



Coles College of Business
Small Business Development Center

Winter/Spring 2012
Volume 7, Issue 1

Expertise for Business

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Funded in part through a cooperative agreement with the U.S. Small Business Administration and the University of Georgia. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Drew Tonsmeire, Director, KSU SBDC, Kennesaw State University, 1000 Chastain Road, #3303, Kennesaw, GA 30144 or 770-423-6450. All programs of the Georgia SBDC Network are open to the public on a non-discriminatory basis.



Success Strategies for Small Business Leaders

Improve your business by visiting: www.coles.kennesaw.edu/sbdc

Business Essentials Certificate Series

February 21 & February 28, June 12 & June 19
March 20 & March 27, July 19 & July 26

Google 101

February 8 or May 3

AdWords 201

February 15 or May 10

LinkedIn for Business

March 6

All About Certifications

April 11

Procurement Boot Camp 2012

June 1

SBDC GrowSmart

August 5 - August 31
Held at the Cobb Chamber of Commerce

For more information visit: www.georgiasbdc.org



Specialty Classes for Business Leaders

Grow Your Business Through Google

Google 101

February 8 or May 3

In this workshop, participants will be shown how Google tools can help reach more customers, understand what customers are searching for and operate more efficiently. The workshop will cover online marketing best practices, including how to: claim your business on Google Maps and create a Google Place Page; reach the right audience using Google AdWords and boost your ad performance by choosing the right keywords and writing compelling ads; and use Google Analytics to track online traffic and optimize your website.

Time: 9:00 am - 12:00 pm

Location: KSU Center, Room 464

AdWords 201

February 15 or May 10

The AdWords 201 class expands on the basics introduced in Google 101. Now that you know how AdWords works, the class moves on to how to optimize your campaign for maximum performance. We spend more time on keyword list optimization and introduce additional tools, including AdWords Editor and third party tools. Attendees also learn how to self-diagnose the health of their campaigns, determine return on investment (ROI), and adjust bids. AdWords 201 attendees should have either attended AdWords 101, or have an existing, active AdWords account. To get the most out of the seminar, we suggest that you already be familiar with the basics of campaign creation, keyword match types, and creating ads.

Time: 9:00 am - 12:00 pm

Location: KSU Center, Room 464

Cost: \$49 a piece, or \$79 for series. 2nd person 1/2 off.

LinkedIn for Business

March 6

Join us for a hands-on seminar that will show you how to use LinkedIn to generate leads that will help grow your business.

The seminar will cover:

- Profile enhancements that will set you apart from the competition;
- Open networking techniques that will expand your network and maximize the benefits of LinkedIn;
- How to use Groups, Events, Answers and other features to your advantage;
- Identifying prospects and creating a database of targets;
- An overview of the Company Profile, including techniques to improve SEO; and
- Building strategic relationships and alliances using LinkedIn.

Space is limited to 24 attendees.

Time: 9:00 am - 12:00 pm

Location: KSU Center, Room 210

Cost: \$69

All About Certifications

April 11

This program focuses on 8(m) and the new Women-Owned Small Business Federal Contract Program, WBE, MBE and DBE Certifications. Participants who attend this program will learn how becoming certified can enhance their businesses; they will also find out if it is necessary to become certified.

Time: 9:00 am - 12:00 pm

Location: KSU Center, Room 462

Cost: \$35 (2nd person 1/2 off)

Procurement Bootcamp 2012

June 1

Get your company in shape to take advantage of procurement opportunities with Federal, State and Local governments and the private sector. Learn from expert presenters about certifications such as 8(a), WBE, MBE, that give your company the competitive edge in landing contracts. Participants will also learn best practices from Georgia small business owners that have successfully navigated the procurement process. There will be concurrent sessions for certified and non-certified businesses.

Where: KSU Center, Room 400

Time: 8:30 a.m. - 4:30 p.m.

Cost: \$49 (before May 25),
\$69 (after May 25)

Three ways to register:

1. Register online:

www.coles.kennesaw.edu/sbdc

2. Mail check and contact information to: Kennesaw SBDC, Kennesaw State University, 1000 Chastain Road, #3303, Kennesaw, GA 30144.

3. Phone: 770-423-6450

Business Essentials Certificate Series

Accounting Essentials

February 21 or June 12

Introduces financial accounting in an owner/manager context. Instruction on: financial accounting terms and concepts; and the financial statements and how they are constructed. Learn why the balance sheet balances, why profit and cash flow are not the same and how the financial statements work together.

Time: 6:00 p.m. - 9:00 p.m.

Location: KSU Center, Room 464

Finance Essentials

February 28 or June 19

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. Instruction includes discussion on financial scorecards and dashboards that quickly and easily inform company personnel on financial performance. All attendees receive a scorecard and dashboard template in Microsoft Excel format.

Time: 6:00 p.m. - 9:00 p.m.

Location: KSU Center, Room 464

Cost: \$69 a piece, or \$99 for series. 2nd person 1/2 off.

Pricing Strategy

March 20 or July 19

Pricing is easily one of the most powerful profit levers a company can use and yet it is often underutilized and overlooked. Learn better pricing tactics and strategies that drive sales and profits. Program provides an actionable framework for developing pricing strategies and tactics. Attendees receive pricing worksheets in Excel format.

Time: 6:00 p.m. - 9:00 p.m.

Location: KSU Center, Room 464

Strategy Formulation and Execution

March 27 or July 26

Step-by-step instruction to define company strategy and develop a strategic management system 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 includes practical tools such as financial scorecards and dashboards that quickly and easily inform company personnel on financial performance. All attendees receive a scorecard and dashboard template in Microsoft Excel format.

Time: 6:00 p.m. - 9:00 p.m.

Location: KSU Center, Room 464

Cost: \$69 a piece, or \$99 for series. 2nd person 1/2 off.

Refunds for classes will be made upon request for cancellations made by 5:00 pm three (3) business days prior to the program date. Call 770-423-6450.



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Expertise for Business

Coming August 2012...



This program gets results! In five full-day weekly sessions, learn to analyze and manage your business like a seasoned CEO. Join us August 3 - August 31, 2012 at the Cobb Chamber of Commerce. For further information, visit www.georgiasbdc.org/growsmart.

Register today:

www.coles.kennesaw.edu/sbdc
Click "REGISTRATION"
Or call 770-423-6450

