

Summer

2012

# Institute for Entrepreneurship and Small Business Center

Corporate and  
Continuing Education



Dr. Gabriel Rogers, CEO  
The Angel Gabriel Company, PLLC



# Get your business on track

Whether you want to start, improve or grow your business, we are 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? Both the Institute for Entrepreneurship and Small Business Center at CPCC are here to help you answer that question and position your business for future success.

## 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?

Let us help you take a hard look at your business, broaden your perspective and think of new ways to create value.

## ACT ACCORDINGLY

Take actions that will yield bottom-line results.

- Enroll in our courses and seminars.
- Visit the Resource Center.
- Schedule a one-on-one appointment with a Small Business Center counselor.
- Gain solid advice and build a plan to achieve your business goals.

**Your energy. Your ideas.  
Your success...**

**CPCC's Institute for Entrepreneurship  
and Small Business Center**

**Yolanda Prescott**  
Sistaz in Christ, Inc.

*“My best advice for those interested in starting a nonprofit: know the business. Go to school to learn what it takes to be a nonprofit. With all of the classes the Institute offers, the sky's the limit.”*

[www.cpcc.edu/einstitute](http://www.cpcc.edu/einstitute)

Register now by calling 704.330.4223.

# Courses

## STARTING A BUSINESS

### Business Startup Boot Camp Certificate Program

SBX 7487

Calling all entrepreneurs! Looking for insider information? Get up and running quickly with this intensive certificate program designed to train and condition you while developing a framework for success. Your individualized commitment paired with classroom instruction, guest speakers, presentations, case studies, group work and online content allow you to evaluate the feasibility of your idea, and to develop a strategy and business plan using proven finance and marketing techniques.

Required ebook: "Preparing Effective Business Plans: An Entrepreneurial Approach." **\$369**

6 – 8:30 p.m. 5/22-7/19 (Sec. 01) T/TH Central Campus

### 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. 6/6-7/2 (Sec. 01) M/W Central Campus

## ESSENTIALS IN BUSINESS

### Income Taxes: Important Issues for Small Business Owners

SBX 7450

Thinking about taxes as a small business owner? This course will cover 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. **\$79**

6:30 – 8:30 p.m. 5/29-5/31 (Sec. 01) T/TH Central Campus

### Budgeting and Forecasting

SBX 7466

Lay the groundwork for 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 can help grow your business, increase sales, control expenses and improve cash flow. **\$79**

6:30 – 8:30 p.m. 5/22-5/24 (Sec. 01) T/TH Central Campus

### Sales Success: Making Your Sales Soar

SBX 7667

How do you make sales? Discover what you need to know and master about selling to be a success. This course will transform the way you approach sales in your small business to make selling more effective and to maximize the return on your product or service. **\$89**

6 – 9 p.m. 6/19-6/21 (Sec. 01) T/TH Central Campus

### Effective Business Writing

SBX 7475

Make your writing skills a more powerful communication tool. Build your partnership network, enhance your marketing tools, discover the tricks-of-the-trade in writing a winning business proposal, and create lasting relationships with customers and clients. Find out the best way to highlight benefits, solutions and value. Using clear explanations, real-life examples and an animated style, the course solidifies the relationship between business and marketing principles and written communications. **\$99**

6 – 9 p.m. 6/25-7/2 (Sec. 01) M/W Central Campus

## BUSINESS DEVELOPMENT

### Real Estate Investing: The Business Side

SBX 7328

Develop a strategy for setting up a real estate investment business. This class delves into various types of real estate investments and helps you discover which type best fits your entrepreneurial vision. Find out how a real estate investment business differs from operating other small businesses. No matter what type of real estate investment interests you, this class helps you create a plan for lasting success. **\$129**

6:30 – 9 p.m. 6/7-6/28 (Sec. 01) TH Levine 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. 5/22-5/24 (Sec. 01) T/TH Levine Campus

6 – 9 p.m. 6/4-6/6 (Sec. 02) M/W Central Campus

### QuickBooks® 2011 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.

*Prerequisite: knowledge of Windows and basic accounting.* Purchase book: "QuickBooks Pro®: 2011 Level 1" prior to attending the first class. **\$169**

8 – 11 a.m. 5/29-6/12 (Sec. 01) T/TH Levine Campus

6 – 9 p.m. 6/11-6/25 (Sec. 02) M/W Central Campus

### QuickBooks® 2011 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. *Prerequisites: SBX 7440 or one year of experience.* Purchase book:

"QuickBooks Pro: 2011 Level 2" prior to attending the first class. **\$169**

8 – 11 a.m. 6/19-7/3 (Sec. 01) T/TH Levine Campus

## NONPROFIT ESSENTIALS

### From Grant Seeking to Grant Writing

SBX 7468

Baffled with the thought of grants and not sure where to begin? This class helps you learn how to do the research, weigh the options, build relationships, incorporate what is needed in the proposals and submit 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. **\$115**

