

Business Success in Tough Times

Jackson County Small Business Development Center Training
Spring 2009



Go Green! To automatically receive this schedule each term, send your e-mail address to Hdlove@rogucecc.edu

214 SW Fourth Street * Grants Pass, OR 97526 * (541) 956-7494 * Fax: (541) 471-3589
[Hwww.rogucecc.edu/sbdcH](http://www.rogucecc.edu/sbdcH) [Hwww.bizcenter.org](http://www.bizcenter.org)



We're Here to Help You Succeed
RCC Small Business Development Center
214 SW Fourth Street (corner of Fourth & H), Grants Pass, OR 97526
(541) 956-7494

Visit: [Hwww.roguecc.edu/sbdc](http://www.roguecc.edu/sbdc)H and [Hwww.bizcenter.org](http://www.bizcenter.org)H

RVC Spring 2009

What RCC Small Business Development Center Will Do For You!

Free Business Mentoring and Evaluation: Whether your business has existed for years, just a few days, or you are researching the feasibility of opening your own—we're here to help! We'll mentor you in our office one-on-one, electronically through www.roguecc.edu/sbdc, or through a Smart Start Your Business class in a group setting. We'll equip you with the information you need to help solve business challenges, answer your questions, be a sounding board, guide you in the right direction—whatever your business requires. All services are *strictly confidential*. Our friendly staff really cares about your success. We understand the uniqueness of today's business and workplace.



SBDC Director John Lopez is dedicated to helping you succeed



Small Business Specialist, Donna Love, coordinates much of the SBDC activities, provides business counseling, and will answer your questions

We'll Help Your Business Grow: We'll help you create jobs and provide information about personnel and management issues. As the area's recognized business authority, we're dedicated to helping you increase your profits. We believe your profitability helps sustain economic growth.

Financing Assistance: We'll help you determine if you qualify for business financing. You will be required to develop a comprehensive business plan—requiring considerable research. We'll guide you through the process and review your plan and cost projections BEFORE you take it to the bank.

Nonprofit Management and the Business of Art: If you are a nonprofit corporation or in the business of art, we are able to assist you through business mentoring, courses and resources.

Our Resource Library is Among the Best in the State: Our book, video and audio libraries are among the most comprehensive in the state. You'll find a wealth of information on a wide variety of business subjects. You may borrow the books and audio tapes and view the videos in the comfort of our offices. The

library exists entirely to help you on the road to business success. If you have resources that you no longer need and would be beneficial to our library, your donations would be greatly appreciated.



Secretary, Peggi Odle, always has a friendly smile. She and her office staff are always ready to assist you



We Provide Quality Training at Your Level of Need—All Courses are Designed With Your Success in Mind: Our high-quality, short-term training is designed with your success in mind. Training is designed for business owners, managers, and employees to raise your level of knowledge and capabilities to enable you to make important business decisions or gain and improve your skills. Our mission is to provide effective practical business training with minimal investment of time to get you on the road to productivity.

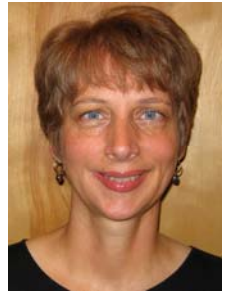
We offer a wide variety of business-related, nonprofit management, business of art, computer, QuickBooks, and e-commerce training on a regular basis. In addition to instructor-led classes, we offer a wide variety of distance learning opportunities. Call about customized training for your employees—your place or ours.

Lead Counselor, Lew Tagliere, also teaches Smart Start Your Business classes



SMALL BUSINESS MANAGEMENT COURSE

This unique program is offered in Josephine and Jackson Counties, and is designed to coach business owners and managers toward the accomplishments of business and personal goals through improved business organization, management, and operation. This training consists of classroom sessions followed by visits to your business by the instructor. Josephine County Instructor: Rob Hambleton. Jackson County Instructor: Linda Ballasy



SMALL BUSINESS MANAGEMENT—ODOT

A new course for registered Emerging Small Businesses (ESBs) whose principle business activities are Oregon Department of Transportation (ODOT) related. The course is a 9-month course, subsidized through ODOT, designed to grow your business and to be more successful with ODOT contracting. The course consists of monthly classroom training and on-site, one-on-one business coaching. The street value of the program is \$1,500, but ODOT is contributing a significant amount for each ESB's tuition, reducing your cost to just \$200 per year for materials and supplies. Enroll a second person from the same business for only \$150 per year. Call the SBDC at 956-7494 to determine if your business qualifies. Instructor: Roger Harding.



Enroll in SBDC Training Today!

Payment Policy: As the SBDC is self-supporting, tuition must be paid in full before classes begin. Students will not necessarily receive a confirmation notice of registration, unless requested. Students will not be automatically dropped for nonpayment. Be sure to note class dates, times, and locations. A 10% late fee may be imposed if payment is not made before the first class session.

How to Enroll: Pre-registration for classes is requested as it prevents classes from being cancelled because of perceived low enrollment. Pre-registration also provides a way for our staff to notify students of class changes, and assists instructors' preparations. You may register a number of ways:

1. through the RCC class shopping cart at <http://www.roguecc.edu/sbdc>
2. at any RCC registration location
3. through Rogue Central by calling (541) 956-7501 or (541) 245-7501
4. by calling our office at (541) 956-7494
5. by e-mailing the SBDC at dlove@roguecc.edu
6. by mailing a completed registration form to our office
7. by faxing a completed registration to our office at 471-3589

Cancellation and Refund Policy: Students must drop at least one working day prior to the class to receive a refund or avoid tuition charges. Classes will be cancelled or postponed for insufficient enrollment by RCC one working day prior to the first class session. For classes in which materials have been provided, all materials received must be either returned in an unused condition or paid for prior to being dropped and receiving a refund.



