



Kennesaw State University  
 Small Business Development Center  
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Spring 2009 Volume 4, Issue 1

# Expertise for business

## Expertise for business

### 2009 CPEs for CPAs

**Save these dates:** Selected Fridays from October 9 to December 4, 2009 for quality CPEs programs at Alpharetta, Gainesville, Kennesaw and Lawrenceville

[www.sbdc.kennesaw.edu/cpa.html](http://www.sbdc.kennesaw.edu/cpa.html)

**Entrepreneur's Law School - \$199 (includes lunch)  
 April 21, 2009 - 10:00 am - 4:00 p.m., Room 401, KSU Center**

This 6-hour program will take entrepreneurs through an evaluation of the company's most critical legal challenges:

- 1) Contract Pitfalls.
- 2) Judgements and Liens.
- 3) Human Resources and Employment Issues.
- 4) Personal and Business Bankruptcy.
- 5) Entity Review and Selection.

### 2009 Speciality Courses

**Using Social Media to Market Your Company - \$69  
 April 7, 2009 - 6:00 - 9:00 p.m., Room 464, KSU Center**

Is your company stuck in the '80s, with a brochure-ware website and no presence on the web since you've never even heard of SEO (Search Engine Optimization)? You don't really know what the big deal is about YouTube, Facebook, MySpace or Twitter. Learn how companies today are harnessing this "new media" to advertise your company.

**Listening to Your Business - \$69  
 April 14, 2009 - 1:00 - 5:00 p.m., Suite 500, KSU Center**

This program will take you and your fellow entrepreneurs through a 4-step evaluation and action process designed to enhance your company's performance, now and into the future, including:  
 -Taking a snapshot of your business \*Setting a 3-year vision  
 -Evaluating where you are in the planning process &  
 -Translating your goals into action steps. You will nail down the actions and resources your company needs to reach it's new 3-year vision.

**Register today:**

[www.sbdc.kennesaw.edu](http://www.sbdc.kennesaw.edu)  
 or call: 770-423-6450

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Funded in part through a cooperative agreement with the U.S. Small Business Administration and the University of Georgia. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Contact Lydia C. Jones, Director, KSU SBDC, Kennesaw State University, 1000 Chastian Road, #3303, Kennesaw, GA 30144 or 770-423-6450.

#### Success Strategies for Small Business Leaders

Improve your business by visiting: [www.sbdc.kennesaw.edu](http://www.sbdc.kennesaw.edu)

**Certificate Series #1: Business Essentials**  
 March 19, March 26 & April 2, 2009

**Certificate Series #2: Leadership in Trying Times**  
 May 1, May 8 & May 15, 2009

#### FastTrac® Growth Venture™

September 30 through November 18, 2009  
 Held at the Cobb Chamber of Commerce offices

#### 2009 CPEs for CPAs

October 16, 2009 through December 4, 2009  
 Alpharetta, Gainesville, Kennesaw and Lawrenceville

**For more information visit:**  
[www.sbdc.kennesaw.edu](http://www.sbdc.kennesaw.edu)



## FastTrac® Growth Venture™

Starting Sept. 30 and ending November 18, 2009, these practical courses give you a plan to grow your business to the next level.

### September 30, 2009 - 9:30 am to 4:30pm

**Module 1: Sizing Up Your Business**  
Create a framework to improve the performance of your business and build a structure for future growth. Sharpen your strategic thinking skills to begin making decisions based upon facts. Learn to push beyond the status quo to answer the strategic questions.

### Module 2: Exploring Growth Opportunities

The most successful entrepreneurs do not question whether they should grow, but rather, how, when and how much. Making decisions about growth requires careful analysis, as well as clarity in personal values, visions & goals.

### October 7, 2009 - 9:30 am to 1:30pm

**Module 3: Making Strategic Decisions**  
Strengthen your ability to make decisions as work continues on a strategic plan. This will describe how you will accomplish desired goals to achieve your business vision.

### October 14, 2009 - 9:30 am to 1:30pm

**Module 4: Using Financial Tools**  
Achieve your goals by focusing on the financial aspects of the business. Understand how all parts of the business work together to support your vision. Examine each area in the business—products or services, market, management, operations and finances—to create a financial plan.

### October 21, 2009 - 9:30 am to 1:30pm

**Module 5: Strengthening Product/Service**  
Think through ways to improve your products and services based on market needs. Learn how to protect from competition and adjust pricing.

### October 28, 2009 - 9:30 am to 1:30pm

**Module 6: Seizing the Market**  
Develop a marketing plan that will encompass your industry, your customers, and your competitive advantages and weaknesses.

### November 4, 2009 - 9:30 am to 1:30pm

**Module 7: Leading the Organization**  
Think about your changing roles as you lead the organization. Work on your management and organization plan to explore proven leadership strategies and ideas for hiring, compensating and motivating your team.

### November 11, 2009 - 9:30 am to 1:30pm

**Module 8: Managing Operations and Growth**  
Do current operating systems allow you to fulfill your vision and goals? Concentrate on implementing the best processes needed to monitor and manage the business

### November 18, 2009 - 9:30 am to 4:30pm

**Module 9: Charting Financial Performance**  
Make specific changes to improve profitability and increase the overall wealth of the business. Once you have determined how much money it will take to grow the business, learn how to maximize internal cash, as well as how to find external sources of cash.

**Module 10: Making it Happen**  
Review the strategies you've developed for business success and identify immediate priorities: the person responsible and deadlines for key strategies with a completed business growth plan and/or sales presentation.

