

**February 2008 Small Business Center Seminars
at Coastal Carolina Community College**

Tricks of the Trade Show

Wednesday, 2/6/08

1:00 pm - 4:00 pm

Melton Skills Center, Room 104

Denise Ryan

Fee: \$20 for Chamber of Commerce members; \$25 for Non-Chamber members

This session covers what to do (and not do) while working the booth at a trade show. Topics include body language, sales and networking techniques, booth strategies, and a system for the all-important follow-up. This is a great review and the perfect way to get fired up for your next trade show! Don't waste those booth fees - make the most of this valuable sales and marketing opportunity by attending this session or sending your sales team.

How to Write a Successful Business Plan

Thursday, 2/7/08

1:00 pm - 4:00 pm

Melton Skills Center, Room 104

James Howell

Fee: \$20 for Chamber of Commerce members; \$25 for Non-Chamber members

Learn how to prepare a business plan that will help raise money and also help you manage your business. The important components of a plan will be discussed and a complete business plan will be reviewed in detail. Links to available business planning software will also be provided.

Lunch & Learn Program:

Reducing Turnover in the Workplace

Wednesday, 2/13/08

12:00 pm - 2:00 pm

Melton Skills Center, Room 104

Jess Spiller

Fee: \$20 for Chamber of Commerce members; \$25 for Non-Chamber members

This seminar is for owners, managers, and supervisors who are charged with the responsibility of hiring and retaining successful talent and to avoid hiring low performers. Attendees will learn what assessments to use, how to use them, and why they are so important in today's employment environment. This interactive program utilizes discussion, role-play, and hands on assessments.

How to Get Money for Your Small Business

Thursday, 2/21/08

2:00 pm - 5:00 pm

Melton Skills Center, Room 104

James Howell

Fee: \$20 for Chamber of Commerce members; \$25 for Non-Chamber members

Having a good business idea is one thing – getting it funded is quite another. This seminar will help you understand what information you should include in your business plan to obtain funding for your business. You'll learn all about funding sources and what to do if the bank says "No". If you want to get the money, come to this session.

Starting & Operating a Home-Based Business

Tuesday, 2/26/08

6:00 pm - 9:00 pm

Melton Skills Center, Room 104

Tim Dannelly

Fee: \$20 for Chamber of Commerce members; \$25 for Non-Chamber members

Attend this seminar and discover the success factors already present in your market. Learn how to create a sales plan that includes every component. Discover those "little things" that get big results in your store. Learn about advertising that attracts customers without giving away profits and ways to keep employees committed to the success of your business.

The Best Small Business to Start Right Now

Thursday, 2/28/08

6:00 pm - 9:00 pm

Melton Skills Center, Room 104

Mike Collins

Fee: \$20 for Chamber of Commerce members; \$25 for Non-Chamber members

What would be the best small business for you to start right now? Attend this seminar to help answer that question. Topics will include: how to create a business idea that fits you; "Hot" businesses that will grow in coming years; 5 easy-to-use steps to starting a business; and business plan dos and don'ts. If you think the time is right for you to start a business - you're right!

For additional information or to register, please contact:

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