

Institute for Entrepreneurial Studies

HACC provides inexpensive educational opportunities to individuals who want to start a business. Individual business counseling is free to all registered clients. A \$25 registration fee is required to become a client. We offer an Entrepreneurial Leadership Associate Degree that prepares people to operate their own businesses or to become managers in small to mid-size firms.

Fulton Bank Small Business Center: Free business counseling to early stage businesses in Central Pennsylvania upon registration.

Women's Marketplace: Marketing research and marketing plan assistance for women-owned businesses.

Veterans Entrepreneurial Tutoring and Training (VETT): Counseling and workshops for veterans who want to explore business ownership.

For additional information on these programs, call (717) 221-1311.



PA Business Basics

(formerly First Monday and First Friday)

If you have ever thought of owning your own business, this is a good place to start. On the First Monday **OR** First Friday of each month, you can attend this **one-time** class at one of our locations listed below. **This is a one-time class that is repeated. RESERVATIONS REQUIRED. Call (717) 221-1311 to reserve a space.** **FREE**

HACC's Harrisburg Campus, Midtown I

October 4, November 1, December 6, from 9-11 am

HACC's Gettysburg Campus

October 1, November 5, December 3, from 9-11 am

HACC's Lancaster Campus

October 1, November 5, December 3, from 9-11 am

HACC's Lebanon Campus

October 1, November 5, December 3, from 9-11 am

HACC's York Campus

October 4, November 1, December 6, from 9-11 am



20th Century Marketing

Heard of Facebook? LinkedIn? Twitter? These are just a few of the powerhouses behind the social media movement. You will discover who is *tweeting*, how to get *LinkedIn* to professional referral network, and how to Facebook yourself to create stronger relationships with your customers and attract new ones. \$30

Gettysburg	60924	T	6-9 pm	Snavely, Kathleen K.	10/19
Lebanon	60925	M	6-9 pm	Kirchner, Marjorie	10/25

Business/Entrepreneurial class refunds will be given for cancellations made by 4 pm on the business day prior to the class start date.

Bookkeeping for Small Business

Many small business owners struggle with the financial and accounting reliability that leads to problems with business projections and submitting accurate tax information. Get a handle on where you want your business to go. Whether just starting your business or trying to reorganize your financial records, you will learn some of the best practices for keeping accurate records. \$30

Harrisburg	60933	R	6-9 pm	Klingler, John H., CPA	9/2
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Branding Basics

Learn the essentials of naming your business, selecting your logo and colors, and design basics for your business card, brochure and website to create a positively memorable image in the marketplace. \$30

Lancaster	60910	F	6-9 pm	Snaveley, Kathleen	10/5
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Lebanon	60922	M	6-9 pm	Kirchner, Marjorie	11/15
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Business Structure

With a new business enterprise, one of the most important decisions you will make early in the process is what legal format should your business adopt: sole proprietorship, partnership, limited liability corporation, S corporation or something else? These formats will be explained and plenty of time will be given for questions and answers so you can leave with clear answers. \$30

Lancaster	60944	T	6-9 pm	Snaveley, Kathleen K.	12/7
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Financial Projections for Business

This seminar includes instruction and discussion of the process of preparing financial projections for a business plan that is sufficiently detailed and realistic. If you are starting a business, knowing how to prepare projections is mandatory for success. You will learn about benchmarks, profitability, risk, liquidation, and efficiency ratios that you can use to show the potential of your business. Each participant will receive a spreadsheet template to create financial projections. \$30

Harrisburg	60923	R	6-9 pm	McNaughton, David W.	10/14
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Funding Fundamentals

It can be time consuming to identify all the potential loan programs available for business start-up and growth. There are also a number of myths about grants and loans that every owner should know before they waste energy on infomercials and resource books. You will be informed about funding opportunities through state agencies, banks, and the Small Business Administration. \$30

Harrisburg	60935	R	6-9 pm	McNaughton, David W.	10/28
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Intellectual Property