The Small Business Development Center is partially funded by the U.S. Small Business Administration. The support given by the U.S. Small Business Administration through such funding does not constitute or express an implied endorsement of any of the co-sponsors' or participants' opinions, products or services. Special arrangements of students with disabilities will be made if requested in advance by calling the SBDC: 956-7494.



*Our goal is to help build the best businesses in the Rogue Valley
Make us your first stop!*

*RCC Small Business Development Center Spring 2009 Schedule of Classes
Registration Begins February 24, 2009*

Holidays, May 25, 2009

RCC SBDC SURVEYS: We value your opinion and want to know how we can better serve you. Please take a few minutes to complete the surveys on our Web site by going to [Hwww.roguecc.edu/sbdcH](http://www.roguecc.edu/sbdcH) and clicking on SBDC Satisfaction Survey. For those living in the Illinois Valley, we would also appreciate your comments on the Illinois Valley survey at this same Web site.

FUNDAMENTALS OF FINANCE AND ACCOUNTING

Recognition awards and Continuing Education Units (CEUs) for these courses are available upon request.

BOOKKEEPING BASICS: Learn the basics of keeping good records and how and what needs to be recorded to be in compliance with existing laws.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|----------|----------|----------|------------|-------|
| JACKSON | 9.549 | S94 | T/R | 4/9-4/16 | 6-9 p.m. | RVC-A-12 | Andazola | \$159 |

FINANCIAL STATEMENTS: Understand your business' bottom line and improve profitability. Includes financial management, cash flow, profit/loss statements and balance sheets.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-----------|----------|----------|------------|------|
| JACKSON | 9.549 | SA4 | T/R | 4/21-4/23 | 6-9 p.m. | RVC-A-12 | Andazola | \$99 |

PAYROLL BASICS: Learn the basics of maintaining a payroll and paying the taxes. Avoid costly errors

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-----------|----------|----------|------------|------|
| JACKSON | 9.549 | SB4 | T/R | 4/28-4/30 | 6-9 p.m. | RVC-A-12 | Andazola | \$99 |



SAVE BY ENROLLING IN FUNDAMENTALS OF FINANCE AND ACCOUNTING: BOOKKEEPING BASICS, FINANCIAL STATEMENTS, AND PAYROLL BASICS (Same PERSON or COMPANY—Please have employer call to register staff if same company)

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|----------|----------|----------|------------|-------|
| JACKSON | 9.549 | SC | T/R | 4/9-4/30 | 6-9 p.m. | RVC-A-12 | Andazola | \$337 |

SMALL BUSINESS MANAGEMENT – IT'S NEVER TOO LATE TO ENROLL!

A recent curriculum revision allows flexibility for enrolling in the Small Business Management (SBM) course. You may now enroll in this unique, two-year course geared solely for small business owners, at the start of fall, winter, or spring terms (not once a year in the fall). The SBM course is a high-powered combination of classroom and on-site business coaching that helps business owners apply what they learn directly to their business. SBM offers a client-centered approach for learning proven, systematic business practices to more effectively manage business operations and increase profitability. It offers personal support and guidance on how to most effectively work “on” your business, not just “in” your business. Business owners interested in improving their business skills attend two sessions each month.

The SBM course is open to business owners of established businesses from non-competing industries. Full year (three consecutive terms) tuition is \$599. A discount of \$74 is applied if fully paid in advance, and term-by-term payment options are available at \$200 per term. For information, call instructors Rob Hambleton in Josephine County at 956-7495, or Linda Ballasy in Jackson County at 245-7617.

What Our Clients Say About SBM!

“Fantastic program! I highly recommend it for any small business”.

- Todd Grannis, CEO, VISP.net

“Rogue Community College has been invaluable to our success. Through the years RCC and SBDC classes and onsite counseling have provided us with a one stop resource for answers to our day-to-day challenges, such as

employee matters, accounting practices, short-term and long-term goals, as well as encouragement and, of course, constructive criticism”.

- Michael Karpinski, Medifecta Healthcare Training


“The SBM program has made a big difference in how I look at my business. It has helped me understand more about profit and loss, branding, a willingness to change some of my outlooks. I would recommend this small business class to anyone who has a small business”.

- Chris Phillip, Hair Legends

“The RCC SBM program inspired me to make dramatic changes to my business. I highly recommend it to any business owner”.

- Tom Pepple, President, Retail Profit Systems

SMALL BUSINESS MANAGEMENT—ODOT

 A new course for registered Emerging Small Businesses (ESBs) whose principle business activities are Oregon Department of Transportation (ODOT) related. The course is a 9-month course, subsidized through ODOT, designed to grow your business and to be more successful with ODOT contracting. The course consists of monthly classroom training and on-site, one-on-one business coaching. The street value of the program is \$1,500, but ODOT is contributing a significant amount for each ESB’s tuition, reducing your cost to just \$200 per year for materials and supplies. Enroll a second person from the same business for only \$150 per year. Call the SBDC at 956-7494 to determine if your business qualifies. Instructor: Roger Harding.

Some of the highlights of the program are:


- Learn to find ODOT contract opportunities
- Successfully bid and receive more ODOT contracts
- Improve profitability in a TOUGH economy
- Help with managing your business more effectively

Performance Based Learner Outcomes:

Upon successful completion of the course, students should be able to:

1. Write business and personal goals using the SMART goal format.
2. Identify the elements of a business proposal.
3. Identify, edit and move the elements on a Chart of Accounts.
4. Identify the elements of a Balance Sheet and a Profit & Loss statement.
5. Calculate a simple break-even.
6. Access employment laws and HR resources online.
7. Write performance related job interview questions.
8. Calculate inventory turnover.
9. Write a detailed task analysis.
10. Define a target market.
11. Write a Unique Selling Proposition (USP).
12. Navigate the Oregon Procurement Information Network (ORPIN).
13. Estimate the total costs for an ODOT related project.
14. Administer ODOT contracts.
15. Comply with all ODOT reporting and invoicing requirements.

