

**Small Business Development Center at The College of New Jersey
Training Schedule 2008**

| Date | Time | Venue | Training | Description | Fee | Instructor | Register |
|----------|----------------|---|---|--|--|--|---|
| 1/15 | 8:00-10:00am | Mercer Regional Chamber of Commerce | Mercer Chamber Institute: "Leadership and Entrepreneurs" | Entrepreneurial Leadership issues impact organizations of all sizes. This seminar will deal with 'Creating a Compelling Vision', 'Getting and Maintaining Peak Performance', 'Embracing Change, and Outperforming and Outlasting the Competition.' | Members, Pre-Reg.: \$20, Members, Pay at Door: \$25, Non-Members: \$30 | Jim Jarvis, The Morse Group, LLC | Mercer Regional Chamber of Commerce, 609-689-9960 or visit www.mercerchamber.org . |
| 1/30 | 6:00-8:00pm | Lawrence Township Library | Mercer County: Contacts for Contracts-Contractors | This forum will present information on the multiple bidding and contracting opportunities for the Affordable Housing Program, as well as purchasing procedures. Contractors will receive the contacts and the forms they need for bidding & obtaining county construction related contracts. | No Charge | Mercer County Office of Economic Opportunity, SBDC | TCNJ SBDC: 609-771-2947 or visit: https://delphi.tcnj.edu:81/cgi-bin/formgenie/formgenie.pl?form=20710 |
| 2/5 | 9:30am-12:00pm | Middlesex County Regional Chamber of Commerce | "Selection Interviewing & the Selection Process" | Selecting and hiring a new employee is a particularly sensitive area of HR 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; Evaluating information on resumes and job applications; check references; and the job offer. | \$45 | Jessie Phillips, Department of Labor | Middlesex Regional Chamber of Commerce, 732-821-1700 |
| 2/5 | 12:00-12:50 | Webinar | ECP: The Business Plan | The New Jersey Small Business Development Center (NJSBDC) is offering a new series of online classes for the busy entrepreneur. These combination web/audio courses (both a computer and telephone are needed to participate) contain highlights of NJSBDC Entrepreneur Certificate Program (ECP) courses. This course will cover the basic business plan necessities and an explanation of its purpose. | \$25 | Lorraine Allen, Director, Small Business Development Center at The College of New Jersey | For details about the courses and online registration, see www.njsbdc.com/online or call 800-432-1565. |
| 2/6 | 6:00-8:00pm | Hickory Corner Branch Library | Starting a Business A-Z in Mercer County | If you are interested in starting a business or growing your business in Mercer County this workshop gives you the who what and where to get you started including business planning, registrations, financing and more. | No Charge | Mercer County Office of Economic Opportunity, SBDC | TCNJ SBDC: 609-771-2947 or visit: https://delphi.tcnj.edu:81/cgi-bin/formgenie/formgenie.pl?form=20709 |
| 2/13 | 6:00-8:00pm | The Bank-First Washington Division: Hamilton | How to Get Financing in Mercer County with The Bank-First Washington Division | If you have been thinking about expanding your business on a small or large scale and want to try and make the process easier if possible, invest 2 free hours on this Thursday evening. Microloans, Mercer County loans, and more loans from the banks along with credit reports will be addressed to help you get the fast track on the process financing for your business. | No Charge | Mercer County Office of Economic Opportunity; SBDC; The Bank-First Washington Division | TCNJ SBDC, 609-771-2947 or visit: https://delphi.tcnj.edu:81/cgi-bin/formgenie/formgenie.pl?form=20708 |
| 2/15 | 9:30am-12:30pm | The College of New Jersey | Big Marketing Dreams, Small Marketing Budget | You may barely have two pennies to rub together, but you CAN market your small business. Ellen Silverman, marketing expert, will show the marketing method that results in increased sales and profits and get the most bang for your hard-earned buck. | \$89 | Ellen Silverman, ESA Marketing | TCNJ SBDC, 609-771-2947 |
| 2/19 | 8:00-10:00am | Mercer Regional Chamber of Commerce | Mercer Chamber Institute: "The Art and Science of Performance Appraisal" | Covers the important aspects of designing and administering an effective performance appraisal system. You'll get practical ideas and information on issues such as validity, performance standards, and of ratings and the role evaluation can play in business organizations. | Members, Pre-Reg.: \$20, Members, Pay at Door: \$25, Non-Members: \$30 | Jessie Phillips, Department of Labor | Mercer Regional Chamber of Commerce, 609-689-9960 or visit www.mercerchamber.org . |
| 2/27 | 9:00-9:50am | Webinar | The Business Plan | The New Jersey Small Business Development Center (NJSBDC) is offering a new series of online classes for the busy entrepreneur. These combination web/audio courses (both a computer and telephone are needed to participate) contain highlights of NJSBDC Entrepreneur Certificate Program (ECP) courses. This course will cover the basic business plan necessities and an explanation of its purpose. | \$25 | Lorraine Allen, Director, Small Business Development Center at The College of New Jersey | For details about the courses and online registration, see www.njsbdc.com/online or call 800-432-1565. |
