

# LONGWOOD SMALL BUSINESS DEVELOPMENT CENTER

## September 2010 Seminar Schedule

### UPCOMING EVENTS

[Farmville](#)

[Danville](#)

[Petersburg](#)

### QUICK LINKS

Visit our entire training schedule at:

[LSBDC Training](#)

Also, available from the Longwood SBDC -

Online Entrepreneurial Business Training from [ElementK](#)

### NEWS

The Longwood Small Business Development Center is on **facebook**.

[Become a Fan today!](#)

### Greetings!

August is almost over, school is back in session, our client numbers are growing, and we are gearing up for another productive semester at the Longwood Small Business Development Center (SBDC)! Are you and your business ready for the holidays? Want to learn some techniques that will turn "bah humbug" into booming holiday sales? Check out our FREE session titled "Customer Retention through Flawless Customer Service." If you are in the immediate Farmville area, we will be following this session with free on-site business consultations to help you implement what you've learned. Please take advantage of this great opportunity and others listed below! You may click on various office locations on the left to be directed to those specific opportunities. This list represents events for September. For a more comprehensive list please list our website at [www.sbdc-longwood.com](http://www.sbdc-longwood.com). Seating is limited so call or email us today.

The supporters of our center include the Small Business Administration, Longwood University, and, most importantly, your local government. Because of this support, our services can continue to be provided as a resource to the local business and economic development community in difficult economic times. If you have received services from Longwood SBDC and have the opportunity to share positive experiences with a local government representative, we greatly appreciate your doing so. Your voice makes a difference in building resources for your business growth!

Sheri McGuire, Executive Director  
Longwood University SBDC

Visit our new  
[LSBDC Blog](#).

Check back regularly for  
new small business  
discussions.

Join Our Mailing List!

### Customer Retention Through Flawless Customer Service

*"It takes ten times more money to find a  
new customer than it takes to retain a current customer."*

How do you create a loyal customer  
base?

Start with proper salesmanship and  
etiquette. Be sure to under promise  
and over perform. Add frequent buyer  
and customer retention techniques  
and programs. You've got the basics.  
Marc Wilson will fill in essential  
specifics as he addresses:



- How to execute superior customer service on the sales floor
- What to capture as customer follow-up information and when to do so
- Why customers stop shopping with you
- Proven customer retention programs
- How buying habits change during a deep recession - and how to deal with this troubling trend



*Seminar will be followed by one-on-one consultations for a limited number of participants on a first come - first serve basis. Call today if you are interested in this additional service.*

Presenter: *Marc Wilson*, Virginia SBDC Retail Industry Consultant

When: Tuesday, September 7, 2010  
9:30am - 11:30am

Where: Farmville-Prince Edward Community Library  
1303 West Third Street, Farmville, Virginia

Cost: FREE

To Register: [baldwinjr2@longwood.edu](mailto:baldwinjr2@longwood.edu) or call Longwood SBDC at 434-395-2086

### Building Your Business: Are You Ready?

An introductory seminar for potential business owners that provides information to help your business be among the 20 percent that survive and thrive. Topics discussed will include business start-up costs, financing, marketing, and other key issues for developing a successful business plan.

When: Wednesday, September 8, 2010  
8:30am - 10:00am

Where: Farmville-Prince Edward Community Library

1303 West Third Street, Farmville, Virginia  
Cost: FREE (Seating is limited to 16 participants)  
To Register: [baldwinjr2@longwood.edu](mailto:baldwinjr2@longwood.edu) or call Longwood SBDC  
at 434-395-2086

#### **Basic Bookkeeping for Small Businesses**

This seminar will emphasize the importance of financial management and record keeping, basic concepts for setting up and using a manual bookkeeping system, and analysis of financial reports based on these principles.

When: Wednesday, September 15, 2010  
8:30am - 10:00am

Where: Farmville-Prince Edward Community Library  
1303 West Third Street, Farmville, Virginia

Cost: \$10.00\* (Seating is limited to 16 participants)  
To Register: [baldwinjr2@longwood.edu](mailto:baldwinjr2@longwood.edu) or call Longwood SBDC  
at 434-395-2086

#### **Labor and Employment Law**

Ray Kroniser, Lead Labor Law Representative from the Richmond Regional Office, will give a presentation on "Labor and Employment Law". The topics of Mr. Kroniser's presentation cover the application of the Commonwealth of Virginia's Payment of Wage Law and how employers can avoid mistakes in employee compensation.

