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# Small Business Seminars 2010

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Crater Small Business Development Center of Longwood University  
1964 Wakefield Street, Petersburg, VA 23805

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## Business Round Table “Ask The Experts” Forum 2010 Schedule

The Crater Small Business Development Center of Longwood University will sponsor an “Ask The Experts” Round Table Discussion.

A **Banker** will answer questions regarding what to look for in the loan process for your business and distinguish the difference between personal versus business credit. An **Accountant** will answer questions regarding your business taxes and types of accounting software. A **Small Business Attorney** will answer questions regarding the legal structure of your business and how to avoid financial pitfalls.

**Presenter:** Patricia Hood  
Director, Crater SBDC of Longwood University

**Location:** Crater Planning District Commission Board Room  
1964 Wakefield Street, Petersburg, VA 23805

**Cost:** FREE

**To Register:** [hoodpa@longwood.edu](mailto:hoodpa@longwood.edu) or Call Crater SBDC, 804.518.2003

**Dates:** February 11                      April 15th                      June 22  
September 9

**Time:** 12:00 p.m. – 1:30 p.m.

\*The cost for several workshops are reduced for businesses in The Cameron Foundation jurisdictions: cities of Petersburg, Colonial Heights and Hopewell, the counties of Dinwiddie, Prince George and Sussex, and the portion of the county of Chesterfield lying south of Route 10.

# Entrepreneurial Training Program

## (12 hour training program)

### Offered Twice a year at Fort Lee

**Presenter:** Pat Hood  
Director, Crater SBDC of Longwood University

**Location:** Fort Lee  
1231 Mahone Avenue, Bldg. 9023, Fort Lee, VA 23801

**Cost:** FREE

**To Register:** bradyj@lee.army.mil or call Josephine Brady at Fort Lee, 734.7738

**For Questions or Additional Information:** [girardijm@longwood.edu](mailto:girardijm@longwood.edu) or Call the Crater SBDC, 804.518.2003

Program Offerings	Dates
<p><b>Are You Ready to Start a Small Business?</b> The participant will learn about being ready to start a small business:</p> <ol style="list-style-type: none"> <li>1. What it takes to own a small business</li> <li>2. Ten key questions to ask before owning a business</li> <li>3. Define and apply a business concept</li> <li>4. Discuss market research strategies</li> <li>5. Planning needs and budgeting for small businesses</li> </ol>	<p>April 6th 9:00 a.m. – 12:00 a.m.</p> <p>October 5th 9:00 a.m. – 12:00 a.m.</p>
<p><b>Business Plan, Legal Issues and Information Resources</b> The participant will learn about legal issues and forms of business ownership:</p> <ol style="list-style-type: none"> <li>1. Identify key components of the business plan</li> <li>2. Discuss the concept of competitive advantage</li> <li>3. Analyze and identify customer and market profiles</li> <li>4. Research your market and target specific customer groups</li> <li>5. Identify research tools, techniques and available resources</li> </ol>	<p>April 20th 9:00 a.m. – 12:00 a.m.</p> <p>October 19th 9:00 a.m. – 12:00 a.m.</p>
<p><b>Financial Management and Record Keeping</b> The participant will learn about financial management, important record keeping issues and forms of business ownership:</p> <ol style="list-style-type: none"> <li>1. How to develop income and expense projections</li> <li>2. Financial information needed to operate a business</li> <li>3. Pitfalls of poor record keeping and how to overcome this problem</li> <li>4. Useful financial tools for running a small business</li> <li>5. Explore the pros and cons of business structures</li> </ol>	<p>May 4th 9:00 a.m. – 12:00 a.m.</p> <p>November 2nd 9:00 a.m. – 12:00 a.m.</p>
<p><b>Financing the Business</b> The participant will learn about commercial loan requirements:</p> <ol style="list-style-type: none"> <li>1. What you need to know about financing a business; the C's of lending</li> <li>2. Developing effective relationships with financial institutions and bankers</li> <li>3. What are the available sources of funding?</li> <li>4. Where do we go from here?</li> </ol>	<p>May 18th 9:00 a.m. – 12:00 a.m.</p> <p>November 16th 9:00 a.m. – 12:00 a.m.</p>

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## **A Complaint Is a Gift**

### **Recovering Customer Loyalty when Things Go Wrong**

**Janelle Barlow and Claus Moller**

A complaint is a statement about expectations that have not been met. It is an opportunity to re-connect with customers by fixing service or products. Complaints are gifts that customers give to businesses. Everyone will benefit from carefully opening these packages and seeing what is inside. We must learn to listen closely and listen with an open mind.