About the Instructor: Roger Harding coordinated and instructed the RCC SBDC Small Business Management Program for twenty-two years before retiring. He has returned to the SBDC on a part-time basis.

 **SMALL BUSINESS MANAGEMENT—ODOT—INDIVIDUAL SESSIONS:** For qualified businesses who are not able to commit to a full year of training. Choose from individual courses being offered spring term. Individual courses are \$50 a session. Courses being offered spring term: March: Hiring and Firing—Employer and Employee Relations; April: Inventory Management Control to Maximize Profitability; May: Management and Control; June: Marketing for Contractors. Call to determine eligibility: 956-7494. Instructor: Roger Harding

E-COMMERCE AND WEB SITE DEVELOPMENT

Recognition awards and Continuing Education Units (CEUs) for these courses are available upon request



HOW TO GET TOP GOOGLE RANKINGS FOR YOUR SMALL BUSINESS WEBSITE: Learn: 13 very specific tactics that have been proven to produce top Google rankings, How to check the “SOE Elements” of your current website, How to select a “shopping cart” and/or “content management system” that is search engine friendly, how to SEO your video and blog posts. Each attendee will have the opportunity to have their website examined, have a search engine position report generated and will be provided with tools and resources that can be used after the class.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|----------|----------|----------|------------|--------|
| JACKSON | 9.257 | S54 | T | 5/5-5/19 | 6-9 p.m. | RVC-B-14 | Taylor | \$159* |

Testimony from satisfied customer: *Ed, you are amazing! There is so much information that I got tonight. You’ve really made a difference! Thanks.*

NON-PROFIT BUSINESS MANAGEMENT

All New Course Offerings!

Recognition awards and Continuing Education Units (CEUs) are available for these courses.

DEVELOPING A SUCCESSFUL MEMBERSHIP DRIVE : Successful membership drives can help define resources and support beyond the funding raised, and this workshop will help identify for an organization how a well designed drive can build capacity for future sustainability. Activities and planning techniques will bring new ideas on how to market your program or services, and help give direction for promotion to the target audiences waiting to hear from you!.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|-------------|----------|------------|------|
| JACKSON | 9.011 | S24 | T | 5/12 | 9 a.m.-noon | RVC-F-10 | Wessels | \$59 |

Testimony from a satisfied customer: *Kelly was great. She knew our organizations very well. Her presentation was broad but she constantly showed awareness of us individually.*

IT’S THE LAW—WHAT NONPROFITS NEED TO KNOW ABOUT MINUTES AND OTHER LEGAL REQUIREMENTS:

There are legal requirements for running a nonprofit organization, such as holding and recording meetings, keeping separate books and bank accounts, and following corporate and tax laws. If you don’t abide by the rules, you could find your nonprofit stripped of its corporate and tax status—and the benefits of that status Learn about the regulations that pertain to nonprofit organizations.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|-------------|----------|------------|------|
| JACKSON | 9.011 | S44 | T | 6/9 | 9 a.m.-noon | RVC-F-10 | Thorndike | \$59 |

ROGUE MANAGEMENT INSTITUTE

Recognition awards and Continuing Education Units (CEUs) for these courses are available upon request.

The number-one business concern has been identified as hiring and retaining high-performing employees. According to a recent survey, the primary reason employees leave a business is because of poor management. In today’s shrinking labor market, employers can’t afford high employee turnover caused by inadequate training of managers and supervisors. We’ve heard your concerns and created Rogue Management Institute (RMI) just for you. RMI will help you and your supervisors develop the skills needed to be efficient and effective managers. Recognition awards and Continuing Education Units (CEUs) are available upon request.



RISING ABOVE THE PRESSURE & MANAGING DURING TIMES OF UNCERTAINTY: The economy and market uncertainty can have a wide range of negative effects on a workplace, including fear, productivity and performance issues and morale challenges. Employers who spend time promoting open communication and providing employees with a sense of direction and focus can see a significant and positive effect on workplace morale, stress and productivity. This session will focus on strategies and techniques you can use right away for improving organizational communication, setting goals and objectives and promoting employee involvement and engagement.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-----------|----------|----------|------------|------|
| JACKSON | 9.555 | S24 | M/W | 4/20-4/22 | 6-9 p.m. | HEC 322 | Holloway | \$99 |

TEAM BUILDING AND COACHING DURING DIFFICULT TIMES: Difficult times can cause productivity losses of up to 75 percent in an organization. However, forward thinking companies implement measures to help employees through. It is never easy - especially when factoring in the diverse employee personalities.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|---------|----------|----------|------------|------|
| JACKSON | 9.513 | S34 | M/W | 5/4-5/6 | 6-9 p.m. | RVC-A-12 | Holloway | \$99 |

MORE ROGUE MANAGEMENT INSTITUTE



7 HABITS OF HIGHLY EFFECTIVE PEOPLE ©: The key to an organization's success is the people. From the mailroom to the boardroom, it becomes more imperative that employees are effective, both personally and professionally. With the 7 Habits of High Effective People from FranklinCovey you can achieve sustainable superior performance from every employee. The timeless principles taught in this course give people the foundation to achieve unheard of levels of effectiveness in their lives at work and at home.

Delivering superior performance starts with understanding the full capabilities of individuals in your organization. Sadly, according to FranklinCovey's Execution Quotient, only 40% of employees feel that their jobs tap into the best of their talents and passions. The 7 Habits of High Effective People helps transform your people with profound lessons in personal change that will help them realize their full potential at work and in life. These guiding principles set the state for profound personal growth that can expand and engage others on the path success.