| 3/4-3/25 | TBD | The College of New Jersey | PROCUREMENT MONTH | Watch for details about our upcoming Procurement Month with informative and exciting events for all aspects of government contracting. Each event day will include a series of seminars of procurement procedures geared towards doing business with the Federal, State, and Local governments for all types of small businesses, as well as a "Meet the Vendors" session. If you are working through the procurement process now or are thinking about doing it, consider attending one of these all day events to learn how it's done, get help, and network with the important decision-makers. | TBD | TBD | TCNJ SBDC, 609-771-2947 |

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| 3/4-3/25 | TBD | The College of New Jersey | PROCUREMENT MONTH: Federal Procurement | Federal Central Contracting Registration (CCR)–Get it Done! The CCR is a mandatory requirement to complete this profile if you are interested in doing business with the feds. Can't bid or be paid without it. You will complete this application during this workshop. Session also includes ORCA, FedBizOpps and more. Consulting provided for follow-up help. Federal Contracting with General Services Administration (GSA) This seminar will show you how to get pre-qualified, review a GSA schedule, and the steps required to get a contract. Seminar includes follow-up consulting on GSA schedules. Leverage your Federal Contracts for More Contracts Now that you have walked the walk, learn how to use the award to generate more bid opportunities. | TBD | TBD | TCNJ SBDC, 609-771-2947 |
| 3/4-3/25 | TBD | The College of New Jersey | PROCUREMENT MONTH: State Procurement | New Jersey State Certification Workshop; How to Do Business with the State of New Jersey; Step-by-Step Walk Thru a State Bid Application; Using the State Procurement E-Bidding Process; State Contract How to for SUB Contractors Only; State Contract How to for ARCHITECTS, ENGINEERS, & CONSULTANTS Only ; Construction Bidding for the State | TBD | TBD | TCNJ SBDC, 609-771-2947 |
| 3/6 | 9:30am-12:30pm | The College of New Jersey | Get it Done: Refine your Advertisements and Advertising Campaign | There are basic components that go into a really great Ad. Our advertising expert has worked on the corporate side of advertising for big names such as Arm & Hammer and LOREAL. He'll show you the formula for developing your ad, advise you on your Advertising Campaign, and critique your own advertising/marketing products. If you are committed to improving your public message, attend this class, bring your materials, and be prepared to contribute your opinions to your peers during this intensive "Get It Done" workshop. | \$89 | Alan Yarnoff, Ad Consultancy | TCNJ SBDC, 609-771-2947 |
| 3/6 | 6:00-8:00pm | The College of New Jersey | Starting a Business A-Z in Mercer County | If you are interested in starting a business or growing your business in Mercer County this workshop gives you the who what and where to get you started including business planning, registrations, financing and more. | No Charge | Mercer County Office of Economic Opportunity, SBDC | TCNJ SBDC: 609-771-2947 or visit: https://delphi.tcnj.edu:81/cgi-bin/formgenie/formgenie.pl?form=20709 |
| 3/18 | 8:00-10:00am | Mercer Regional Chamber of Commerce | Mercer Chamber Institute: "Brand Positioning--Defining the Unique You" | Learn to determine what brand is, how to recognize it and how to use it in your advertising. Define your brand, niche, and target audience to position your company name to become synonymous with your product or service from the perspective of your customers. | Members, Pre-Reg.: \$20, Members, Pay at Door: \$25, Non-Members: \$30 | Tom McManimon, Stimulus Brand Communications, LLC | Mercer Regional Chamber of Commerce, 609-689-9960 or visit www.mercerchamber.org . |
| 3/20 | 6:00-8:00pm | Washington Township Library | Mercer County: Contacts for Contracts-Products & Services | Mercer County is making a concerted effort to include more Mercer County business owners in their bidding and contracting process and is reaching out to more business owners to teach them how to accomplish this. Program will include Current Bidding Opportunities, How to prepare a bid, What to expect during the bid process, What is required once you have won the award, How to get paid, and more. | No Charge | Mercer County, SBDC | TCNJ SBDC: 609-771-2947 or visit: https://delphi.tcnj.edu:81/cgi-bin/formgenie/formgenie.pl?form=20787 |
| 4/1 | 9:30am-12:00pm | Middlesex County Regional Chamber of Commerce | "Earning Customer Loyalty" | This seminar summarizes such topics as "Beyond Customer Service", "Creating and Measuring Customer Loyalty", "Creating Powerful Connections", "Effectively Managing Stress and Impulses", and "Goal Accomplishments for Success". The intent of this brief workshop is to outline a success program which can be followed by the Entrepreneur and Small Business. | \$45 | Jim Jarvis, The Morse Group, LLC | Middlesex Regional Chamber of Commerce, 732-821-1700 |
