

BUSINESS & SMALL BUSINESS

The Miller Entrepreneurial Institute (MEI) has classes, counseling, resources, networking opportunities and more for all stages of business. Courses are divided into three categories to help guide you:

- Starting Your Business
- Enhancing Your Business
- Becoming a Better Business Professional

Contact Marlene Titus, Coordinator of the Miller Entrepreneurial Institute at 410-386-8012 or mtitus@carrollcc.edu or go to www.carrolltraining.com for more information and other college-wide opportunities.

Starting Your Business

If you:

- Are thinking of starting a business
- Just started a business, or
- Own a business less than one year

Take advantage of the following courses:

Launching Your New Business

Launch your new business with confidence and on the right foot! Topics include: options for business entities; resources available to start-ups; costs of services needed; licensing and tax considerations; loans and financial resources; marketing on a budget; getting your business off the ground and finding customers.

No Cost

Course #: SBA-557-A2 (Instructor: Leonard R. Lee)

Thu., Sep. 16, 6:00 - 9:15 PM

Washington Road Campus, Rm. T315

Course #: SBA-557-B2 (Instructor: Doug Howard)

Tue., Oct. 12, 6:00 - 9:15 PM

Washington Road Campus, Rm. M055

Course #: SBA-557-C2 (Instructor: Leonard R. Lee)

Mon., Nov. 8, 10:00 AM - 1:15 PM

Washington Road Campus, Rm. T315

Course #: SBA-557-D2 (Instructor: Doug Howard)

Thu., Dec. 9, 6:00 - 9:15 PM

Washington Road Campus, Rm. T315

NEW! The Business of Art

Learn what it means to be an "Art Entrepreneur," the ideas surrounding making money with your art skills, and breaking the art/academic paradigm. Build the foundation for thinking like an entrepreneur and plant the seeds for viewing your art not just as a form of expression, but as a commodity with the potential to give you financial freedom. *Instructor: Scott Gore, chair of the Department of Fine and Performing Arts at Carroll Community College, brings years of experience in the arts field to the classroom*
Cost: \$49 (MD Senior Adults: \$30)

Course #: SBA-580-A2

Mon. & Wed., Sep. 13 & 15, 6:00 - 9:15 PM (2 sessions)

Washington Road Campus, Rm. M060

NEW! Business Planning For Your Start Up

Is your business idea viable and feasible? Get instructions and find out what websites can assist with researching your idea. Get the tools to create a basic business plan. *Instructor: Leonard R. Lee*

No Cost

Course #: SBA-585-A2

Thu., Oct. 14, 6:00 - 9:15 PM

Washington Road Campus, Rm. M259

Course #: SBA-585-B2

Tue., Nov. 16, 6:00 - 9:15 PM

Washington Road Campus, Rm. M055

NEW! Preparing Funding For Your Start Up

Learn the "5 Cs of Credit" and what is involved in preparing yourself for approaching a lender for a new business loan. *Instructor: Leonard R. Lee*

No Cost

Course #: SBA-584-A2

Thu., Oct. 21, 6:00 - 9:15 PM

Washington Road Campus, Rm. M056

Course #: SBA-584-B2

Tue., Dec. 7, 6:00 - 9:15 PM

Washington Road Campus, Rm. T315

Recession-Proof Business: Franchising

In the midst of a recession with jobless rates going up, being your own boss looks attractive. But is owning a business just as risky as being employed? Franchising offers a less risky approach to business ownership but it is not for everyone. Examine the pros and cons of owning a franchise, what you need to know to purchase a franchise and how to identify sources of financing for the purchase. *Instructor: Lee Meizlesh has been involved in franchising for over 40 years. He began by working for Ray Kroc in the early days at McDonalds, has helped to start several franchise systems and is a member of the International Franchise Association.*

Cost: \$39 (MD Senior Adults: \$39)

Course #: XXZ-763-A2

Mon., Sep. 27, 6:00 - 8:30 PM

Washington Road Campus, Rm. A200

Course #: XXZ-763-B2

Mon., Nov. 1, 6:00 - 8:30 PM

Washington Road Campus, Rm. A200

Small Office Organization

Save time, money, space and energy by creating a productive work environment in your small business office. Make your business more efficient by evaluating and finding the most suitable organizing system, effectively filing your most important documents and information and making the best use of limited spaces and storage. *Instructor: Barbara Boone*

Cost: \$59 (MD Senior Adults: \$30)

Course #: SBA-571-A2

Tue. & Thu., Sep. 28 & 30, 6:00 - 8:30 PM (2 sessions)

Washington Road Campus, Rm. T325

Course #: SBA-571-B2

Mon. & Wed., Nov. 15 & 17, 6:00 - 8:30 PM (2 sessions)

Washington Road Campus, Rm. A200

Business Communications

See Enhancing Your Business section for course details.

Creating and Updating Your Marketing Plan

This course focuses on how to create a basic marketing plan for your small business. Learn how to understand your market potential and your target market. Create your own marketing plan that uses the best marketing tactics for your type of business. *Instructor: Pete Truby, owner of Salazon Chocolate, has many years of experience in marketing.*

No Cost

Course #: SBA-408-A2

Wed., Sep. 29, 5:30 - 8:45 PM

Carroll County Public Library, Finksburg Branch

Developing a Brand/Logo for Your Business

Do you have a brand or logo for your small business? Do you have one that isn't working for you? This course covers how to determine your business's identity and brand/logo, how to develop a promotional budget and how, when and where to promote your small business. *Instructor: Pete Truby, owner of Salazon Chocolate, has many years of experience in marketing.*

No Cost

Course #: SBA-407-A2

Thu., Nov. 11, 6:00 - 9:15 PM

Washington Road Campus, Rm. T315

NEW! Gallery Sales

Present your work through galleries, exhibitions or other venues. Learn to focus on key strategies and tactics to use when exploring opportunities with arts business leaders.

Instructor: Scott Gore

Cost: \$49 (MD Senior Adults: \$30)

Course #: SBA-583-A2

Mon. & Wed., Oct. 25 & 27, 6:00 - 8:30 PM (2 sessions)

Washington Road Campus, Rm. N203

How to Set Up Your Books: Home-Based and Small Business Owners

See Enhancing Your Business section for course details.

NEW! Legal and Insurance Issues for Start Ups

Learn the basic legal decisions you need to make when starting a business and what types of insurance a business would consider having from time to time. *Instructors: Kathleen Rus, Esquire, a local Westminster attorney specializing in small business concerns and Angela Ferguson, Brothers Insurance Associates, a local insurance broker.*

No Cost

Course #: SBA-586-A2

Wed., Sep. 22, 6:00 - 9:15 PM

Washington Road Campus, Rm. T325

Course #: SBA-586-B2

Wed., Nov. 3, 5:30 - 8:45 PM

Carroll County Public Library, Eldersburg Branch