

# Small Business Training Network

## Miller Entrepreneurial Institute

Carroll Community College's Miller Entrepreneurial Institute (MEI) provides training and resources to small business owners and those starting a business. MEI provides classes, private consultations, referral for counseling, networking opportunities and support services to local businesses and entrepreneurs.

**Through generous grant funding from the Department of Economic Development of Carroll County, the Small Business Training Network courses below are FREE to the public.**

**Take one class or all of them, in any order convenient to you. For more information, assistance in choosing the right combination of classes to suit your needs, a referral to counseling and to register, call 410-386-8100.**

### 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. *Instructor: Doug Howard*

**Course #: SBA-557-A2**

Thu., Sep. 10, 5:30 - 8:45 PM

Carroll County Public Library, Mt. Airy branch

**Course #: SBA-557-B2**

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

BDG Small Business Center

**Course #: SBA-557-C2**

Tue., Nov. 10, 5:30 - 8:45 PM

Carroll County Public Library, North Carroll branch

**Course #: SBA-557-D2**

Thu., Dec. 3, 5:30 - 8:45 PM

Carroll County Public Library, Finksburg branch

### Smart Advice When Times Are Tough

This class is for existing business owners. These are tough economic times with a credit crunch, bank failures, government bailouts and low consumer confidence creating havoc for small business owners or entrepreneurs. Learn how a small business can face these tough economic times and how best to address them. Find out what a small business owner needs to fix now and what to plan for in

the immediate future. *Instructor: Doug Howard*

**Course #: XXZ-686-B1**

Thu., Aug. 27, 6:00 - 8:30 PM

Business Training Center, Rm. T317

**Course #: XXZ-686-A2**

Wed., Oct. 28, 6:00 - 8:30 PM

Carroll County Public Library, Mt. Airy branch

### Small Business Accounting

You know your product or service, but have you had any training in accounting or business? Learn the basics of business accounting, how to read and understand financial statements and other basic small business principles. *Instructor: Doug Howard*

**Course #: SBA-558-A2**

Thu., Sep. 17, 6:00 - 9:15 PM

Business Training Center, Rm. T325

**Course #: SBA-558-B2**

Thu., Oct. 29, 6:00 - 9:15 PM

BDG Small Business Center

### Creating Your Strategic Business Plan

Are you starting a new business and need a business plan for your lender, a 'road map' for your new venture? This course will cover the requisites of a business plan that can be used for financing and general business purposes, including financial projections for your new small business. *Instructor: Leonard R. Lee*

**Course #: SBA-410-C2**

Tue., Sep. 15, 5:30 - 8:45 PM

Washington Road Campus, Rm. L287

**Course #: SBA-410-A2**

Wed., Oct. 7, 6:00 - 9:15 PM

Washington Road Campus

**Course #: SBA-410-B2**

Wed., Nov. 18, 6:00 - 9:15 PM

Washington Road Campus, Rm. M157

### Finding Funds for Your Business

If you are an existing or start-up small business planning on borrowing money for expansion, purchase or any other use of funds, this course is for you! Learn what sources of funding are available in your area and for your type of small business, and what is involved in accessing those funds for your operation. *Instructor: Leonard R. Lee*

**Course #: SBA-530-B2**

Wed., Sep. 23, 6:00 - 9:15 PM

Washington Road Campus, Rm. N203

**Course #: SBA-530-A2**

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

Washington Road Campus

**Course #: SBA-530-C2**

Tue., Dec. 8, 5:30 - 8:45 PM

Carroll County Public Library, Finksburg branch

### Legal Decisions for Small Business

Review basic legal decisions that a small business owner might make from starting up a business to retirement. Learn about buy-sell agreements, types of corporate structure, how and why to incorporate and much more. *Instructor: D. Kathleen Rus, Esquire*

**Course #: XXZ-707-A2**

Tue., Oct. 20, 6:00 - 8:30 PM

BDG-Small Business Center

**Course #: XXZ-707-B2**

Mon., Nov. 16, 6:00 - 8:30 PM

Carroll County Public Library, Finksburg branch

### 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: Melissa Wilcox*

**Course #: SBA-408-A2**

Tue., Sep. 29, 6:00 - 9:15 PM

Washington Road Campus, Rm. M157

### 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: Melissa Wilcox*

**Course #: SBA-407-A2**

Wed., Nov. 4, 6:00 - 9:15 PM

Business Training Center, Rm. T317

### Hiring and Firing

Learn how to hire and promote the right people and slash turnover costs. This course covers improving customer service, productivity and sales while also improving your employees' attitudes and focusing on cooperation in the workplace. *Instructor: Anthony George*

**Course #: SBA-406-B2**

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

BDG Small Business Center

**Course #: SBA-406-A2**

Mon., Nov. 9, 5:30 - 8:45 PM

Carroll County Public Library, Finksburg branch