| 4/3 | 12:00-12:50 | Webinar | The Business Plan | The New Jersey Small Business Development Center (NJSBDC) is offering a new series of online classes for the busy entrepreneur. These combination web/audio courses (both a computer and telephone are needed to participate) contain highlights of NJSBDC Entrepreneur Certificate Program (ECP) courses. This course will cover the basic business plan necessities and an explanation of its purpose. | \$25 | Lorraine Allen, Director, Small Business Development Center at The College of New Jersey | For details about the courses and online registration, see www.njsbdc.com/online or call 800-432-1565. |

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| 4/10 | 6:00-8:00pm | Credit Union of New Jersey: Ewing | How to Get Financing in Mercer County with The Credit Union of New Jersey | If you have been thinking about expanding your business on a small or large scale and want to try and make the process easier if possible, invest 2 free hours on this Thursday evening. Microloans, Mercer County loans, and more loans from the banks along with credit reports will be addressed to help you get the fast track on the process financing for your business. | No Charge | Mercer County Office of Economic Opportunity, Credit Union of New Jersey, SBDC | TCNJ SBDC, 609-771-2947 or visit: https://delphi.tcnj.edu:81/cgi-bin/formgenie/formgenie.pl?form=20708 |
| 4/18 | 9:30am-12:30pm | The College of New Jersey | Sales: Overcoming Objections | Close the Deal! Turn a prospect into a client in spite of a "No, thank you." This training will show you how to overcome traditional objections in selling your products and services, as well as demonstrate how to tailor your approach to a prospect to increase your chance of success. | \$89 | Ed Ras, WinFree Business Growth Advisors | TCNJ SBDC, 609-771-2947. |
| 5/6 | 9:30am-12:00pm | Middlesex County Regional Chamber of Commerce | "Networking Made Easy" | This program is unique in that it gives tools and tips for the entire networking process. It includes the following: how to determine which events to attend, how to prepare for the event, what to do at the function, and exactly how to follow up. This class allows individuals to build upon their unique strengths and goals. It will give them the tools needed to be successful. | \$45 | David Wolfskehl, Networking 4 Connections | Middlesex Regional Chamber of Commerce, 732-821-1700 |
| 5/7 | 6:00-8:00pm | Ewing Branch Library | Starting a Business A-Z in Mercer County | If you are interested in starting a business or growing your business in Mercer County this workshop gives you the who what and where to get you started including business planning, registrations, financing and more. | No Charge | Mercer County Office of Economic Opportunity, SBDC | TCNJ SBDC: 609-771-2947 or visit: https://delphi.tcnj.edu:81/cgi-bin/formgenie/formgenie.pl?form=20709 |
| 5/20 | 8:00-10:00am | Mercer Regional Chamber of Commerce | Mercer Chamber Institute: "Financial Goal Setting-- Finding Your Break Even Point" | This presentation will provide the attendee with all the information and sources necessary to determine the break-even point for a product, product line, business segment, or the company in total through the use of Income Statements, Simple Financial Models, and the use of industry and product data. By using simple financial analysis, a business owner can determine at a glance how well the company is doing and whether adjustments need to be made before problems arise. | Members, Pre-Reg.: \$20, Members, Pay at Door: \$25, Non-Members: \$30 | Liz Ilgen, Practical Management Solutions | Mercer Regional Chamber of Commerce, 609-689-9960 or visit www.mercerchamber.org . |
| 6/3 | 9:30am-12:00pm | Middlesex County Regional Chamber of Commerce | "Writing Marketing Copy that Sells" | If you think you are the best there is but your prospects aren't getting the message, than this workshop is for you. The class will focus on Developing the Creative Process, Making Word Choices that Matter, and answer these questions: How do you make them want what you are selling? How do you write copy that persuades, motivates, and excites them to buy? How do you make an impact with the right words? What are the "right" words? | \$45 | Ellen Silverman, ESA Marketing | Middlesex Regional Chamber of Commerce, 732-821-1700 |
| 6/17 | 8:00-10:00am | Mercer Regional Chamber of Commerce | Mercer Chamber Institute: "Building Sales in Today's Competitive Ever Changing Environment" | Today's business requires a constant flow of leads and new business development. This two and a half hour program will be entertaining, informative and interactive covering topics such as Seeking new business and where to find it, using case studies to sell, dealing with e-mail and voice mail, becoming a resource to customers and prospects, providing value to the customer and prospect in presentation, and knowing the customers fiscal cycle in order to always be in the budget. | Members, Pre-Reg.: \$20, Members, Pay at Door: \$25, Non-Members: \$30 | Angelo Scialfa, Marketing Partnerships | Mercer Regional Chamber of Commerce, 609-689-9960 or visit www.mercerchamber.org . |