

NC MILITARY BUSINESS CENTER (NCMBC)

Interested in federal contracting? Wayne Business and Industry Center is home to a local office of the NC Military Business Center. NCMBC identifies current local military and federal business opportunities, locates businesses in Wayne County and across North Carolina that are certified and/or registered to compete for them, and notifies those businesses of the opportunities. For more information, contact Boyce Haywood at 919-739-6943 or bchaywood@waynecc.edu.

NCWORKS CUSTOMIZED TRAINING PROGRAM (CTP)

Wayne Community College's NCWorks Customized Training Program's purpose is to provide tailor-made training assistance to eligible business and industry in support of full-time production and direct customer service positions created in Wayne County. The objective of NCWorks CTP is to enhance the growth potential of qualified companies located in our community. For more information, contact Steve Herring at gsherring@waynecc.edu or 919-739-6944.

WORKS INITIATIVE (CERTIFIED WORK-READY COMMUNITY)

WORKS (Wayne Occupational Readiness Keys for Success) is a workforce and economic development initiative unique to Wayne County. WORKS aims to develop and market a skilled workforce for Wayne County and offers a variety of avenues for developing Wayne County's human resources, such as WorkKeys® and National Career Readiness Certification (NCRC) testing, job profiling, and soft skills training. On April 16, 2015, Wayne County became the state's first nationally-recognized Certified WorkReady Community. To find out how businesses and individuals may support a WORK-READY Wayne County, call 919-739-6980 or go to <http://ncworkready.org> or <http://workreadycommunities.org/NC/191>.

NATIONAL CAREER READINESS CERTIFICATION (NCRC)

NCRC is a portable, work-based credential that verifies skill levels in three foundational areas: Applied Mathematics, Locating Information and Reading for Information. Based on scores on WorkKeys® assessments, the NCRC is awarded at Bronze, Silver, Gold or Platinum levels. NCRC shows employers that applicants and workers possess the essential skills required in today's workplace. The Career Readiness Center in Walnut Building, Room 136 offers test preparation or skills upgrade for the WorkKeys®/NCRC assessments in a lab environment. The lab is offered on a first-come, first-served basis and is open entry/open exit. Individuals work at their own pace to prepare for the assessments. Some may attend the lab one time while others may attend for several weeks to reach their individual goals. Instruction in the lab is self-directed with a facilitator available to assist students. The lab is available Mondays 9 a.m.-12 p.m. and 1 p.m.-4 p.m., Tuesdays 1 p.m.-4 p.m. and 5 p.m.-8 p.m., and Thursdays 9 a.m.-12 p.m. and 5 p.m.-8 p.m. Assessments for NCRC are generally available every week by appointment. To sign up for a testing appointment for the NCRC test given on campus, call Mary Mills Borden at 919-739-7004. Testing is scheduled every other month at the Watkins Das Education Center at SJAFB; to register for testing at SJAFB call the Airmen and Family Readiness Center at 919-722-7298.

SBC SUMMER 2017 SEMINARS

**PRE-REGISTRATION
RECOMMENDED!**

Please preregister on-line at
www.ncsbc.net

(Click "Contact your Local SBC," Select "Wayne County," choose an event and click "Register.")

919-739-6940

Wayne Community College
3000 Wayne Memorial Drive
Goldsboro, NC 27534
919-735-5151 | www.waynecc.edu

Small Business Center
210 Dixie Trail | Goldsboro, NC 27530



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Wayne Business and Industry Center

Wayne Community College is an Equal Opportunity/Affirmative Action College and accommodates the needs of individuals with disabilities. It is the intent of the College that all programs and activities be accessible to all qualified students. It is the student's responsibility to make his or her disability known as soon as the need becomes known in order to provide ample time for arrangements to be made. The student must request academic adjustments by contacting the Disability Services Counselor in the Wayne Learning Center building, 919-739-6729.

Wayne Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, 404-679-4500, <http://www.sacscoc.org>, for questions about the accreditation of Wayne Community College.