Whether you're staffing up to meet increased demands or performing yearly reviews, you need a common approach for harnessing the capacity of your workforce. The dynamic 7 Habits of High Effective People will help your employees develop the skills needed to improve personal and professional effectiveness for better results. Participants will:

- Improve results at the personal and professional level
- Develop more meaningful relationships and productive collaboration
- Increase productivity by focusing on the most important things
- Achieve a healthy work/life balance

© 7 Habits of Highly Successful Effective People is a FranklinCovey copywritten course This course is offered in conjunction with Southern Oregon University and the Oregon Employer Council.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-----------|---------------|----------|------------|--------|
| JACKSON | 9.513 | S54 | F | 4/17-5/15 | 9 a.m.-4 p.m. | HEC-205 | Shalda | \$399* |

- Includes \$185 workbook

STRATEGIC MANAGEMENT APPLIED: This fun and fast-paced course examines the role of strategic management in the marketplace, and focuses on both the managerial function and the strategic element of leadership. Through online computer simulation many of the strategic decisions that leaders face in the business world will be emulated. Participants will be working in teams, each team taking control of a company that manufactures electronic sensors. Each company starts Round 1 with \$40 million in sales. Each round represents one year; 8 rounds are played with teams making decisions for their company in R&D, marketing, production, finance, and human resources.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|----------|----------|----------|------------|---------|
| JACKSON | 9.507 | S14 | M/W | 5/4-5/20 | 6-9 p.m. | TRC-125D | Robinson | \$210** |

****Plus a \$95 registration to Capsim, payable via credit/debit card the first class (save \$10 if also enrolling in the Rogue Management Institute package)**

Special Offer: Only \$200 when added to Rogue Management Institute package: Register in 9.513 S7

COMPUTER TRAINING FOR BUSINESS USE

Recognition awards and Continuing Education Units (CEUs) are available upon request. Call 956-7494 for details.

QUICKBOOKS 2009

QUICKBOOKS PRO 2009 FOR BUSINESS OR OFFICE – BEGINNING: For those who have knowledge of computer use, know how to navigate within Windows/Vista, have some accounting knowledge, and want to learn QuickBooks Pro. Homework will be assigned. Prerequisite: Basic computer skills. Bring a 256 mg or larger thumb drive or R/W CD to save your work

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|----------|----------|----------|------------|-------|
| JACKSON | 9.736 | S54 | M/W | 5/4-5/20 | 6-9 p.m. | HEC-124 | Canepa | \$219 |

QUICKBOOKS PRO 2009 FOR BUSINESS OR OFFICE – INTERMEDIATE: For those with knowledge of how to operate and navigate within QuickBooks Pro, have specific needs such as payroll, project costing, worker’s comp and other challenges, or wish to move from Beginning QuickBooks to Intermediate. Topics include tracking inventory in QuickBooks, job costing, finding and correcting errors, advanced payroll (worker’s comp, employee loans, garnishments), importing and exporting to Excel, Word, and other QuickBooks company files, year-end procedures, working with an accountant, and integrating QuickBooks with third party software. Prerequisite: A basic knowledge of QuickBooks and accounting principles. Bring a 256 mg or larger thumb drive or R/W CD to save your work.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|----------|----------|----------|------------|------|
| JACKSON | 9.736 | S64 | M/W | 6/8-6/10 | 6-9 p.m. | HEC-124 | Canepa | \$99 |



SAVE MONEY BY ENROLLING IN SBDC BEGINNING AND INTERMEDIATE QUICKBOOKS (Same PERSON or COMPANY—Please have employer call to register staff if same company)

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|-------|-----|-------|----------|----------|------------|--------------|
| JACKSON | | 9.736 | S74 | M/W | 5/4-6/10 | 6-9 p.m. | HEC-124 | Canepa \$308 |

MICROSOFT OFFICE 2007 SERIES FOR BUSINESS OR OFFICE

Includes hands-on instruction for applications that allow completion of tasks easily and quickly. Instructor is available for questions after course completion. Prerequisite: Basic computer knowledge.

Testimonies from satisfied customers: Class was excellent--a lot of information, but not overwhelming. Good patients and ways of explaining to different learning styles. Penny was very helpful. She did an awesome job, very happy of what I learned. Penny was great. She made it fun and interesting

MICROSOFT ACCESS:

PLAN YOUR DATABASE : Create databases, tables and look-up tables, and separate information into multiple tables. Includes control data types (fields) and accuracy in entering, modifying, updating data and printing tables.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|----------|----------|------------|------|
| JACKSON | 9.710A | S24 | T | 4/14 | 6-9 p.m. | HEC-124 | Stepka | \$59 |

FORMS AND REPORTS: Use Access forms for on-screen use of information, search and update database tables using forms and filters, create custom reports, and use forms and reports to gather information from multiple tables.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|----------|----------|------------|------|
| JACKSON | 9.710B | S24 | R | 4/16 | 6-9 p.m. | HEC-124 | Stepka | \$59 |

QUERIES : Access queries enable information to be extracted from one or more tables using specific criteria. Learn to build and manage queries to make generating scheduled reports easier.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|----------|----------|------------|------|
| JACKSON | 9.710C | S24 | T | 4/21 | 6-9 p.m. | HEC-124 | Stepka | \$59 |



SAVE BY ENROLLING IN THE ENTIRE ACCESS SERIES BASICS (Same PERSON or COMPANY—Please have employer call to register staff if same company)

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-----------|----------|----------|------------|-------|
| JACKSON | 9.710 | S24 | T/R | 4/14-4/21 | 6-9 p.m. | HEC-124 | Stepka | \$157 |

MICROSOFT EXCEL:

GETTING STARTED: Learn the basics of Microsoft Excel to create spreadsheets for managing information

