
Small Business Seminars 2008

Crater Small Business Development Center of Longwood University
1964 Wakefield Street, Petersburg, VA 23805

Email: howertondr@longwood.edu, sbdcadmin@cpd.state.va.us

Phone: 804.518.2003, Fax 804.518.2004

eCommerce Workshops

Presenter: VECTEC: The Virginia Electronic Commerce Technology Center at Christopher Newport

Location: Crater Planning District Commission Board Room
1964 Wakefield Street, Petersburg, VA 23805

Cost: \$15.00 each

To Register: <http://www.vectec.org/craterregistration>

For Questions or Additional Information: 804.518.2003

Workshop Offerings	Dates
Your Online Shopping Carts Learn how to create a foundation for building an online storefront that reflects and emphasizes your brick and mortar establishment. Learn about low cost and no cost options as well as the type of data that is required to make an online storefront a success.	January 24 9:00 a.m. – 11:30 a.m.
Effective eBay Whether you are looking to clean out your attic, market your crafts, or move your existing business online, in the course we will learn how to successfully tap into this valuable resource.	February 21 9:00 a.m. - Noon
eCommerce on a Budget In this course we will look at building a plan towards your business's online presence, while keeping costs to a minimum.	March 20 9:00 a.m. – 11:30 a.m.
Pay Per Click Marketing Small Businesses are adopting pay-per-click campaigns, in addition to sit optimization and link building, to drive traffic and sales to their site. Learn how your business can turn \$100 into 50 customers.	April 17 9:00 a.m. – 11:30 a.m.
Who is looking at my site? Building a successful website requires careful monitoring and tracking of user trends. In this course we will look at these tools and how to interpret what they say about your site.	May 15 9:00 a.m. – 11:30 a.m.

*The cost for several workshops are reduced for businesses in The Cameron Foundation jurisdictions: cities of Petersburg, Colonial Heights and Hopewell, the counties of Dinwiddie, Prince George and Sussex, and the portion of the county of Chesterfield lying south of Route 10.

Entrepreneurial Training Program (12 hour training program)

Presenter: Diane Ritchie Howerton
Director, Crater SBDC of Longwood University

Location: Biz Works Enterprise Center
2545 Bellwood Road, Richmond, VA 23237

Cost: \$20 per class, \$70 for all four classes

To Register: suzanne.cormier@bizworks.org or call Suzanne Cormier at Biz Works, 804.275.5190

Program Offerings	Dates
Are You Ready to Start a Small Business?	February 6 4:00 p.m. – 6:00 p.m.
Business Plan, Legal Issues and Information Resources	February 13 4:00 p.m. – 6:00 p.m.
Financial Management and Record Keeping	February 20 4:00 p.m. – 6:00 p.m.
Financing the Business	February 27 4:00 p.m. – 6:00 p.m.

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Entrepreneurial Training Program (12 hour training program)

Offered Twice a year at Fort Lee

Presenter: Diane Ritchie Howerton
Director, Crater SBDC of Longwood University

Location: Fort Lee
1231 Mahone Avenue, Bldg. 9023, Fort Lee, VA 23801

Cost: FREE

To Register: bradyj@lee.army.mil or call Josephine Brady at Fort Lee, 734.7738

For Questions or Additional Information: sbdcadmin@cpd.state.va.us or Call the Crater SBDC, 804.518.2003

Program Offerings	Dates
Are You Ready to Start a Small Business?	April 1 9:00 a.m. – 11:00 a.m. October 7 9:00 a.m. – 11:00 a.m.
Business Plan, Legal Issues and Information Resources	April 15 9:00 a.m. – 11:00 a.m. October 21 9:00 a.m. – 11:00 a.m.
Financial Management and Record Keeping	April 29 9:00 a.m. – 11:00 a.m. November 4 9:00 a.m. – 11:00 a.m.
Financing the Business	May 13 9:00 a.m. – 11:00 a.m. November 18 9:00 a.m. – 11:00 a.m.

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FastTrac Growth Venture Kaufman Foundation Entrepreneurship Program

FastTrac® GrowthVenture™ is a comprehensive business growth program for existing business owners. The program focuses on helping entrepreneurs take a step back, look at the big picture, and work ON their business, not just IN their business.

A typical session includes facilitated discussions & activities, networking, a guest speaker & coaching sessions. Participants work on their own business ventures throughout the program.

Through this program, you can strengthen your ability to make critical decisions and equip yourself with the knowledge and skills needed to improve the performance of the business.

Primary objectives are to help business owners:

- Make critical decisions about your business vision and strategy
- Investigate next-stage growth and opportunity
- Build and maintain a competitive advantage
- Lead with clarity
- Plan for strategic growth
- Maximize cash flow for future profitability

Facilitator: Doug Carleton, Carleton Business Finance
Richmond, VA

Location: Crater Planning District Commission Board Room
1964 Wakefield Street, Petersburg, VA 23805

Cost: \$480
\$240 for residents in the Cameron Foundation geographic region*
Bonus: All participants can attend additional eCommerce workshops for free; a \$75 value

To Register: sbdcadmin@cpd.state.va.us or call the Crater SBDC, 804.518.2003

Dates: March 4, 11, 18, 25
April 1, 8, 15, 22, 29
May 6

Time: 6:00 p.m. – 8:45 p.m.

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Franklin Covey: The 7 Habits for Managers: Customized for Small Business Owners and Employees

A 2-day intensive workshop that focuses on the fundamentals of great leadership.

Skills you will learn include:

- Conflict Resolution
- Execution of Strategy, Business Plans and Goals
- Collaboration
- Accountability and Trust
- Prioritization
- Team and Employee Development
- Performance Management

Presenter: Pauline Leitch, Franklin Covey Certified Trainer

Location: Crater Planning District Commission Board Room
1964 Wakefield Street, Petersburg, VA 23805

Cost: \$399* (50% off regular price: an \$800 value)
\$200 for residents in the Cameron Foundation geographic region*

To Register: sbdcadmin@cpd.state.va.us or Call the Crater SBDC, 804.518.2003

Dates: October 15 & 16

Time: 9:00 a.m. – 5:00 p.m.

* The cost is \$200 for businesses located in The Cameron Foundation jurisdictions: cities of Petersburg, Colonial Heights and Hopewell, the counties of Dinwiddie, Prince George and Sussex and the portion of the county of Chesterfield lying south of Route 10

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Business Development Workshops “What it Takes to Start a Business”

Presenter: Diane Ritchie Howerton
Director, Crater SBDC of Longwood University

Location: Crater Planning District Commission Board Room
1964 Wakefield Street, Petersburg, VA 23805

Cost: FREE

To Register: sbdcadmin@cpd.state.va.us or Call Crater SBDC, 804.518.2003

Dates:	January 28	June 23
	February 25	September 15
	March 17	October 20
	April 21	November 10
	May 19	December 15

Time: 4:00 p.m. – 5:00 p.m.



Funded in part through a cooperative agreement with the U.S. Small Business Administration.

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