See the complaint thru the customer's eyes and it will be easier to view the complaint as a gift.

- If this was you, what would you be thinking?
- What would you be feeling?
- What would it take to make you happy?
- What response would keep you from walking away?

Yes, there are customers who will try to rip you off. But, you can't punish all customers based on the behavior of a few. It is estimated that 1 to 4% of customers will cheat. The rest are just honestly looking for resolution to problems.

***How you THINK about your customers is how you will treat them. – Bob Ferrell***

#### **Program Objectives:**

- Identify how complaints can be beneficial to your business.
- Identify complaints to create positive feedback.
- Learn how to react to different types of customer complaints.
- Lead by example.

**Facilitator:** Bobbie Walker, Director of Education and Workforce Readiness for Virginia Tourism Corporation

**Location:** Crater Planning District Commission Board Room  
1964 Wakefield Street, Petersburg, VA 23805

**Cost:** \$10.00 Make checks payable to **Longwood University**.

**To Register:** [girardijm@longwood.edu](mailto:girardijm@longwood.edu) or call the Crater SBDC, 804.518.2003

**Dates:** June 15, 2010

**Time:** 9:00 A.M. – Noon

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## Franklin Covey: The 7 Habits for Managers: Customized for Small Business Owners and Employees

**A 2-day intensive workshop that focuses on the fundamentals of great leadership.**

**Skills you will learn include:**

- Conflict Resolution
- Execution of Strategy, Business Plans and Goals
- Collaboration
- Accountability and Trust
- Prioritization
- Team and Employee Development
- Performance Management

**Presenter:** Pauline Leitch, Franklin Covey Certified Trainer

**Location:** Crater Planning District Commission Board Room  
1964 Wakefield Street, Petersburg, VA 23805

**Cost:** \$125\* (See pricing description at the bottom)  
\$100 for residents in the Cameron Foundation geographic region\*  
Those who take advantage of Early Registration will receive \$25 off the cost.

**To Register:** [girardijm@longwood.edu](mailto:girardijm@longwood.edu) or Call the Crater SBDC, 804.518.2003

**Dates:** To be Announced

**Time:** 9:00 a.m. – 5:00 p.m.

\* The cost is \$100 for businesses located in The Cameron Foundation jurisdictions: cities of Petersburg, Colonial Heights and Hopewell, the counties of Dinwiddie, Prince George and Sussex and the portion of the county of Chesterfield lying south of Route 10

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# Quickbooks Class

The Crater Small Business Development Center in partnership with the Petersburg Chamber of Commerce, and the Colonial Heights Chamber of Commerce will offer a Quickbooks Class. By the end of the training you should be able to:

- To set up a new company file
- To understand your chart of accounts
- To understand how to generate and read financial statements (Balance Sheet and Profit & Loss)
- To practice creating estimates
- To understand various methods for invoicing customers
- To understand your job cost report

**Location:** Crater Planning District Commission Board Room  
1964 Wakefield Street, Petersburg, VA 23805

**Cost:** \$50.00 (\$40.00 for those in the Cameron Foundation jurisdictions and for those who are members of the Petersburg Chamber of Commerce).

\*Space is limited – registration is required!

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**Dates:** To be Announced

**Time:** To be Announced

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## Business Development Workshops “What it Takes to Start a Business”

Develop your entrepreneurial skills and business acumen at a **free**, one-hour small business information session at the Crater Small Business Development Center (SBDC) of Longwood University. **“What It Takes to Start a Business”** topics include: what you need to know about financing your business venture; what lenders require in terms of collateral, credit and equity; available resources to assist you as a potential or existing business owner; and the opportunity to meet with business counselors.

**Presenter:** Pat Hood  
Director, Crater SBDC of Longwood University

**Location:** Crater Planning District Commission Board Room  
1964 Wakefield Street, Petersburg, VA 23805

**Cost:** FREE

**To Register:** [girardijm@longwood.edu](mailto:girardijm@longwood.edu) or Call Crater SBDC, 804.518.2003

**Dates:** January 21                      September 23  
February 24  
March 25  
May 20

**Time:** 4:00 p.m. – 5:30 p.m.



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X: Seminar: Crater Small Business Seminars 2010 Updated