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|----------|----------|------------|------|
| JACKSON | 9.740 | S54 | R | 4/23 | 6-9 p.m. | HEC-124 | Stepka | \$59 |

FORMULAS : Create custom formulas and use built-in functions. Create nested functions, explore decision-making functions, and create lists to use with look-up functions.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|----------|----------|------------|------|
| JACKSON | 9.741 | S84 | T | 4/28 | 6-9 p.m. | HEC-124 | Stepka | \$59 |

CHARTS: Create various chart types to display information at a glance. Discover the pros and cons of embedded charts and chart sheets, and format charts for easier interpretation.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|----------|----------|------------|------|
| JACKSON | 9.740 | S64 | R | 4/30 | 6-9 p.m. | HEC-124 | Stepka | \$59 |

DATABASES: Learn to create, manage and manipulate database lists. Additional topics include sorting, filters, subtotals, importing and exporting data, and hiding and unhiding rows and columns.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|----------|----------|------------|------|
| JACKSON | 9.741 | S94 | T | 5/5 | 6-9 p.m. | HEC-124 | Stepka | \$59 |

OBJECT LINKING AND IMBEDDING – OLE: Share information among worksheets, workbooks, and with other Windows applications using formulas and OLE options. Select, copy, paste, and link information between applications.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|----------|----------|------------|------|
| JACKSON | 9.741 | SA4 | R | 5/7 | 6-9 p.m. | HEC-124 | Stepka | \$59 |



SAVE BY ENROLLING IN THE ENTIRE 5 SESSION EXCEL SERIES BASICS (Same PERSON or COMPANY—Please have employer call to register staff if same company)

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|----------|----------|----------|------------|-------|
| JACKSON | 9.741 | SB4 | T/R | 4/23-5/7 | 6-9 p.m. | HEC-124 | Stepka | \$255 |



MICROSOFT POWERPOINT:

POWERPOINT BASICS: Learn how to create a basic presentation for work or the classroom using Microsoft PowerPoint.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|----------|----------|------------|------|
| JACKSON | 9.729 | S14 | T | 4/7 | 6-9 p.m. | HEC-124 | Stepka | \$59 |

POWERPOINT BELLS AND WHISTLES: Learn how to add the advanced features of PowerPoint to your basic presentation for work or the classroom so it gains the ultimate attention.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|----------|----------|------------|------|
| JACKSON | 9.729 | S24 | R | 4/9 | 6-9 p.m. | HEC-124 | Stepka | \$59 |



SAVE BY ENROLLING IN THE ENTIRE MICROSOFT POWERPOINT FOR BUSINESS OR OFFICE BASICS (Same PERSON or COMPANY—Please have employer call to register staff if same company)

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|---------|----------|----------|------------|-------|
| JACKSON | 9.729 | S34 | T/R | 4/7-4/9 | 6-9 p.m. | HEC-124 | Stepka | \$107 |

MICROSOFT WORD:

GETTING STARTED: Use Microsoft Word to create letters, memos and more. Learn basic formatting options to create crisp, clean documents.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|----------|----------|------------|------|
| JACKSON | 9.742 | S24 | T | 5/12 | 6-9 p.m. | HEC-124 | Stepka | \$59 |

CREATING COMPLEX DOCUMENTS: Format documents beyond basic letters. Use page numbering, headers, footers, tables, custom templates and outlines; work with multiple open documents, and copy and paste.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|---------|--------|------|-----|-------|----------|----------|------------|------|
| JACKSON | 9.743 | S44 | R | 5/14 | 6-9 p.m. | HEC-124 | Stepka | \$59 |

DESKTOP PUBLISHING AND GRAPHICS : Create cover pages, reports, letterheads, flyers, brochures, and newsletters; format documents; use clipart and import graphics from other sources; and use the drawing tools.

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|-----------|--------|------|-----|-----------|----------|----------|------------|------|
| JOSEPHINE | 9.744 | S14 | M/W | 5/11-5/13 | 6-9 p.m. | SBDC-Lab | Stepka | \$99 |
| JACKSON | 9.744 | S24 | T/R | 5/19-5/21 | 6-9 p.m. | HEC-124 | Stepka | \$99 |

MERGING : Build, use, manage and import address lists. Create form letters, envelopes, mailing labels and custom mailings

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|-----------|--------|------|-----|-------|----------|----------|------------|------|
| JOSEPHINE | 9.743 | S24 | M | 5/18 | 6-9 p.m. | SBDC-Lab | Stepka | \$59 |
| JACKSON | 9.743 | S54 | T | 5/26 | 6-9 p.m. | HEC-124 | Stepka | \$59 |



SAVE BY ENROLLING IN THE ENTIRE WORD SERIES BASICS (Same PERSON or COMPANY—Please have employer call to register staff if same company)

| County | Course | Sec. | Day | Dates | Time | Location | Instructor | Cost |
|-----------|--------|------|-----|-----------|----------|----------|------------|-------|
| JOSEPHINE | 9.743 | S34 | M/W | 5/4-5/18 | 6-9 p.m. | SBDC-Lab | Stepka | \$246 |
| JACKSON | 9.743 | S64 | T/R | 5/12-5/26 | 6-9 p.m. | HEC-124 | Stepka | \$246 |

INDUSTRY TRAINING/PROFESSIONAL CERTIFICATION

CONTRACTOR EDUCATION <SBA>: Required for Construction Contractors Board licensing. Registration, payment and ID must be completed in advance. All five of these state-approved courses are required to satisfy the educational requirement for Oregon contractor licensing. Includes CCB information; employer requirements/employee rights; Oregon lien and contract law; taxes/recordkeeping; business practices; project/time management; estimating and scheduling; building codes; OR-OSHA requirements; job site safety; environmental laws; and test-taking strategies.