This session will explore the legal issues surrounding your business and includes copyrighting, trademarks, logos, trade secrets, posting your work on the Internet, and protecting your ideas. Learn about the processes for filing and registering your work and other steps that may or may not protect your business ideas. \$30

York	60936	R	6-9 pm	York SCORE	10/21
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Jump Start Your Business Plan

Business plans comes in all shapes, sizes, and lengths. Experts differ on how much detail to include in the plan, but they don't differ on the importance of the plan. If you need a business plan and you need it fast, this crash course is for you. Bring whatever information you have about your business choice, your future customers, and your start-up and monthly expenses. You may not want to finalize the financial information in your plan at the workshop because of confidentiality or incomplete data. Appointments for individual counseling with the professionals in HACC's Business Start-Up Center will help you add these finishing touches. \$30

Lancaster	60911	W	6-9 pm	McNaughton, David W.	11/17
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Keep it Simple Selling

If you're interested in direct sales to the public, this class is for you! Sales maven Casey Sheehe has the art of direct sales mastered--and she'll share her secrets of success. She will cover: (1) the psychology of selling; (2) the power of numbers; (3) how to easily book appointments; (4) simple closing techniques; (5) the fortune in follow-up; and (6) asking for referrals. *Session includes lunch.* Be prepared to be energized! \$90

York	60918	S	9 am-3 pm	Sheehe, Casey	10/2
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Low Cost Marketing for Small Business

We'll give you examples of what other successful entrepreneurs have done to make their business known in the community, effectively reach their target market, and increase their sales. \$30

York	60937	W	6-9 pm	Snavely, Kathleen K.	9/28
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Market Research for Entrepreneurs

Thorough market research is an essential ingredient for the success for any business, but is especially crucial in the start-up phase. Join us in the computer lab as we explore the resources available through HACC's library system, including our own library catalog, Standard & Poor's Industry Surveys, as well as online resources such as Business Source Premier (EbscoHost), Marketline Business Information Centre, Business Module (ProQuest), and Regional Business News (EbscoHost). We'll also show you how to use online sources to investigate demographics and economic census reports. \$30

Lancaster	60938	W	6-9 pm	Snavely, Kathleen K.	9/15
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Mergers and Alliances for Nonprofits

This class will give an overview of the merger process including how to identify a partner, types of mergers, anticipating difficulties and roadblocks, negotiation and implementation and working with staff and boards. This session is designed for executives and board members of nonprofit organizations. \$30

Harrisburg	60919	W	6-9 pm	Sibert, Randy	10/27
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Online Business Plan

Develop your business plan over this 6-week online class. We will walk you through each step as we put together a professional business plan, including your financial projections. The online experience is both interactive and personal depending on your needs. Enjoy the freedom of completing this workshop on your free time. Discussion boards and online postings give you quick responses to your questions. \$150

Online	60920	Internet Course	McNaughton, David W.	10/4-11/8
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Personal and Business Taxes

This class will answer questions about personal and business filings, and how a business could affect your tax return. There will be discussion of the types of business entities and how they affect your tax liability. \$30

Harrisburg	60921	R	6-9 pm	Klingler, John H., CPA.	11/18
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Role of the Nonprofit Board of Directors

Raising funds and finding good board members are key elements in a nonprofit organization. The functions of governing boards are receiving increasing attention, and it is important to know the role of the board and the role of the staff. The responsibility to ensure strong and effective governance of the organization is without a doubt the most important responsibility facing nonprofit board and staff leaders today. This 3-hour course will give you an overview of the basic concepts of fund raising for staff and board members. You will also learn the basic responsibilities of governing nonprofit boards as well as evaluating current board members and selecting new board members. \$30

Harrisburg	60927	W	6-9 pm	Sibert, Randy	10/13
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Starting a Nonprofit Organization in Pennsylvania

This class will give you an overview of the steps and documents required to establish and operate an effective nonprofit organization in Pennsylvania. Learn about researching the community to discover the needs and making sure the community will sustain your organization. \$30

