

Bergen Small Business Development Center

Spring 2008

CALENDAR OF SEMINARS/WORKSHOPS/CLASSES

Call to Register: (201) 447-7488
(Unless otherwise noted)



The New Jersey Small Business Development Centers (SBDC) network is partially funded by the U.S. Small Business Administration, the New Jersey Commerce and Economic Growth Commission and Rutgers Business School. SBA's funding is not an endorsement of any products, opinions, or services. SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made, requested at least two weeks in advance by contacting Vincent D'Elia, Regional Director, Bergen Small Business Development Center, 355 Main Street, Hackensack, NJ (201) 489-8670.

Upcoming Events

CALENDAR OF SEMINARS/WORKSHOPS/CLASSES

Call to Register: (201) 447-7488 (Unless otherwise noted)

- Seminars Organized by the Bergen SBDC
- Seminars Organized by Bergen SBDC and Bergen Continuing Education
- The Entrepreneur Certificate Program
- NJ Department of Labor Series (Employee Issues)

The following seminars are sponsored by the Bergen Small Business Development Center:

BI347 Financing a Small Business

For the small business owner seeking to secure financing for a start-up or an expansion. Learn how to secure business loans, identify the appropriate type of loan, construction of credit, present a convincing business plan, bootstrapping or non-traditional financing.

Ciarco Learning Center, Hackensack
001 Friday, February 15, 2008

9:00am - 12:00pm

Registration Fee: \$45.00

Instructor: Vince D'Elia, Director, Bergen SBDC

Call 201-447-7488 to Register

BI 312 Building a Consulting Business

This course provides instruction in determining markets, techniques, generating businesses, proposal writing, fee setting, structuring contracts, letters of agreement and marketing tools.

Ciarco Learning Center, Hackensack
001 Friday, March 14, 2008

9:00am - 12:00pm

Registration Fee: \$45.00

Instructor: Vince D'Elia, Director, Bergen SBDC

Call 201-447-7488 to Register

BI 627 Building and Financing Your Business with the SBA

This seminar is conducted by the Bergen Small Business Development Center and the U.S. SBA. This program is designed to provide individuals that are in business or thinking of starting a business with information on the business loan programs and technical assistance programs offered by the SBA. Leading area bank lending officers will also be on hand to discuss their role in the SBA's Guaranteed Lending Program. Lenders will discuss what goes into a good loan proposal, how to increase your chances of getting a loan and how to get through the loan application process.

No Registration fee. To register, call 201-489-8670.

Ciarco Learning Center, Hackensack
001 Thursday, February 28, 2008
4:00 pm -6:00pm Registration begins at 3:30pm
Registration Fee- FREE

BI 637 Meet the Lenders

This is a workshop for pre-screened entrepreneurs looking to borrow money to finance the start or growth of their business. There will be a short presentation following the introductions of several loan officers, representing banks willing to lend money to qualified individuals. **No registration fee. Register by calling (201) 489-8670.**

Ciarco Learning Center, Hackensack
001 Thursday, April 17, 2008
9:00 am to 12 pm
Registration Fee: NONE
Instructor: Vince D'Elia, Director, Bergen SBDC
Call 201-489-8670 to Register

The following seminars are sponsored by
Bergen Community College Continuing Education and
Bergen Small Business Development Center
They will be held at Bergen Community College
Main Campus, 400 Paramus Road
Paramus, New Jersey

THE ENTREPRENEUR CERTIFICATE PROGRAM

Maximize your business' sales and profitability. Position your business in a highly competitive market. Guarantee successful returns. Brought to you by the NJ Small Business Development Center (NJSBDC) and the Division of Continuing Education, together we are committed to the growth of small business. To learn more about obtaining an Entrepreneurial Certificate, call: (201) 447-7488 or go to www.bergen.edu/continuinged.

Learn the following:

- Planning skills to begin, expand, or improve your business
- Management skills to organize business finances, records and tax reporting
- Tools to evaluate the market for your products and services
- Marketing strategies that insure you successfully reach your clients

Who should attend?

- Small or mid-size business owners
- Managers seeking to expand a successful business or improve profitability
- Prospective entrepreneurs (Start-ups)
- Individuals contemplating starting their own business

To earn a certificate you must complete the following seven courses:

- BI 515 Legal I (Start-up specifics)
- BI 520 Legal II (Contracts)
- BI 521 Small Business Taxes
- BI 519 The Business Plan
- BI 550 Understanding Financial Statements
- BI 516 Marketing
- BI 517 Small Business Record Keeping

BI 515 Legal I (Start-up specifics)

This workshop will give you basic knowledge of the laws affecting business. Business owners will learn how to choose the appropriate business structure, assess business structure, assess business risks, provide adequate protection and establish proper record keeping and controls.