Continuing Education Units (CEUs) are available. Fee includes course materials only. The mandated test requires a passing grade of 70 percent and is provided by an approved testing site for an additional fee. Requirements for registration include a copy of any of the following government-issued photo IDs: driver's license, other DMV identification, alien registration card, military identification, or passport. No other identification will be accepted. Information will be electronically transferred to the Oregon Construction Contractors Board and will again be requested at the time the mandated test is taken.

Since class information is subject to change, please verify dates, locations and times. Classes fill early. RCC Small Business Development Center contractor education meets the requirements for the Oregon Construction Contractors Board prerequisite education. Accredited Provider #RCC. Note: Payment or signature is required at the time of registration.

NOTE: CCB regulations mandate that you take your test within two years of your completion date. For anyone who completed the required education over two years ago, but did not take the test, this regulation is retroactive

April 2009: Course #9.133 S1—Location: RCC Table Rock Campus, Room TRC, 7800 Pacific Highway, White City- --\$345 total, includes text

- Wed., 4/15/09, 4:30-9:00 p.m. Course Introduction, CCB information, building codes, test-taking strategies—chapters 1 & 7. Steve Siegel **Room TRC-126**
- Mon., 4/20/09, 5:15-9:30 p.m.: Oregon lien law & contract law—chapters 3 & 4. Attorney Matthew Galli. **Room TRC-122**
- Wed. 4/22/09, 4:00-9:15 p.m.: OSHA & BOLI—job site safety; employer requirements & employee's rights—chapters 2 & 8. John Graham **Room TRC-126**
- Mon., 4/27/09, 7-9:30 p.m.: Taxes, recordkeeping & business practices—chapter 5. Paul Martin, Oregon Employment Department **Room TRC-122**
- Wed. 4/29/09, 4:45-9:00 p.m.: Project management, time management, estimating & scheduling, environmental laws—chapters 6 & 9. Steve Siegel **Room TRC-126**

SELF-PACED COURSES

CERTIFIED FINANCIAL PLANNING CONTINUING EDUCATION

Obtain the insurance continuing education needed for state license renewal through reasonably-priced, Web-based courses. Obtain your continuing education at your convenience. For complete course descriptions of over 50 courses and to register, log on to <http://roguecc.webce.com>.

INSURANCE AGENT AND SECURITIES AND FUTURE PRE-LICENSING

Oregon approved Web-based courses in partnership with 360 Training. To review courses and register for classes go to <http://roguecc.360training.com>

INSURANCE AGENT CONTINUING EDUCATION

Obtain the insurance continuing education needed for state license renewal through reasonably-priced, Web-based courses. Obtain your continuing education at your convenience. For complete course descriptions of over 50 courses and to register, log on to <http://roguecc.webce.com>. For information, call 956-7494.

Available Courses:

| | | |
|---|------------|------------|
| Accelerated Benefits - The New Insurance | | 6.0 hours |
| Additional Insured Status | | 12.0 hours |
| Annuity Products and Principles | | 7.0 hours |
| Basics of Long-Term Care | | 8.0 hours |
| Business Valuation | | 2.0 hours |
| Commercial Auto Insurance | 10.0 hours | |
| Commercial General Liability | | 12.0 hours |
| Commercial Property and Business Insurance | | 10.0 hours |
| Construction Insurance | | 11.0 hours |
| Consumer Protection | | 5.0 hours |
| Contemporary Approach to Long-Term Care | | 10.0 hours |
| Crop Insurance | | 5.0 hours |
| Designing Qualified Plans to Meet Employer Objectives | | 5.0 hours |
| Directors and Officers Liability | | 15.0 hours |
| Disability Income Insurance | 3.0 hours | |
| Employment Practices Liability | | 10.0 hours |
| Equity Indexed Annuities | | 12.0 hours |
| Ethics Considerations for Property and Casualty Insurance Professionals | | 7.0 hours |
| Ethics for Insurance Professionals | 4.0 hours | |
| Fiduciary Liability | | 8.0 hours |
| Financial Planning | | 9.0 hours |
| Flood Insurance | 3.0 hours | |
| Fraudulent and Unauthorized Insurance Entities | 3.0 hours | |
| Health and Accident Insurance | | 11.0 hours |
| Homeowners Insurance | | 11.0 hours |
| Individual Retirement Accounts | | 7.0 hours |
| Insurance for Estate Planning | 6.0 hours | |
| Insurance Law I | 12.0 hours | |
| Insurance Law II | 12.0 hours | |
| Insurance Principles - Life and Health | | 9.0 hours |
| Introduction to Life Insurance | | 12.0 hours |
| Introduction to Property and Casualty | | 9.0 hours |
| IRMI on Homeowners: Key Endorsements | | 3.0 hours |
| IRMI on Homeowners: Liability Coverages | | 4.0 hours |
| IRMI on Homeowners: Property Coverages and Covered Perils | 5.0 hours | |
| IRMI on Homeowners: Property Exclusions and Conditions | | 3.0 hours |
| IRMI on Litigation Management | | 7.0 hours |
| Life and Health Insurance Law | | 11.0 hours |
| Life Insurance Concepts | | 12.0 hours |
| Life Insurance for Business | 12.0 hours | |
| Life Insurance Policies | | 10.0 hours |
| Living Trusts and Avoiding Probate | 10.0 hours | |
| Managing Health Care | | 5.0 hours |
| Medicare, Medicaid and Medicare Supplements | 9.0 hours | |
| Medicare: Nuts and Bolts | | 5.0 hours |
| Miscellaneous Professional Liability | 10.0 hours | |
| Nonqualified Plans | | 8.0 hours |
| Oregon Insurance Law | | 3.0 hours |
| Personal Auto Insurance | | 10.0 hours |
| Personal Inland Marine Insurance | 11.0 hours | |
| Personal Lines 101 | | 5.0 hours |

| | | |
|---------------------------------|------------|------------|
| Personal Umbrella Insurance | 10.0 hours | |
| Principles of Wealth Management | 8.0 hours | |
| Reinsurance | | 6.0 hours |
| Retirement Planning and Plans | | 8.0 hours |
| Senior Market Sales Ethics | 2.0 hours | |
| Tax Sheltered Annuity Plans | 5.0 hours | |
| Variable Universal Life | | 5.0 hours |
| Workers Compensation | | 12.0 hours |