A limited amount of scholarship funds are available to qualified companies. Please ask for an application.

\$895 for 1st person (includes lunch)

\$550 for additional person from same company

### What makes FastTrac® Unique?

- 1. Facilitated Training**—provides an environment to network, to share problems, successes and best practices.
- 2. Prominent Guest Speakers**—specialists provide focused, practical insights on each day's topic.
- 3. Small Group Work**—attendees work together to complete exercises and individual work plans.
- 4. One-on-One Consulting**—SBDC staff work with all participants individually, providing management assistance and applying each concept to the individual business.

"FastTrac® was the best investment of time and money in my business I've ever made." (KSU Alumni)  
Clint Hulsey, Classic Caseworks, Kennesaw, GA

Attorney Anita Schick  
The Schick Law Firm, LLC



"I don't think I realized just how big an impact FastTrac® had on me and my business until several months after the graduation ceremony. One morning I was thumbing through my notes from the classes to jot down some of the fundamental business concepts we had learned. What I was surprised to find, however, was that intermingled with notes from the class were my own handwritten thoughts about how I could apply what I was learning in class to my own business. Even more surprising was that several of the most successful strategies I had recently begun to use in my business came directly from concepts that were taught in FastTrac®. What I learned, weeks and weeks after the class was over, was that the seeds of some of the greatest successes in my business were planted at FastTrac®. And for that, I will be forever grateful to FastTrac® and those who generously gave of their time and energy to present it – Lydia, Andy, Drew, and Cheryl."

## Success Strategies for Small Business Leaders

\$99 for any 1 seminar, \$249 for series #1 or series #2 (3 programs each), \$449 for all 6 seminars

### Certificate Series #1: Business Essentials

#### Accounting Essentials - \$99

Andy Fried, Kennesaw SBDC  
March 19, 2009 6:00 pm - 9:00 pm (Room 464)

Course instruction informs the non-financial owner/manager on financial statement essentials. Learn why the balance sheet balances, why profit and cash flow are not the same, how the three financial statements work together and why "cash is king."

#### Finance Essentials - \$99

Andy Fried, Kennesaw SBDC  
March 26, 2009 6:00 pm - 9:00 pm (Room 464)

Evaluating a company's financial health is an essential skill for all business owners. Learn the fundamentals of financial analysis, with instruction on reading financial statements, understanding financial ratios and return on investment. Find out what the numbers really mean and start developing practical strategies for improving your company's performance.

#### A Practical Approach to Building Business Value - \$99

Andy Fried, Kennesaw SBDC  
April 2, 2009 6:00 pm - 9:00 pm (Room 464)

Step-by-step instruction to define company strategy and develop a performance system based on the strategy to build business value. While the old adage "what gets measured gets done" is still true, so is the challenge of defining an effective strategy and then measuring what matters. Instruction takes a holistic approach, exploring both financial and nonfinancial performance. During stressful economic times, companies are more likely to focus on what drives cash flow than on what drives customers. Given this reality, instruction includes discussion on financial scorecards and dashboards that quickly and easily inform company personnel on financial performance. Attendees receive a scorecard and dashboard template in Microsoft Excel format.

"Before you can really start setting financial goals, you need to determine where you stand financially."  
David Bach, Author of *The Armchair Millionaire*

### Certificate Series #2: Leadership Challenges

#### How to Hire/Fire & Retain Employees

Lydia C. Jones, Director, Kennesaw SBDC  
May 1, 2009 9:30 am - 12:30 pm (Suite 500)

Employees are the prime connection to your customers, suppliers and prospective business contacts. Most owners and managers agree that even with an over supply of potential employees, it is not easy to hire the best. This program explores the process of interviewing and selecting the right candidate—and keeping that employee happy, motivated, and adding to the bottom line—as well as terminating those who do not perform to your expectations.

#### From Worker Bee to Boss

Lydia C. Jones, Director, Kennesaw SBDC  
May 8, 2009 9:30 am - 12:30 pm (Suite 500)

Promoting a loyal employee to a supervisory role can save costs in this tight economy and be a positive morale booster for the whole company. Is it fair, however, to expect the untrained employee to know the basics? For example, will he or she know how to transition from friend to supervisor of co-workers, or exactly what is expected in the new position? In this program, managers and owners learn to communicate important expectations to the newly promoted. (For new or prospective supervisors.)

#### Mastering Leadership Challenges During Crisis

Lydia C. Jones, Director, Kennesaw SBDC  
May 15, 2009 9:30 am - 12:30 pm (Suite 500)

Exhausting stress is just one challenge managers experience as cutbacks force layoffs and sometimes severe expense reductions. As the current crisis continues and days ahead look dire, good leaders will keep morale high and create a workplace environment conducive to innovation. Learn how to lead a business through the worst and be strengthened when the economy improves.

Call 770.423.6450 for class information.

"In the past a leader was a boss. Today's leaders must be partners with their people.. they no longer can lead solely based on positional power."  
Ken Blanchard, Author of *"The One-Minute Manager"*

Three ways to register:

1. Register online: [www.sbdcc.kennesaw.edu](http://www.sbdcc.kennesaw.edu)
2. Mail check and contact information to: Kennesaw SBDC, Kennesaw State University, 1000 Chastain Rd, #3303, Kennesaw, GA 30144
3. Phone: 770-423-6450 if you have any questions.

Refunds will be made upon request for cancellations made by 5:00 p.m. three (3) business days prior to the program date.