001 Monday, March 17, 2008

6:00pm – 9:00pm

Registration Fee: \$45.00

Instructor: Geraldine Reed-Brown

all 201-447-7488 to Register

BI 520 Legal II (Contracts)

This course will provide the basic understanding of contract law, legal ownership of a business, stock and partnership agreements.

001 Monday, April 7, 2008

6:00pm – 9:00pm

Registration Fee: \$45.00

Instructor: Geraldine Reed Brown

Call 201-447-7488 to Register

BI 516 Marketing (2 sessions)

This workshop will show you how to define the markets where your services or products will be most successful, develop an action plan and reach your target market. Topics include: Identifying and selecting marketing tools and techniques, developing logos, determining an advertising budget and selecting appropriate printed materials.

2 Sessions

001 Thursday, April 17 & 24, 2008

6:00pm – 9:00pm

Registration Fee: \$85.00

Instructor: Jayne-Anne Jacobson

Call 201-447-7488 to Register

BI 517 Small Business Record Keeping (2 sessions)

Learn how to do your own bookkeeping and use your records as a management tool. Key topics include: general ledger, balance sheet, understanding inventory control, cash flow management, tax planning, end of month summary procedures, accounts payable, accounts receivable, cash receipts, cash disbursements, profit and loss controls, and more.

001 Tuesday, May 6 &
 Tuesday, May 27, 2008

6:00pm – 9:00pm

Registration Fee: \$85.00

Instructor: Richard Murray

Call 201-447-7488 to Register

BI 550 Understanding Financial Statements

Learn to enhance and clarify your bottom line. Topics include: spreadsheets, understanding revenues and expense, structure and relationships, meaningful forecasts and projections, balance sheets and more.

3 Sessions

001 Thursday, June 12, June 19, & June 26, 2008

6:00pm – 9:00pm

Registration Fee: \$125.00

Instructor: Joseph Rosenberg

Call 201-447-7488 to Register

BI 519 The Business Plan (3 sessions)

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 will give you the basis for a sound business plan.

3 Sessions

001 Thursday June 12, June 19 & June 26, 2008

6:00pm – 9:00pm

Registration Fee: \$125.00

Instructor: Joseph Rosenberg

Call 201-447-7488 to Register

BI 521 Small Business Taxes

Learn the differences between local, state and federal taxes and what you need to know concerning employment, social security and sales taxes, as well as the impact on your business structure.

001 Thursday, July 10, 2008

6:00pm – 9:00pm

Registration Fee: \$45.00

Instructor: Richard Murray

Call 201-447-7488 to Register

**The following courses are sponsored by the Bergen Small Business Development Center,
New Jersey Department of Labor and the Bergen Workforce Investment Board:**

Selection Interviewing

Selecting and hiring a new employee is a particularly sensitive area of human resource management which, if not properly conducted, can expose organizations to costly litigation, increased turnover, and lower productivity. This seminar highlights the critical skill of interviewing effectively and legally, the key to choosing the best available person for the job. Also discussed are sourcing candidates from outside and from within your organization; evaluating information on resumes and job applications; checking references; making pre- and post-offer inquiries; what's legal and what's not; giving tests and assessments and presenting the job offer.

Bergen Community College, Paramus, NJ
Thursday, April 24, 2008 9:00am to 1:00pm

For further information call (609) 984-3529 Registration Fee \$ 10.00

Establish or Expand a Human Resource Function or Department

This five hour seminar explains many aspects of the human resource function, that small to medium size businesses need to know when creating or expanding a personnel department. Training is designed for firms that don't have a designated H.R. department, but that charge H. R. responsibilities to individuals who need additional training; or for the organization that has grown to the point of needing a more structured personnel function, with or without additional staff. Many legal issues are addressed.

Bergen Community College, Paramus, NJ
Wednesday, May 28, 2008 9:00am to 3:30pm

For further information call (609) 984-3529 Registration Fee \$ 10.00

Introduction to Team Building

This interactive half day seminar is designed to introduce you to basic concepts of team building and to help you decide whether to bring the team approach to your business. The session includes interactive team-building activities, when to form a team, characteristics of effective teams, positive and negative team behaviors, effective team communication, group decision making and problem solving, common causes of team failure and evaluating and rewarding team progress.

Bergen Community College, Paramus, NJ
Wednesday, June 4, 2008 9:00am to 12:30pm

For further information call (609) 984-3529 Registration Fee \$ 10.00