

The Small Business Center Courses & Seminars

Durham Technical Community College

919-686-3448/www.durhamtech.edu/sbc

Spring 2006

Small Business Center Client Successfully Entering Third Year

From the corporate world to owning a profitable business, Ms. Lou Umscheid, owner of the Colon Health Center in Chapel Hill, www.yourhealthycolon.com, is a good example of a local entrepreneur who has achieved success. Her jump from employee to business owner involved plenty of hard work, serious business and financial planning, and a dedication to improving her industry acumen and networking skills. She was kind enough to share her story with us recently. Here are excerpts from that conversation.

Q: How did you get the idea and, ultimately, decide to start your own business?

A: I was influenced by the Glaxo mergers of the mid-90s. I was formally trained as a CPA and was part of the corporate taxation team. I'd been thinking about this for years. Some of my early ideas included starting a bed and breakfast or inn sitting. I was influenced by some Edgar Cayce readings and already receiving hydrotherapy at the time. I began my formal training within one week of leaving the corporate world after the GlaxoSmithKline merger in 2002.

Q: How have you used the Small Business Center's services and what did you learn?

A: I knew I needed business training and a plan in addition to the hydrotherapy training, so I took the "REAL Entrepreneur" class. This helped me realize I couldn't do a shotgun approach; instead, I needed to focus on my two key services. This class also helped me get over my fear factor and forced me to finish a draft business plan, which included a brochure and an advertising plan. The networking and support from my classmates helped me become comfortable with discussing and selling my specialized service. I even won the REAL Entrepreneur BB&T award for the best business plan!

I also met several times for private consultation with the Small Business Center director. Those sessions helped me hammer out a final business plan, along with financing, location, and other important decisions.

Additionally, I've been a regular attendee of Small Business Center seminars over the last three years at both the Durham and Chapel Hill locations. I particularly like the marketing topics. I want to stay current and continue to build my business "IQ." I look forward to taking advantage of one of the Small Business Center's newer services in 2006, free legal assistance from NCCU's Law School students.



Lou Umscheid's SBC training has helped her establish her own business!

Q: What's been the biggest "surprise" for you during your first two years of owning a business?

A: Despite having a well done business plan, it was still too "pie in the sky." I'd overstated my potential revenues, so my first 18 months were rocky. I was able to pay the overhead, but there wasn't much left to pay myself! During the last six months, my clientele has steadied. I can finally afford to pay myself now. I get a little

discouraged when an appointment doesn't show; but ultimately, I'm more often excited now and moving forward.

Q: What's worked in getting your business up and running?

A: Continuing to broaden my network with other businesses and the skills-building that the Small Business Center's seminars offer. I've joined several local business owner groups and appreciate the support, ideas, and sharing I gain from my professional colleagues. During a recent seminar, the instructor proved very helpful in discussing and designing my new missed appointment policy. I realize satisfied customers are my best assets. I've found they appreciate the peaceful environment and my calming demeanor in this hectic world. They also frequently make referrals.

Q: What does the future hold?

A: I have my first promotional event in January with a Master Cleanse Package aimed at customers with New Year's resolutions to improve their health. I'll also continue to build my customer base with a quarterly newsletter, which highlights colonics benefits and current digestive news.

Q: Any "lessons learned" you'd like to pass along?

A: First, be and stay organized! My background and training as an accountant have helped here. Family backing is also very important, and fortunately I have a supportive husband.

See Inside for New Offerings

- Online REAL Entrepreneur Class
- The Most Feared Task!
- Build Your Biz – Sell to the Military Now
- Marketing with Ease
- Introduction to the Seven Habits of Highly Effective People
- eBay Boot Camp
- Best Small Businesses to Start Right Now

Small Business Center Courses

Call the SBC at 919-686-3448 or visit our web site at www.durhamtech.edu/sbc to receive more detailed descriptions and locations of offerings.

The REAL Entrepreneur: How to Start Your Own Business – \$85

Do you REALLY want to learn how to start your own business? Participants in this popular 10-week course examine in detail the development of a business idea, market analysis, and the components of a business plan. A complete written business plan is the goal for graduates of this course. Students gain knowledge from hands-on activities and guest speakers who are successful business owners. Taught by La-Tasha Best-Gaddy, NCIMED. 30 hours.
2610916 Th 1/12–3/30 6–9 pm NCM 624

The Fast Entrepreneur: Getting to Profitability in a Hurry – \$75

Want to start and grow your business in the near future? This class is for fast-start new entrepreneurs or existing business owners who are serious about making money. Understand the strategic steps required to make your business profitable. Discuss why some local small businesses fail and why others are successful. This course is not for the "couch potato" but for those who seriously want to improve the net margins of their own businesses and are willing to work hard for success. Some weekly homework is required as is interaction with others in the class. Prerequisite: Spreadsheet competency. Textbook required. Taught by John Wyman. 30 hours.
2610917 W 1/18–4/5 6–9 pm NCM 624

Thanks to BB&T for partnering with the Small Business Center and sponsoring our Best Business Plan Awards for both the REAL and Fast Entrepreneur classes!