Most recently, Mr. Kroniser delivered this presentation to the Greater Danville Chapter of the Society for Human Resource Management, Danville, Virginia. Mr. Kroniser holds a B.A. in Economics and has had extensive experience in Human Resources management and Labor and Employment Law.

When: Thursday, September 16, 2010  
9:30am - 11:30am

Where: Farmville-Prince Edward Community Library  
1303 West Third Street, Farmville, Virginia

Cost: FREE  
To Register: [baldwinjr2@longwood.edu](mailto:baldwinjr2@longwood.edu) or call Longwood SBDC  
at 434-395-2086

#### **Basic Payroll for Small Businesses**

Managing a payroll starting with the initial setup, calculating employee and employer deductions, determining net pay, and reporting and record keeping requirements to prepare paychecks. Please bring a simple calculator.

When: Wednesday, September 22, 2010  
8:30am - 11:00am

Where: Farmville-Prince Edward Community Library  
1303 West Third Street, Farmville, Virginia

Cost: \$10.00\* (Seating is limited to 16 participants)  
To Register: [baldwinjr2@longwood.edu](mailto:baldwinjr2@longwood.edu) or call Longwood SBDC  
at 434-395-2086

Classes are co-sponsored by the  
Farmville-Prince Edward Community Library.

\*Seating is limited and you must register and pre-pay (if

required) for each seminar. Please make your check payable to Longwood University SBDC (no cash please). Mail checks to Longwood SBDC, 515 Main Street, Farmville, VA 23909.

## DANVILLE

### Are You Ready to Start a Business?

This basic course covers aspects of starting a business and serves as a self assessment for a potential business owner. The course is a recommended step before making an appointment with a counselor at the Danville SBDC to discuss a new business plan. This seminar is offered twice in the month of June. See below for dates and times.

When: Tuesday, September 7, 2010

9:00am - 10:30am

Thursday, September 16, 2010

4:00pm - 5:30pm

Where: Longwood SBDC - Danville

300 Ringgold Industrial Parkway, Danville, Virginia

Cost: FREE

To Register: [faverodm@longwood.edu](mailto:faverodm@longwood.edu) or call Longwood SBDC - Danville at 434-791-7321

## PETERSBURG

### Ask the Experts Forum - Business Round Table



A Banker will answer questions regarding what to look for in the loan process for your business and distinguish the difference between personal versus

business credit. An Accountant will answer questions regarding your business taxes and types of accounting software. A Small Business Attorney will answer questions regarding the legal structure of your business and how to avoid financial pitfalls.

When: Thursday, September 9, 2010

12:00pm - 1:30pm

Where: Crater Planning District Commission Board Room

1964 Wakefield Street, Petersburg, Virginia

Cost: FREE

To Register: [girardijm@longwood.edu](mailto:girardijm@longwood.edu) or call the Crater SBDC

at

804-518-2003

### What it Takes to Start a Business

Develop your entrepreneurial skills and business acumen at a free, one-hour small business information session at the Crater Small Business Development Center (SBDC) of Longwood University. "What it Takes to Start a Business" topics include: what you need to know about financing your business venture; what lenders require in terms of collateral, credit and equity; available resources to assist you as a potential or existing business owner; and the opportunity to meet with business counselors.

**When:** Thursday, September 23, 2010

4:00pm - 5:30pm

**Where:** Crater Planning District Commission Board Room

1964 Wakefield Street, Petersburg, Virginia

**Cost:** FREE

**To Register:** [girardijm@longwood.edu](mailto:girardijm@longwood.edu) or call the Crater SBDC at

804-518-2003

**LONGWOOD**  
UNIVERSITY



U.S. Small Business Administration



Your Small Business Resource



Mason Enterprise Center

at the SCHOOL OF PUBLIC POLICY



The Longwood University SBDC is a member of the Virginia SBDC Network, a statewide service network funded in part through a cooperative agreement with the US Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

