) those prices? Creating a perception of value is central to establishing and adhering to a pricing strategy that works. Learn how to determine the “going rate”, position your products and services as the highest value among your competition and create a backlog of potential customers/clients who are willing to pay what you’re really worth. Pricing needs to be strategically developed as opposed to setting prices to meet the vagaries of competitive influences. In this seminar, we’ll learn how to determine your fully loaded costs so you don’t “give away the store” or sell yourself short of profitability, then we’ll examine what the competitive rates are and how to position your business as the greatest **VALUE** at a profitable price point. This workshop is loaded with practical, hands-on tips and techniques.

### **Demystifying International Trade Seminar**

Is your business ready to leap into global markets? Whether you are a buyer or seller, you must assess the risks and opportunities for your business in the global economy.

This workshop on the fundamentals of international trade will cover topics for both beginning and accomplished exporters and importers. In this workshop, you will learn about:

- Exporting and importing, an overview
- International marketing and sales methods
- How to conduct market research
- How to find customers
- Introduction to the international trade terms, INCOTERMS
- Working with agents, distributors and representatives
- How to calculate your price
- How to get paid using letters of credit and other methods
- How to obtain Export Working Capital Guaranteed Loans
- Insuring overseas receivables
- International trade resources
- Aspects of international banking and financing
- Logistics, freight forwarding, customs brokerage and banking
- How you can improve your chances for success

### **Easy Steps on Complying with Small Business Taxes**

Make a point to attend this workshop, conducted by employees of the New Jersey Division of Taxation to understand tax obligations for your small business. A significant amount of information is covered including: how to register your business in New Jersey, tax consequences of each form of business ownership, employer responsibilities, reporting business income, estimated tax payments, what goods and services are subject to sales tax and filing sales and use returns.

### **Launching Your New Business – Creating the American Dream (2 part series)**

Do you share in the American Dream of owning your own business, but are not really sure how to begin? Let us help with this exciting new 2-part program. Launching a new business is exciting but often overwhelming. The good news is that the NJSBDC of Northwest NJ will help you get started and then assist in the development phases as you face the challenges of growth and profitability. Let us help you morph your dream into a tangible reality! Here are a few of the things you can expect in this 2-part series.

### **Legal I-Legal ABC's for Business Start-ups**

This workshop provides basic knowledge of the laws affecting business. Business owners will learn how to choose the appropriate business structure, assess business risks, provide adequate protection for business ideas (patents, copyright, trademarks) and business operations (leases, contracts, agreements) as well as know about local zoning/regulations/permits/licensing, business trade name registration and incorporation procedures as well as other State, county, federal and international requirements.

### **Legal II-The Basics of Business Ownership, Contracts and Agreements**

This course will provide a basic understanding of business contract law with an overview of the basic elements of contracts, the different types of contracts, what particular situations warrant attorney consultation, legal ownership of a business, major factors in business structure selection, features of a partnership, examination of key areas of stockholder agreements as well as various agreement provisions and partnership agreement provisions.

### **Marketing Strategies for Business Success**

Failure to define your target markets will cost you money—and maybe your business. This workshop will show you how to successfully define, target, and reach the markets for your products or services. You will learn how to develop an action plan based on market research and tactics which target your markets. Targeting your markets with the right methods gets results.

### **Small Business Taxes**

You will learn about the differences between local, state and federal taxes and gain a broad overview of small business tax responsibilities including employment, social security, income and sales taxes as well as understand tax obligations as they relate to the particular business structure (Sole proprietorship, Limited Partnership, Limited Liability Company, "C" Corporation, etc.). This course will also acquaint business owners with the various tax forms and governmental reporting requirements, allowable expense deductions and depreciation, annual payroll reporting, the tax consequences of doing business in other states, and answer frequently raised tax questions pertaining to small businesses.

### **So You've Hired Your First Employee**

This workshop is designed to help you understand the basic process and forms. You will learn about an independent contractor vs employee, eligibility to work, W-4, supplemental withholding, non-resident aliens, workers' compensation, short-term disability insurance and labor/wage & hour regulations. You will be given a workbook that will show you the necessary forms.

### **Social Media: Creating Buzz for Your Business**

Are you confused about all the hype about Facebook, LinkedIn, YouTube, Stumble Upon, Twitter, Google Blogsearch, etc.? This course takes you, the business owner, from concept to results. It lays out a specific plan of action – how these (any, many, more) can be used to create “Buzz About Your Business”. You’ll be provided with many resources that can help you implement a coordinated marketing program using the Social Media. The practical worksheets distributed in class will help you to achieve concrete, measurable results with an investment of no more than a few hours a week. We promise to clear up the confusion and bring tangible results.

### **The Business Plan**

Business Plans are a necessary tool for every phase of business operations, from start-up to expansion. Using a business plan to chart your course will improve your chances for success.

This workshop covers all the components of a business plan (business description and focus, location selection, knowledge of the competition, marketing strategy, financial plan, personnel/ management needs, strategic plan for business growth) to help entrepreneurs and small business owners get off to a fast start.

### **The Essentials of Small Business Recordkeeping**

Learn about the purpose and types of record-keeping systems to help use your business records as a management tool and barometer and comply with governmental regulations/requirements. Key topics: record-keeping systems for financial, personnel, supplier, customer, inventory and other miscellaneous categories; ways to establish simple, easily accessible and accurate documentation for information relating to accounting/tax planning, general ledger, balance sheet, financial statements, inventory control, cash flow management, accounts payable, accounts receivable, cash receipts, cash disbursements, profit and loss controls and more; analysis of record-keeping systems to ensure that your small business effectively manages financially significant items that will enhance small business opportunities and growth potential.

### **Understanding Financial Statements**

Learn about financial statements to improve your bottom line. This course will help you understand the various types of financial statements to allow for further review and analysis of your business operations and enhance your ability to design a profit improvement planning strategy to grow and expand your business. Topics include: understanding spreadsheets, revenue and expenses, structure and relationships, meaningful forecasts and projections, break-even analysis, balance sheets, and learning how to manage trends undermining your business (decreasing overhead costs, costs of sales, finding additional capitalization, etc.) and more.

### **QuickBooks I**

Learn to use QuickBooks for your business accounting needs! Learn how to start a company in QuickBooks and create a chart of accounts. Learn to use the various lists within QuickBooks including lists for employees, vendors, customer jobs and companies. Learn how to set up your inventory as well as receive, pay for and adjust your inventory levels. Students will also learn how to track the sale of products including invoicing and special charges. Explore the ways QuickBooks coordinates with your banking including on-line banking.

### **QuickBooks II**

Continue learning about QuickBooks with this class by learning to create and customize forms and templates. Learn to work with Asset, Liability and equity accounts. Work with and customize QuickBooks reports and graphs. Explore the Payroll tracking features in QuickBooks including tax liabilities. Explore Job Costing, time tracking and estimating.

#### **REFUND POLICY**

We will be happy to offer you a refund or apply payment to another class of your choice if you withdraw **3 business days** prior to the start of class.

All refunds, unless the SBDC cancels the class, will incur a \$15 processing fee. Checks unable to be processed will incur a \$25 fee.

We reserve the right to cancel classes at the discretion of the SBDC. Students will be notified by phone or by e-mail.

Tuition and fees are fully refunded when the course is cancelled by the SBDC.

**TO HELP STOP CANCELLATION OF SEMINARS,  
PLEASE SIGN UP AT LEAST 3 DAYS IN ADVANCE!**