



July 2015 Workshops and Programs

The North Kingstown Chamber of Commerce is proud to present the following workshops and programs. Sign up today to build your skills and strengthen business! The Business Strong Workshops are Center for Women and Enterprise presentations sponsored by the NK Chamber, Quonset Development Corporation, and South County Hospital and Wellness Center.

Business Strong Workshops:

QuickBooks Intensive (Series of 3 Classes)

Tuesday, July 7th, 21st, and 22nd – 7:45 am – 9:30 am

Keeping track of your business's finances can be complicated, but a systematic approach with QuickBooks can make a world of difference. In this intensive series, participants will learn the basics of navigating the QuickBooks programs and have the opportunity to practice using it in real time. Both beginners and those business owners looking for a refresher course will find this class helpful.

The course will cover:

- Setting up and maintaining a financial and booking keeping system using Quick Books.
- Understanding your companies basic financial statements and terms
- Understanding key reporting features of QuickBooks that are needed to make day-to-day financial decisions
- Common features including invoicing, entering and paying bills, entering credit card transactions, managing loans, entering data from merchant services processors, reconciling bank and credit card statements and entering data from non-QuickBooks point of sale systems.

Marketing Creatively Through Facebook (Series of 2 Classes)

Thursday, July 16th, 23rd – 8:00 am – 10:00 am

Are you looking to strengthen your market reach and increase customer engagement? Do you need help learning how to effectively access, integrate, and analyze your data to better personalize the customer experience? This workshop will give you a better understanding of how Facebook Analytics can help you achieve your goals. Learn why Facebook metrics matter and how they can help you to increase client loyalty and effectively capture your audience.

Best Practices in Email Marketing (Series of 3 Classes)

Monday, July 13th, 20th, 27th – 8:00 am – 10:00 am

At the heart of small businesses marketing are the campaigns that drive-actions- collaborations of marketing activities that help a small business or organization to achieve its goals and objectives.

E- Newsletters and announcements have become core components of those campaign choices. Email is more important than ever- to the communication efforts of business and non-profits everywhere, and to the customer, donor, clients, or supporter of those organizations.

This session will reveal some simple and effective practices and considerations for small businesses of non-profits seeking to make their communications more effective. Attendees to this presentation will learn:

- The different types of E-Newsletters
- Subject line best practices, and when to send your newsletter
- The importance of understanding the connection between email marketing and social media
- What type of additional tools may be useful

Accelerated Business Planning (A three week course that meets twice a week)

Tuesdays, July 14, 21, and 28 and Thursdays, July 16, 23, and 30 from 5:30 p.m. to 8:30 p.m.

This fast paced course is focused on developing a comprehensive Business Plan. Students will learn the fundamentals of entrepreneurial education including:

- Recognizing a real opportunity
- Understanding the economics of a business model
- Forecasting cash flows
- Making the decision to move forward
- Financing and execution

Coursework is well-suited for individuals currently operating an early stage business or those planning to start a new business with a high level of business acumen gained through previous entrepreneurial experience. This course is a three week version of the standard ten week business planning course offered by CWE. Attendees are expected to have a high level of business acumen thus allowing some of the more basic materials in the ten week course to be omitted. Upon completion, graduates will have a completed business plan.

Programs:

Health Insurance for Small Employers

Tuesday, July 28th – 8:00 am – 10:00 am

Join us to learn about the health insurance plan changes that are effective in 2016 such as less than 50 full time employee category will increase to under 100 full time employees and see how this can effect your business. For employers who have less than 50 full time employees, you'll also learn about the tax credit that is offered.

eBay 101

Thursday, July 30th – 9:30 am – 10:30 am

eBay is an online selling and buying community. Yes, we said community. It is a safe place to buy and sell items such as electronics, housewares, even cars. eBay is a great resource for selling personal items collecting dust in your garage as well as overstock items at your place of business. It is one of the most successful online marketplaces we have on the internet. If you would like to learn more about how eBay can work for you, join us for a free, one hour informational session on Thursday, July 30th at 9:30 am. We will go over the basics such as:

- Setting up an account
- Choosing the right title for your item
- Writing a good description
- Taking quality photographs of your item
- Pricing
- Just to name a few

Noel P. Roby has been selling successfully on eBay for over 10 years. His companies have sold sporting goods, artwork, car parts, musical instruments, household appliances, and many other miscellaneous items. He has been a Powerseller, the highest selling standard on eBay.

To register for any of these workshops, please contact the:
North Kingstown Chamber of Commerce at 401-295-5566 or info@northkingstown.com