NEW! E-REAL Online REAL Entrepreneur: How to Start Your Own Business – \$85

Got a great business idea, but don't know how to get started? Take our cornerstone entrepreneurship class online from the comfort of your home or wherever! During the 10 sessions (first and last classes are held at the SBC, the rest are online), you explore the key issues necessary to start and operate a profitable business. This activity-based class includes many practical applications of business principles. You can leave this class with a finished business plan and ready to seek funding. Taught by Jerry Mays of The Jerion Group. 30 hours.
2610922 Th 1/26–4/13 6–9 pm NCM 624

CEC – Corporate Education Center, Main Campus, 1637 Lawson St., Durham
NCM – N.C. Mutual Building, 6th Floor, 411 W. Chapel Hill St., Durham
OCSDC – Orange County Skills Development Center, 503 W. Franklin St., Chapel Hill

Make Your Books Work for Your Business – \$75

Want to REALLY understand your company's financial statements? Need to be better grounded in your numbers to really build your business? This essential class helps you analyze your operating results; determine the profitability, liquidity, and cash flow of your business; and utilize the "ratios" that measure your company's value. Become a better business owner by building the bookkeeping and financial expertise you need to grow your own business. Taught by Paula Brown of Almost Perfect, Inc.

2610918 M 4/17–5/22 6–9 pm NCM 624

Before taking ANY of the following computer courses, you should have a good understanding of your computer's operating system. You should know how to launch an application, create and save files, and copy files from CDs and other media.

Intro to QuickBooks Pro – \$79

The fastest, easiest way to manage your business! This introduction to one of the most popular small business accounting applications tracks general ledger, accounts receivable, accounts payable, payroll, checking accounts and provides easy-to-use reporting features. Windows OS experience required. Taught by Leslie Hamm, SB Computer Solutions, Inc. or Heather Campbell, RSM McGladrey. 12 hours.

2610919 M 2/6–2/20 1–5 pm NCM 624

2610920 T 3/7–3/21 1–5 pm OCSDC

2610921 M 4/3–4/24 6–9 pm NCM 624

Small Business Seminars

These two- to three-hour seminars are held on one evening and cover a wide range of business topics. Call the SBC at 919-686-3448 or visit our web site at www.durhamtech.edu/sbc to receive more information or to print out the seminar registration form. You can mail or fax a registration form with payment to reserve a seat.



Continuing to build your business skills is key to your success.



We have moved!
Small Business offerings in Durham are on the 6th floor of the NC Mutual Building

SMALL BUSINESS SEMINARS — DURHAM COUNTY

10 Steps to Starting Your Own Business – \$10

Starting your own business may seem like a daunting task, but it's not so hard if you take it step by step. This seminar gives you an overall understanding of the steps you need to take to make your dream become a reality. Our consultant has trained hundreds of entrepreneurs across the state in starting, marketing, and managing a business. Taught by Jess McLamb, The Roper Group.

T 1/10 6–9 pm NCM

NEW! The Under-Dog Marketer – \$10

Are you a business owner and/or marketer who can't afford the cost of a full-service agency? Do you find your company continually competes against bigger and more established companies — with larger promotional budgets? If so, come to this seminar and learn how to fight back. Learn how to best position your company, create a truly sales-driven marketing plan, AND maximize the return on every one of your limited marketing dollars. Taught by Wendy Aims Rowe, World-Class Advantage.

T 1/24 6–9 pm NCM

NEW! Build Your Business – Sell to the Military Now – \$10

Do you want to win a share of the \$2-plus billion in military purchases in N.C. every year? This seminar helps small businesses learn to sell their products and services to the military and the U.S. Government. Join our presenter and find out how MatchForce.org and the Military Business Center can help you find, bid on, and win military business. Military business — it's for you. You can do it, and the MBC can help. Taught by Scott Dorney, Executive Director, NCMBC.

T 1/31 6–9 pm NCM

NEW! The Most Feared Task! – \$10

Your throat gets dry, your hands sweat, and your knees knock! You're about to speak before a group! It seems overwhelming! Tim Dannelly, professional speaker for over 25 years, believes effective speaking is fun! Explore some of the fundamental habits great speakers cultivate in order to present their subject in an exciting, memorable way. Find out why some of your friends and co-workers LOVE to speak in public! And how YOU can cultivate that same confidence.

T 2/7 6–9 pm NCM

NEW! Secrets for Small Business Marketing Success – \$10

There's no magic formula for marketing success, regardless of your business size or orientation. Traditional advertising applications bring success to those who utilize them correctly. It's not about the biggest budget or the most outrageously creative campaign or the most state-of-the-art high-tech approach. Learn how fundamental marketing plans, strategically and consistently applied, can bring growth to ANY business! Taught by Carver Camp, President, Square One Marketing, Inc.