SUPERVISOR TRAINING: AMERICAN MANAGEMENT ASSOCIATION (AMA)

These are textbook-based courses that give you the competitive edge. Gain the skills needed to succeed in a career while studying at your convenience. Minimal assignments and one final test are required for completion. Correspond with Small Business Development Center staff at dlove@roguecc.edu. Facilitator: Donna Love, SBDC. You have ten weeks to complete each course, after which an AMA/RCC certificate of participation will be awarded. Continuing Education Units (CEUs) are available for many of these courses. Open enrollment. Tuition per course: \$181.

- **9.556 S13 COACHING FOR TOP PERFORMANCE:** Learn to improve your coaching skills so staff can improve their performance. Define and communicate performance goals using S.M.A.R.T (Specific, Measurable, Attainable, Relevant and Time-Trackable) criteria. Enhanced templates included.
- **9.557 S13 GETTING ASSERTIVE:** Learn to deal with confrontations decisively, yet diplomatically. Learn to cope more effectively with stress and tension and to say “no” to unfair demands.
- **9.513 S13 MANAGING PEOPLE: A MANAGER’S GUIDE TO HUMAN BEHAVIOR:** Learn to inspire employees to higher performance, maximize your positive impact on others, develop more productive working relationships, establish rapport and mutual trust, give and receive performance feedback, and really understand people’s needs.
- **9.513 S23 MANAGING PEOPLE: PERFORMANCE APPRAISALS – HOW TO ACHIEVE TOP RESULTS:** Understand the performance appraisal process and how it can make the difference between success and failure for a staff and organization. Enhanced templates included.
- **9.555 S13 PERSONAL STRATEGIES FOR MANAGING STRESS:** Turn stress to your advantage. Learn to deal with stress at work, home and in all environments.
- **9.559 S14: ESSENTIAL LEADERSHIP SKILLS – FOR SECRETARIES AND ADMINISTRATIVE ASSISTANTS:** Get ahead in your career. Strengthen decision-making, communication, listening, people, and time management skills. Topics include: Decision Making and Problem Solving in Difficult Times, Engineering Flexibility in the Face of Change, Organizing Yourself to Expand the Time Available, Growing Professionally: Becoming a More Capable Business Person, Working in Harmony with Different Personalities, Dealing Effectively with Criticism and Manipulation, Communicating Effectively with Difficult People, Speaking Assertively with Confidence, Courtesy, Courage and Poise
- **9.560 S13 TAKING CONTROL WITH TIME MANAGEMENT:** Gain time management habits that will last a lifetime. Conduct a self-audit that uncovers time problem areas and misjudgments, and set up a planning system that suits your style.
- **9.537 S13 FINANCIAL TOOLS TO DRIVE BUSINESS STRATEGY:** Highlights the extensive changes taking place in corporate finance today and places finance managers at the center of the movement to maximize shareholder value.
- **9.526 S13 FAIR, SQUARE, AND LEGAL: A MANAGER’S GUIDE TO SAFE HIRING, MANAGING AND FIRING PRACTICES:** Gain a thorough understanding of employment laws and recognize possible violations and how to handle them.
- **9.523 S13 INTERPERSONAL NEGOTIATIONS:** Learn to overcome common blocks to negotiation and how to interact with others to gain desired results.

WEB BASED COURSES

Over 300 courses on a wide variety of business and community subjects. To review the complete listing go to <http://www.ed2go.com/rccsbdc> . **Complete the on-line orientation and then contact the SBDC at 956-7494 to complete the**

RCC registration process and pay the tuition. Courses start once a month and run for six weeks. Lessons are released twice a week: one on Wednesday and one on Friday throughout the six-week course. Once a lesson is released, students have access to it only throughout the six weeks. Each course takes 24 hours to complete. Students will be granted ten days from the course end date to complete a final exam. An online completion letter may be printed after the final exam. Students must have registration and online orientation completed at least one week prior to the start date of each course to ensure access for that month.

**CD ROMS Available from RCC SBDC Library
Used in Conjunction with Library Materials
Due to copyright restrictions these CDs are for use in the offices of the RCC SBDC only
A printing fee may apply**

| Category | Title |
|------------------------|---|
| Business Planning | Business Plan CD: Entrepreneurship |
| Business Planning | How to Write a Great Business Plan |
| Business Sale | The Complete Guide to Selling a Business |
| Entrepreneurship | Biz Builder: Entrepreneurship Starting and Operating a Small Business |
| Entrepreneurship | Small Business Kit for Dummies |
| Entrepreneurship | Starting an Online Business for Dummies |
| Entrepreneurship | The eBay Business Start-Up Kit |
| Entrepreneurship (DVD) | Introduction to Business: How Companies Create Value for People |
| Environment | Greening Your Business |
| Human Resources | Create Your Own Employee Handbook: A Legal & Practical Guide |
| Human Resources | Employee Problem Solver |
| Human Resources | Working with Independent Contractors |
| Legal | Business Contracts Kit for Dummies |
| Legal | Form Your Own Limited Liability Company |
| Legal | How to Create a Noncompete Agreement |
| Legal | Incorporate Your Business |
| Legal | Incorporate Your Business: A Legal Guide to Forming a Corporation in Your State |
| Legal | Kiplinger's Small Business Attorney |
| Legal | Legal Forms for Starting & Running a Small Business |
| Legal | Nondisclosure Agreements |
| Legal | The Corporate Records Handbook |
| Legal | Your Limited Liability Company: A Operating Manual |
| Legal: Crafts Industry | Your Crafts Business: A Legal Guide |
| Nonprofit | How to Form a Nonprofit Corporation |
| Nonprofit | Nonprofit Meetings, Minutes & Records |
| Nonprofit | Starting & Building a Nonprofit: A Practical Guide |
| Nonprofit | Strategic Planning for Nonprofit Organizations |
| Nonprofit | Strategic Planning Workbook for Nonprofit Organizations |
| Retail Industry | Retail Business Kit for Dummies |