6 – 8:30 p.m. 6/5-6/14 (Sec. 01) T/TH Central Campus

### Completing the Application for 501(c)(3) Tax Exempt Status

SBX 7471

Do you want your nonprofit to be a 501(c)(3) tax exempt organization? Designed for potential and new nonprofits, this course will provide assistance in completing the IRS Form 1023 (application for recognition of tax-exempt status). Benefit from a guided walkthrough of the application process and a discussion of the most important, difficult and potentially confusing questions. **\$99**

6 – 9 p.m. 6/26-6/28 (Sec. 01) T/TH Central Campus

# Free Seminars

## GETTING STARTED

### Start Your Business Now **SBX 7525**

What do you really need to get started? Much more than luck! This popular seminar is packed with valuable information to help you start off right and increase the odds of your business being successful.

6:30 – 8:30 p.m. 5/22 (Sec. 501) T Central Campus

### Business Plan Basics **SBX 7805**

Turn your business ideas into a solid plan for financing and long-term success. Attending this seminar will only be the start of a process that will help 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 inter-related and more.

5:30 – 7:30 p.m. 5/30 (Sec. 501) W University City Regional Library

### Choosing Your Legal Structure **SBX 7812**

Which legal structure is best for your business-Sole Proprietorship, S-Corporation, Partnership, 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. 5/24 (Sec. 501) TH Central Campus

### Life Lessons from an Entrepreneur **SBX 8046**

Larry Wright has worked as a corporate executive, a business owner and a business consultant. While the roles may vary and the business climate may change, the goal is the same – increase profitability. Come and listen to Larry speak about the many lessons he has learned in a constantly changing business environment to achieve business profitability. What has changed? What remains the same? Learn from these insights as you create a game-winning strategy for your business.

12:30 – 2 p.m. 6/7 (Sec. 501) TH Central Campus

### Small Business Resources **SBX 8048**

This seminar will assist you with resources available for small businesses, including the programs and services provided by the Women's Business Center (WBC) and N.C. Institute of Minority Economic Development (NCIMED). Learn how to best access services as you start, grow and manage your business.

12:30 – 2:30 p.m. 6/5 (Sec. 501) T Central Campus

### How to Start a Home-Based Business **SBX 8049**

Many people find working from home the ideal arrangement and decide to formally set up businesses in their homes. Topics include getting started, finding your niche, understanding legal requirements, developing a business plan, marketing, financial planning and more.

12:30 – 2:30 p.m. 6/6 (Sec. 501) W Central Campus

### The DNA of an Entrepreneur – Entrepreneurship Skill and Competency Assessment **SBX 8047**

What skills and competencies do you need to be successful as an entrepreneur? This entrepreneurial competency assessment will measure your strengths and weaknesses related to specific traits and skills demonstrated by entrepreneurs. How does your assessment profile compare to those of successful entrepreneurs? Find out and take the first step toward creating an action plan to make your entrepreneurial dream a reality.

6:30 – 8:30 p.m. 6/4 (Sec. 501) M Central Campus

## FUNDING AND FINANCIALS

### Funding Your Business **SBX 7529**

This seminar will review 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. 6/4 (Sec. 502) M Central Campus

## MARKETING YOUR BUSINESS

### Creating a Meaningful Brand **SBX 8015**

To create a meaningful and lasting brand it's important to understand your brand, define it and live it as a lifestyle. Your brand is more than the name of your company, logo or colors of your logo, it's differentiating your brand from your competitors by creating expectations in the mind of your consumers of "trust, affection, loyalty and brand recognition." More importantly, creating a meaningful brand requires engaging your customers through positive customer experiences to build awareness about your brand and a following of loyal customers. We will assist you in building your brand strategy and identity.

6:30 – 8:30 p.m. 6/26 (Sec. 501) 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. 6/28 (Sec. 501) TH Central Campus

## MANAGING YOUR BUSINESS

### Business Success: Avoiding Failure **SBX 7818**

Every year thousands of people start a business. Sadly, most of those businesses fail within the first five years. Why? Find out what successful businesses know and discover the five important steps to take now to avoid going under later.

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

[www.cpcc.edu/sbc](http://www.cpcc.edu/sbc)

Register now by calling 704.330.4223.

# Free Seminars

## Negotiating Skills for Your Business Success

SBX 8005

In today's business world, learning good negotiation skills will help you maximize your success, whether you own your own business, work for someone else or are just thinking about making a change. Who negotiates? The answer is: 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.

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

## NONPROFIT ESSENTIALS

### 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. Through trends, start-up and established nonprofit organizations can better prepare themselves for sustainability and growth. Staying "in the know" is the best way to plan and prepare as a nonprofit entrepreneur.