T 2/21 6–9 pm NCM

Winning Business Plans/Getting a Business Loan – The Easy Way – \$10

Find out insider tips on how to hit the banker's hot buttons, present the crucial financial forecasts, and show the right experience for a new business. Learn market research techniques, how to get potential customer letters of interest, and where to receive free help to fine-tune your business plan. Learn what you can negotiate with the bank, what criteria bankers look for in your business plan, and available alternative financing sources. Taught by George Krassner, G.K. Limited.

T 2/28 6–9 pm NCM

Financing Your Business – \$10

Profit from valuable tips from a local banker. If you are getting started in business, here are the key elements you need to know to start or grow your business. The business plan, marketing plan, cash flow statements, balance sheets, and business and personal financial statements are covered. Learn what the bank looks for in order to approve your loan request. Taught by James Sansom, Cardinal State Bank.

T 3/7 6–9 pm NCM

NEW! Multi-Tasking for Business Success – \$10

Can you really do it all? Can you juggle multiple priorities with success? This seminar discusses the myths for multi-tasking and offers practical tips for avoiding burnout, managing your time, and improving your juggling skills. Join Dr. Kathleen Sturgis, President, Capital Consulting Group, for this powerful seminar.

T 3/21 6–9 pm NCM

New! eBay® Boot Camp – \$10

Have a professional teach you the right way to sell on eBay®. Learn how to do research and create listings that attract buyers, enhance listings with better descriptions and photography, set pricing that maximizes your profits, open and use a PayPal account to simplify getting paid, monitor sales to know exactly what is working, and avoid costly mistakes that new eBay® sellers may make. Taught by Donna Garrison, an eBay® Education Specialist.

T 4/11 6–9 pm NCM

NEW! How Much Money Can I Get: Valuing Your Business – \$10

Business owners, you need to know! If you want to sell your business, how do you price it? What are the rules and guidelines? If you want to borrow money, how much can you get? This seminar teaches you what you need to know to get funding, get a buyer, and get paid top dollar! Taught by Lou Sauer, President, Pro Biz Consulting.

T 5/2 6–9 pm NCM

Thinking of Starting a Business? FREE

This free session each month is the perfect place to bring all your start-up questions. Get answers to your particular needs and find out about referrals and resources while learning from veteran business instructors and from fellow entrepreneurs' questions. Preregistration requested at 919-686-3448.

4th Monday 3–5 pm NCM

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411 West Chapel Hill Street
Durham, NC 27701

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SMALL BUSINESS SEMINARS — ORANGE COUNTY

Best Small Businesses to Start Right Now – \$10

This timely seminar discusses more than 50 types of rapidly growing businesses, including service, retail, and manufacturing. Discover ways to create ideas and learn the basics of getting the business started. Taught by Mike Collins of the Perfect Workday Company.

Th 1/19 6–9 pm OCSDC

Entrepreneurs!!! Making the Decision to Start a Small Business – \$10

Have a great idea for starting a new business? These ideas often seem foolproof with a direct line to wealth. What about a good strategic plan? Get information about resources you need to make a good decision. Taught by Mark D. Dibner, Ph.D., President of BioAbility and former entrepreneurship professor at Duke’s Fuqua School of Business.

Th 2/16 6–9 pm OCSDC

DTCC Continuing Education also offers classes in many other areas, such as . . .

- Computer Training
- Foreign Language
- Personal Enrichment
- Culinary
- Notary Public
- Real Estate

NEW! Introduction to the Seven Habits of Highly Effective People – \$10

Being effective as individuals and organizations is no longer merely an option. Survival in today’s world requires it. Based on the best-selling business book of all time, this three-hour workshop shows you how to apply Dr. Stephen Covey’s powerful advice in your job, your relationships, and your life in general. You’ll build a comprehensive foundation for success at all levels of leadership — personal, managerial, and organizational. Taught by Lin Mitchell of Mitchell Consulting.

Th 3/16 6–9 pm OCSDC

Marketing with Ease – \$10

Do you feel that you don’t have enough experience, money, or time to market your business? Identify your core customers and learn ways to market your business with ease and confidence. Don’t miss this very popular, high-energy session taught by Beverly Weber, Spectrum Consulting Services, Inc.

Th 4/6 6–9 pm OCSDC

Most Important Legal Questions Facing Small Business – \$10

Is your business in the best legal form it could be? “C” Corp. versus “S” Corp. versus “L.L.C.”? What are the advantages, taxes, and costs of the different forms of incorporation? Get answers to your questions about real estate purchases, leases, supplier and customer contracts, and employment matters. Taught by Keith Burns of Morris, Manning, and Martin.

Th 4/27 6–9 pm OCSDC