SEMINARS SUMMER 2017



WAYNE COMMUNITY COLLEGE
WAYNE BUSINESS AND INDUSTRY CENTER

THE SMALL BUSINESS CENTER

The Small Business Center (SBC) offers no-cost seminars, access to business resources, and confidential counseling to aspiring or continuing entrepreneurs. Seminars focus on five core competencies: writing your business plan, financing your business, legally starting your business, marketing your business, and recordkeeping. Contact the Small Business Center at 919-739-6940 for more information.

ENTREPRENEURSHIP CERTIFICATE

Attend five of the eight seminars marked with an asterisk (*) to receive an Entrepreneurship Certificate issued by the Small Business Center.

ABCs OF STARTING A BUSINESS*

Melissa Terrell | Tuesday, May 23, 2017
5 p.m.-7 p.m. | WCC, Walnut 101

What does it take to be an entrepreneur? How do I choose the right legal entity? Do I need a business plan? What are the requirements to operate a small business? Where can I get money? Who are grants for? These are all great questions, and this seminar will get you started toward finding the answers. Sponsored by the Women's Business Center of North Carolina.

HOW TO START A BUSINESS*

Charles Gaylor IV | Tuesday, June 6, 2017
6 p.m.-9 p.m. | WCC, Walnut 101

Understand the basics of starting a business in this seminar that takes you from idea to opportunity. Learn key strategies for start-up, financing and marketing as well as important information about legal issues, licensing, zoning, operations, and more. Realize the importance of a self-assessment and how to evaluate the feasibility of your business idea. Discover the resources available to help you start and successfully operate your business.

HOW TO WRITE A BUSINESS PLAN*

Charles Gaylor IV | Tuesday, June 20, 2017
6 p.m.-9 p.m. | WCC, Walnut 101

A business plan is an essential roadmap for business success. This living document generally projects three to five years ahead and outlines the route a company intends to take to grow revenues. In this seminar we will discuss the sections of a business plan, how to generate the contents of each section, and many of the resources that are available to assist you.

MARKETING YOUR BUSINESS*

Todd Lyden | Tuesday, June 27, 2017
6 p.m.-9 p.m. | WCC, Walnut 101

Marketing for the 21st Century small business is more dynamic and challenging than ever. Discover how to most effectively and efficiently use the many marketing tools available. Gain insights to understand and reach your customer, analyze your industry and business environment and differentiate between branding, advertising, and grassroots marketing techniques. Explore the components of an effective marketing plan in this comprehensive seminar.

BASICS OF BOOKKEEPING*

Erin LeGrand | Tuesday, July 11, 2017
6 p.m.-9 p.m. | WCC, Walnut 101

Gain a workable knowledge of how to properly record financial transactions for your business. Discover the three most important financial reports and how to use them to make the best-informed business decisions. If you're a new business owner or need a refresher on the basics of accounting, this seminar is designed for you.

HOW TO FIND YOUR CUSTOMER*

Annette Dunlap | Tuesday, July 25, 2017
6 p.m.-9 p.m. | WCC, Walnut 101

Market research isn't just for startups; it's an important ongoing process for every small business. Developing a focused and effective marketing plan requires up-to-date market analysis. Discover the variety of market research tools that will give you critical information about your industry and customers. Get the data you need to test the feasibility of a new business, and find the competition and potential customers interested in your proposed product or service.



BUSINESS TAX ESSENTIALS*

Rhonda High, NCDOR | Tuesday, August 1, 2017
5 p.m.-7 p.m. | WCC, Walnut 101

Tax reporting is one of the most important functions of a business owner. The owner must accurately track income and expenses and report both. This is a challenging undertaking. This seminar will explain the federal and state reporting requirements for corporations, LLCs, and sole proprietors, too.

FINANCING YOUR BUSINESS*

SBA, Patrick Rodriguez | Tuesday, August 8, 2017
6 p.m.-8 p.m. | WCC, Walnut 101

Financing continues to be a challenge for many small business owners. Questions range from, who will give me money for my business idea and what do they need from me? How will this business make money and will it be enough to pay back a loan or attract an investor? Get to the heart of business financing in this seminar that answers your questions. Explore the advantages and disadvantages of the different types of funding sources and how to choose the right one for your needs. Discover the keys to financing success.