6:30 – 8:30 p.m. 5/23 (Sec. 501) W Central Campus

### Preventing Burnout in a Nonprofit Organization

SBX 8018

Are you exhausted and struggling through the day with thoughts of a towering pile of work on your desk? Long-term stress can lead to mental and physical exhaustion, known as burnout. Discover the signs of employee and volunteer burnout, its organizational impact and the steps you can implement to reduce or avoid burnout altogether.

6:30 – 8:30 p.m. 6/11 (Sec. 501) M Central Campus



## Expert, free business counseling services

Do you have questions about starting or running your small business? We invite you to meet with one of our expert business counselors who have the answers to your most important questions. To schedule a free appointment, visit [www.cpcc.edu/sbc/businesscounseling](http://www.cpcc.edu/sbc/businesscounseling).



Seminars are sponsored by the Small Business Center Network.

Join our mailing list at [www.cpcc.edu/einstitute](http://www.cpcc.edu/einstitute)

VISION: Central Piedmont Community College intends to become the national leader in workforce development. MISSION: Central Piedmont Community College is an innovative and comprehensive college that advances the life-long educational development of students consistent with their needs, interests, and abilities while strengthening the economic, social, and cultural life of its diverse community. The College accomplishes this purpose by providing high-quality, flexible pre-baccalaureate and career-focused educational programs and services which are academically, geographically, and financially accessible. This purpose requires a fundamental commitment to student success through teaching and learning excellence within a supportive environment. COMPLIANCE: Central Piedmont Community College is an equal opportunity institution. All programs, activities and facilities are available to all on a non-discriminatory basis, without regard to race, color, religion, sex, age, disability, national origin, political affiliation, genetic information, or any other protected status. The College provides access, equal opportunity and reasonable accommodation in services, programs, activities, education and employment for individuals with disabilities. Reasonable accommodations will be provided to individuals with disabilities upon request 10 business days in advance of the activity. To request accommodation, call 704.330.6424.

Central Piedmont Community College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees, diplomas and certificates. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404.679.4500 for questions about the accreditation of Central Piedmont Community College. Inquiries regarding the programs and services of Central Piedmont Community College should be directed to the College; the Commission on Colleges should be contacted only for questions relating to the College's accreditation.



**Gabriel Rogers, CEO**  
The Angel Gabriel Company, PLLC

*“Through a partnership between the Institute and the City of Charlotte I was selected to receive funding support to enroll in the Getting to the Core of Business Strategic Development program. The program helped me design a healthy business model for expansion.”*

[www.cpsc.edu/einstitute](http://www.cpsc.edu/einstitute)

Register now by calling 704.330.4223.

## When and why did you decide you wanted to be an entrepreneur?

I have always aspired to be a business owner. I have worked for many years as a practitioner for a local hospital, but always knew that private practice was the path I was destined for. The practice not only provides the space for me to help individuals and families navigate their hardships in life, but it also gives me the flexibility to spend quality time with family and friends.

## What is your business?

The Angel Gabriel Company, PLLC provides comprehensive counseling and consulting services. Our licensed practitioners treat all types of emotional conditions and populations. We work from a cognitive behavioral therapy model and also provide Christian counseling.

## How did you get your start-up funding?

My wife and I initially funded the practice out of our own pockets. We bought an old dilapidated building (built in 1924) and reconstructed it to house our practice. For three years I worked diligently to build the practice and to save funds for later expansion. During that period I also worked full time as a practitioner for Carolinas HealthCare System. This year we were fortunate to obtain a loan from Mechanics and Farmers Bank to enhance our building and add a functional parking lot for our clients. We also were awarded the façade and security grants from the City of Charlotte to help finance the project. It has been a faith walk, but as devout Christians, our beliefs have helped us stay the course and be successful.

## What is the most challenging aspect of owning your business?

The most challenging aspect of owning the practice has been finding a balance between work and play. As an entrepreneur you serve in many capacities. With a supportive wife and two small children, I have sought to maintain a healthy sense of balance between work and family. My wife, Stephanie, has been a tremendous asset because she does all the administrative components, which enables me to provide exceptional patient care.

## Looking back, how did the Institute for Entrepreneurship and/or Small Business Center assist you?

The Institute for Entrepreneurship was instrumental in providing me with business advice. Through a partnership between the Institute and the City of Charlotte I was selected to receive funding support to enroll in the Getting to the Core of Business Strategic Development program. The program helped me design a healthy business model for expansion. I am also grateful for the no cost consultations that I have been able to take advantage of and highly recommend the Institute's programs to any entrepreneur in the City of Charlotte; we are fortunate to have such a service.