Exciting News! RCC Small Business Development Center's (SBDC) library now includes an e-book collection. Thanks to the RCC Foundation who funded the project, in addition to the vast collection of books, videos, DVDs, CDs and cassette tapes located at the SBDC, the e-book collection can be accessed at www.solis.lib.or.us/polaris/search.

1. Use *SBDC* as the search term.
2. Click on the Globe to access the e-book
3. When asked for a username use *SBDC* and the password *Library*. Check it out!

About the Instructors

E-Commerce:

- Since 1996 **Ed Taylor** has been providing proven Internet marketing strategies and tactics to small business. He understands that website success is dependent upon efficiently and professionally managing limited resources. In addition to top rankings for his own websites Ed has obtained over 6,500 top Google rankings for his clients. Google on “internet marketing consulting” and see where InternetMarketingGroup.com ranks. Google on “internet marketing speaker” and see where EdTaylor.com ranks. Ed will share his valuable experience with you.

Financial Management & QuickBooks:

- **Gary Andazola** is a Jacksonville CPA and financial consultant providing services to both publicly and privately held businesses. His background includes application of sound accounting and internal control procedures. He has supervised accounting, information systems and purchasing personnel; prepared consolidated operating statements; monitored internal and external sales tax audits; audited operations and tax returns; pro forma and due diligence on acquisition targets; administered risk management; and prepared and presented budgets and plans.
- **Cynde Canepa, BBA, LTC, EA**, has been the owner of A-Z Business Services, which provides QuickBooks computer set-up and training, since April 1997. Cynde achieved Advanced Certification as a QuickBooks Pro Advisor, and is certified in Point-of-Sale. As a tax accountant she is a certified retirement plan advisor, and certified estate tax advisor. Concurrently, she began a Child Care facility in 1997 and pursued a degree in early childhood education. In January 2005, she started TLC BIZiness & Personal Assisting with her son, providing business services and in-home management services for the elderly. In addition to teaching courses for RCC’s Small Business Development Center, she teaches classes for the Job Council on financial and business subjects.

Microsoft Office:

- **Penny Stepka** is co-owner of Crescent Computer Services and has taught RCC SBDC computer courses since the 1990s. She is an extremely popular SBDC computer instructor.

Nonprofit Management:

- **Dan Thorndike**, Ashland, Oregon, earned his BA at The Colorado College and his J.D. at the University of Washington School of Law. Dan was in private law practice from 1980-1992. He has been General Counsel & Corporate Secretary for Medford Fabrication since 1992. He has served as President of Britt Music Festival; President of Rogue Valley Family YMCA; President of Schneider Museum of Art, Southern Oregon University; Chairperson of Ashland School Board and school board member for eight years. Dan has previously served on the OSF Board of Directors and served as President; currently is the Festivals Endowment Trustee Treasurer and Secretary. Dan also served as chairperson of the Oregon Water Resources Commission, and as a member of the Oregon Watershed Enhancement Board. He is a coach for the Ashland High School Nordic Ski Team.
- **Kelly Wessels** has been the director of RSVP/Asante Senior Services for the past 11 years and has been a sponsor for Helpline of Josephine County for the past nine years. She is an applied suicide intervention skills trainer, and administers production of the Community Resource Directory (CRD) that serves human service providers by establishing referral resources for a myriad of concerns.

Rogue Management Institute:

- **Fred Holloway** is president of Holloway Human Resource Consulting based in Medford. Fred has 30 years of HR and management expertise in organizations ranging from start-ups to multinational Fortune 500 corporations. His firm offers comprehensive HR and management solutions to small- and mid-sized companies. Fred serves on the board of directors of Rogue Valley SHRM and the Rogue Valley Workforce Development Council. He holds a bachelor’s degree in economics, a master’s degree in industrial and labor relations, and has earned SPHR certification. To contact him or for more information, visit www.hhrconsulting.com
- **Ken Robinson** obtained a MBA from George Fox University. His career includes sales and sales management for a privately held company that grew from \$10 million in annual sales to \$70 million in annual sales in a few years and recruiter/sales trainer while it was being sold to a publicly traded company. He is an experienced instructor and is an Adjunct Professor for Northwest Christian College.
- **Janet Shalda, MBA** is a certified Stephen R. Covey instructor and has 30 years of human resource management experience with small, mid-sized and fortune 500 companies. Most recently she served eight years as Director of Human Resource at Oregon Shakespeare Festival.

Testimonies from businesses assisted by the Small Business Development Center:

“RCC SBDC helped me understand how to get my preschool up and running and how to approach it from a business perspective. They reviewed and commented on my business plan and cash flow projections—and patiently stayed with me until I got it right. They were a great source of encouragement—I’m grateful they were there when I needed them” -April Love, Busy Footprints Christian Preschool, LLC

“I now have information at my fingertips that used to be a guessing game, allowing me to make better business decisions.” DeWayne Lumpkin, Home Economics

“I now look at my business much more as a business, using sound business principles, rather than managing from an emotional standpoint.” Greg King, Lawn King.