

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

The Small Business Training Network provides FREE courses and free, confidential counseling to small business owners and those just starting a business. The network is a partnership of the Miller Entrepreneurial Institute at Carroll Community College, the Department of Economic Development of Carroll County, the Maryland Small Business Development Center and Start Up Carroll.

Carroll County Department of Economic Development

Whether your business is new or expanding or you need assistance, the Carroll County Department of Economic Development will help. Our offices and those of the Carroll County SBDC are located at 225 N. Center Street, Suite 101, Westminster, Maryland 21157. For more information, go to www.carrollbiz.org or call 410-386-2070.

Small Business Development Center

The Small Business Development Center (SBDC), funded in part through a Cooperative Agreement with the U.S. Small Business Administration, is dedicated to helping you establish and expand your business. Our confidential business consulting services and training programs will help you to develop and refine business plans, solve problems, find sources of capital and develop strategies to support growth and profitability. Visit our website at www.carrollbiz.org/sbdc, and complete our online SmartStart Assessment, obtain additional free, online guidance, suggestions and resources, including the 24/7 Virtual Business Classroom. For more information about the SBDC, call Beth Woodring at 410-386-2317.

For a referral for free, confidential counseling services from SBDC, call the Miller Entrepreneurial Institute at Carroll Community College at (410) 386-8012.

Call Carroll Community College Continuing Education and Training at 410-386-8100 to register for the free classes below. These courses are offered at Carroll Community College with SBDC instructors:

Nuts and Bolts of Starting a Business

This six hour course is for anyone considering starting a small business but is unsure of where to start. Learn the vital steps to be done "before" to avoid mistakes "after."

Course #: SBA-559-A2

Tue., Sep. 1 & 8, 9:00 AM - 12:15 PM (2 sessions)

Business Training Center, Rm. T315

Course #: SBA-559-B2

Thu., Oct. 1 & 8, 1:00 - 4:15 PM (2 sessions)

Business Training Center, Rm. T317

Course #: SBA-559-C2

Thu., Nov. 5 & 12, 1:00 - 4:15 PM (2 sessions)

Business Training Center, Rm. T317

Course #: SBA-559-D2

Tue., Dec. 1 & 8, 9:00 AM - 12:15 PM (2 sessions)

Business Training Center, Rm. T317

Contracting Certifications for Women and Minorities

Federal and State contracting officers and large contractors have specific goals to do business with those properly certified. This course will identify and explain the various State and Federal certifications and teach you how to register your business.

Course #: XXZ-730-A2

Thu., Sep. 3, 9:00 - 11:00 AM

Business Training Center, Rm. T315

Course #: XXZ-730-B2

Fri., Oct. 9, 9:00 - 11:00 AM

Business Training Center, Rm. T317

Course #: XXZ-730-C2

Thu., Nov. 5, 9:00 - 11:00 AM

Business Training Center, Rm. T315

Course #: XXZ-730-D2

Fri., Dec. 4, 9:00 - 11:00 AM

Business Training Center, Rm. T315

More no cost "on demand" classes:

Business Assessment – Growth Resource Allocation

With a SBDC Counselor, discuss how your business currently works and determine what needs to be done to rectify particular issues in the business. SBDC creates a list of items to be acted on in a sensible order, and identifies federal, state and local resources.

Drive Your Bottom Line with a "Business Game Plan"

3 ½ hour session combining training and counseling to increase profits using SBDC's The 5 Drivers of Your Bottom Line®. Learn to work on your business while using the activity-based program "LEVERAGE." Invented by Australian billionaire and entrepreneur Brad Sugars, LEVERAGE gives hundreds of strategies and systems to build your plan to be successful.

To register contact the SBDC at 410-386-2317.

Start-Up Carroll

Start-Up Carroll is a local program sponsored by BDG Entrepreneurial Services aimed at giving new and potential new businesses in Carroll County the opportunity to get up and running. The program works with a number of local affiliate companies that offer free and discounted services to help the business owner get started. Start-Up Carroll provides a number of free services to help individuals evaluate their initial business concept, develop a game plan and get off on the right foot.

Initial Consultation

Gaining experienced insight on a business idea can provide a very valuable start in terms of the viability and direction.

Preparing a Game Plan

The adage "Fail to Plan and you Plan to Fail" is no truer than in business. Start-Up Carroll helps you prepare a game plan so that you can intelligently move forward.

Prepare Initial Budget and Financial Projections

Projecting what your business, expenses, and profit might be is a valuable part of determining to what degree and how you move forward. We'll detail out projections so that you'll be able to view a financial snapshot of what your business finances may be.

Advice on Entity Type / Tax Structure

With a large number of possible business types to choose from, it can be confusing and intimidating to determine which might best suit your business plan and tax consequences.

General Advice

Take advantage of our years of experience working with hundreds of businesses across many industries. Gain valuable insight, guidance, and direction that can help make the difference between business failure and success.

Filing for Federal and State Tax ID Numbers

With no obligation for future services, we will help you file for needed Federal and State Tax ID Numbers in order to file necessary tax forms.

For a referral for free, confidential counseling services from Start Up Carroll, call the Miller Entrepreneurial Institute at Carroll Community College at 410-386-8012.

For more information on Start Up Carroll services, contact Doug Howard at 410-552-5252 or startupdoug@aol.com.

Is business ownership in your future?

The Miller Entrepreneurial Institute (MEI) helps transform your dreams for business ownership into reality – and it's located right here on campus!

Start today and take advantage of the outstanding opportunities available through the Miller Entrepreneurial Institute!

A robust collaborative initiative between credit and non-credit blended instruction offers:

- Theory based instruction
- Hands on experience and training

The Miller Entrepreneurial Institute strengthens entrepreneurship in Carroll County through:

- Superior education
- Personalized training
- State-of-the-art technical assistance

Stimulate entrepreneurial thinking and business creation through:

- Seminars
- Conferences
- Activities
- Special events

All available to the college community and the general public!

To learn more visit the Miller Entrepreneurial Institute at www.carrollcc.edu.

410-386-8012