## What advice would you give to other aspiring entrepreneurs?

I would encourage any aspiring entrepreneur to make sure they are “called” to do the business that they are pursuing. There are many hills and valleys to startups and sometimes the only thing you have is “your calling.” I'd also encourage entrepreneurs to do an honest self-assessment, determine whether your business is viable especially in this volatile market. Real questions like, “is there a demand for what I have to offer?” need to be answered. Entrepreneurs need to determine whether their concept is a lifestyle (something they do for a living) or simply a hobby (something they do for fun), neither one is bad but determining this helps you to focus your energies in the right places.



# FREE Youth Entrepreneurial Camp

The **Students Engaging in Entrepreneurial Development (SEED)** summer camp is aimed at high school students considering entrepreneurship as a career option. The program allows participants to explore business opportunities and learn essential elements for launching a successful venture.

This five-day experience is designed to educate students about becoming a small business owner. Participants will learn real- world business and life skills as they focus on core business components. Application deadline is May 18, 2012.

**WHEN:** June 18-21 and June 25

**TIME:** 9 a.m. – 3:30 p.m.

**AGE:** High school juniors and seniors (age 16+)

**WHERE:** CPCC Central Campus, Hall Building

To apply for the SEED camp, please visit

[www.cpcc.edu](http://www.cpcc.edu)



## 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

**Merancas (formerly North) Campus**  
11930 Verhoeff Drive  
Huntersville, NC 28078  
704.330.4100

**Central Campus**  
1201 Elizabeth Avenue  
Charlotte, NC 28204  
704.330.2722

**Morrison Regional Library**  
7015 Morrison Blvd.  
Charlotte, NC 28211  
704.416.6000

**Harris Campus**  
3210 CPCC Harris Campus Dr.  
Charlotte, NC 28208  
704.330.4601

**North County Regional Library**  
16500 Holly Crest Lane  
Huntersville, NC 28078  
704.416.6600

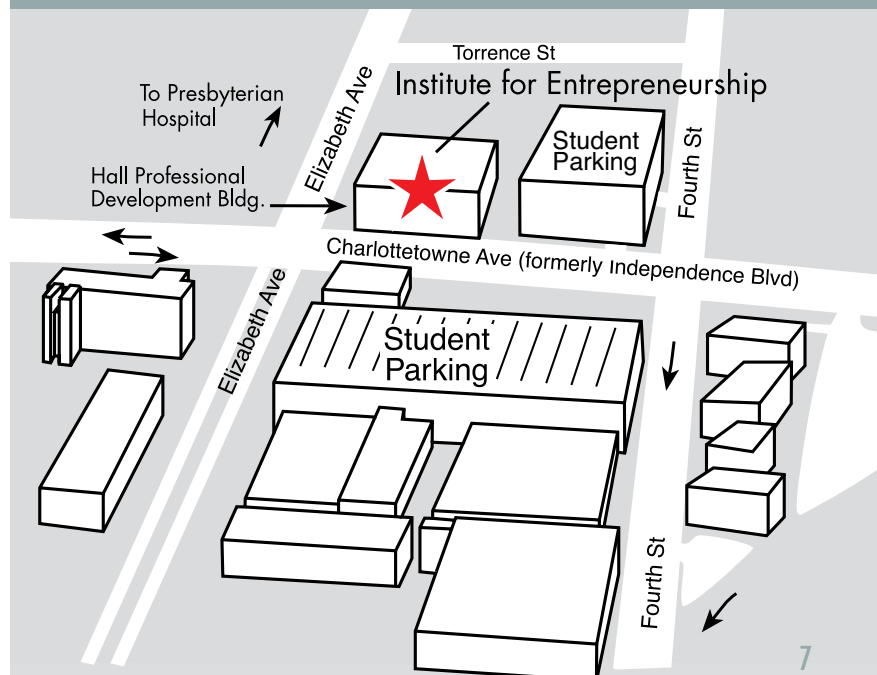
**Levine Campus**  
2800 Campus Ridge Road  
Matthews, NC 28105  
704.330.4200

**University City Regional Library**  
301 East W.T. Harris Boulevard  
Charlotte, NC 28262  
704.416.7200

[www.cpcc.edu/einstitute](http://www.cpcc.edu/einstitute)

Register now by calling 704.330.4223.

For parking information, visit [www.cpcc.edu/einstitute](http://www.cpcc.edu/einstitute).





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Institute for Entrepreneurship and  
Small Business Center

Join our mailing list at  
[www.cpcc.edu/einstitute](http://www.cpcc.edu/einstitute).

Visit the Business Resource Center  
located at the intersection of  
Charlottetowne and Elizabeth Avenues.



# Institute for Entrepreneurship

## NEW FOR SUMMER! Business Startup **Boot Camp** Certificate Program

Join us for this intensive and comprehensive course and learn valuable insider tips to get your business up and running quickly. See page 3 for details.



[www.cpcc.edu/einstitute](http://www.cpcc.edu/einstitute)

Register now by calling 704.330.4223.