Gettysburg	60928	W	6-9 pm	Sibert, Randy	9/15
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Strategic Planning for Nonprofits

Learn how to develop mission, vision and values statements, the day-to-day impact of having a strategic plan, how to use it and not gather dust on the shelf, who to involve in the process, how to assess your competition and your organization's capabilities, and how to involve the board in developing their own strategic goals as part of the process. Most importantly, you will learn to identify and evaluate opportunities and then select a strategy to move in that direction. *This session is designed for executives and board members of nonprofit organizations.* \$30

Harrisburg	60929	W	6-9 pm	Sibert, Randy	10/6
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Trade Show Success

If you think doing a trade show or expo is just a matter of setting up a table, placing a few brochures, and collecting business cards, you're missing opportunities. The point of participating in trade shows is to generate sales, and to do that, you need a plan. We'll discuss how to select trade shows, your relationships with other vendors, attracting potential customers to do more than just pass by your booth, and how your display needs to work for you.

Lancaster	60176	R	6-9 pm	Snavelly, Kathleen K.	8/19	\$30
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USP: Do or Die

One of the hallmarks of any successful enterprise is a Unique Selling Proposition (USP). We'll talk about what a USP is and why it's imperative that your business has at least one distinctive, good one in order to succeed in a crowded marketplace.

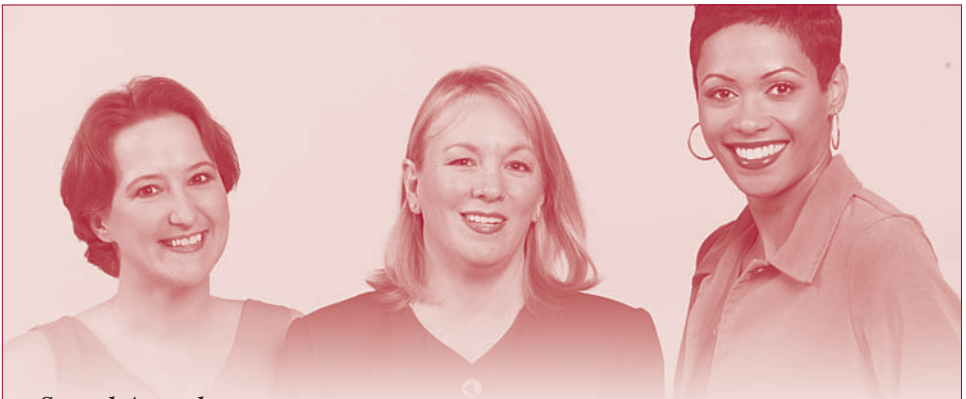
Gettysburg	60963	R	6-9 pm	Snavelly, Kathleen K.	11/16	\$30
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Talkabouts™

Talkabouts provide an opportunity to meet, share, network, and learn with others in the business world. The opportunity to develop professional relationships can spell success whether you are an entrepreneur or an experienced business owner. Bring a brown bag lunch; dessert and drink will be provided. Talkabouts Topics will vary by month. *Call (717) 221-1311 at least two days in advance to reserve a seat.*

Talkabouts will meet on the following dates:

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| HACC's Harrisburg Campus, Midtown I
September 10, November 12, 12-1:30 pm | HACC's Lebanon Campus
September 20, November 11, 6:30-7:30 pm |
| HACC's Gettysburg Campus
October 8, 12-1:30 pm | HACC's York Campus
September 17, November 19, 12-1:30 pm |
| HACC's Lancaster Campus (East Bldg.)
September 10, November 5, 12-1:30 pm | |



Seventh Annual

Women on the Move Conference

HACC's Gettysburg Campus

Women on the Move is a full-day conference sponsored by the Institute for Entrepreneurial Studies and is designed to assist women who are on the road to starting a business or who have already begun their entrepreneurial journey. *For additional information, please call Judy White at (717) 221-1311. To register, please call (800) 222-4222, x2414.*

Gettysburg	61309	F	—	8:30 am-3:30 pm	9/24	\$50
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