



SBDC serves Ulster, Sullivan, Orange, Greene, Delaware, and Dutchess counties. The Center is a joint venture between the Small Business Administration and SUNY. Its primary goal is to provide no-cost, one-to-one counseling, training, and researching services to small businesses to assist in their start-up, expansion, or turnaround. Call SBDC at 845-443-8058. The Center is headquartered at the Business Resource Center located on Development Court off Ulster Avenue in Kingston. These courses are taught by a Certified Business Advisor from the Mid-Hudson Region Small Business Development Center.

## HOW TO START YOUR OWN BUSINESS

This seminar provides students with a checklist for starting a small business and includes: Personal Assessment; How to Register a New Business; Employer ID number; NYS and NYC Permits and Licenses; Business insurance and much more! If you want to start your business but wonder how to go about doing it, this is the seminar for you. Learn what makes a successful startup possible as well as what must be in place to keep the business running successfully.

DCB 1400-54	T	2/20	6-8pm	KSU	\$35
DCB 1400-55	W	4/18	6-8pm	ECS	\$35

## NEW! ART AS A BUSINESS - THE BUSINESS OF ART

Are you a talented artist struggling to survive in the business world? Do you feel that the business side of your trade escapes you? Or are you a serious craftsman who has considered turning your creative hobby into a business? This seminar will provide you with valuable information on how to build a business from a passion and turn your art into a successful business endeavor. Topics such as taxes, insurance, sales and marketing strategies, financial controls, craft fairs and self-promotion will be covered by an experienced artist and business person.

DCB 2086-03	W	2/28	6-8pm	KSU	\$35
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## CYBERSECURITY FOR YOUR SMALL BUSINESS

This self-paced training exercise provides an introduction to securing information in a small business. Topics include: defining cybersecurity, identifying types of information that should be secured, identifying the types of cyber threats, defining risk management, and listing best practices for guarding against cyber threats.

DCB 2091-01	W	3/7	6-8pm	KSU	\$35
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## NEW! CREATING A SUCCESSFUL FARMERS MARKET BOOTH

Farmers Markets and other open air retail venues have become increasingly popular in our area producing an important amount of economic activity for retailers. This seminar examines the issues that make a successful market booth such as product presentation, signage, marketing, internet presence, use of social media, customer analytics, costs controls and analysis, location, handling payment, permits, etc. The seminar is presented by a seasoned business counselor with an extensive amount of experience managing local open air markets who is willing to share the secrets of a successful booth.

DCB 2087-03	T	3/20	6-8pm	KSU	\$35
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## TAKING YOUR HIGH TECH PRODUCT TO MARKET

You have a product or service that is on the cutting edge of technology and could be a game-changer. You will need to find the best way to get your product to market. This course will introduce the product life cycle of high-tech products and help you find the best way to enter the market and sell your product or service. This course will cover: identifying the unique marketing characteristics of high-tech products, learning about the stages of the Product Life Cycle, getting an introduction to the Product Diffusion Curve and seeing examples of high-tech product pricing, placement and promotion considerations.

DCB 2090-01	R	3/29	6-8pm	KSU	\$35
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## SOCIAL MEDIA - MARKETING FOR YOUR SMALL BUSINESS

Facebook, Twitter, YouTube, and Instagram are some of the popular social media platforms used by billions of people every day. Unlike traditional forms of media, these platforms allow businesses to create genuine, dynamic connections with their customers. This seminar will provide an overview of today's popular social media platforms and why they are important to the success and growth of your small business.

DCB 1789-03	W	4/4	6-8pm	KSU	\$35
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Reasonable accommodations for persons with disabilities will be made.  
Please request as early as possible prior to the event.

## **MEDICARE 101 COMPLIMENTARY CLASS**

Learn about how and when to enroll in Medicare, when you can make changes, and the insurance options available to you. Review and compare Medicare Parts A, B, C and D. Explore and evaluate Original Medicare, Prescription Drug Plans, Medicare Supplemental Insurance and Medicare Advantage Plans. Receive the most up-to-date information and simplify the choices you need to make. This program will help you become more well-informed and confident about what Medicare means for you!

**Instructor: J. Farnham, MBA, MS, Licensed Agent.** Self-register for this free class by calling 845-331-5050 for personal assistance.

ME101-0417CT T 4/17 6-8pm CT FREE

## **INTRODUCTION TO RESTORATIVE JUSTICE & PEACEKEEPING CIRCLES**

Restorative justice is holistic justice which includes peacekeeping circles in schools and communities, family group conferences, victim offender conferencing and conflict transformation. It seeks to repair harms and relationships by exploring the underlying harms and needs, associated obligations and by engaging the participants and relevant community using consensus. Drawn from aboriginal justice, communities can learn to transform conflict together using this complimentary justice, to create "communities of care." This is a worldwide movement since the 60s, promoted widely by the United Nations and the European Union. The course gives an overview of the various restorative justice initiatives, internationally, nationally, and locally. The lecture is followed by a basic training in peacekeeping circles, with an actual circle to identify pressing concerns in your community and how restorative justice may help.

**Instructor: V. Gheorghiu**

BU155-0407CT S 4/7 10am-1pm CT \$49

## **NOTARY PUBLIC WORKSHOP**

This class, endorsed by the American Society of Notaries, prepares students to pass the New York State notary exam and provides a comprehensive view of the notary public office. **Instructor: E. Johnson Haddeland, Esq.,** is a licensed attorney and notary public in New York State.

DCB 1260-69 R 3/8 5:30-8:30pm KSU \$69

DCB 1260-70 R 5/10 5:30-8:30pm HIL \$69

## **OWNING & RUNNING A FOOD TRUCK**

Get started on the right path to owning your own food truck business; one of the toughest, most rewarding career choices out there. Learn about the "trucker" life: planning a menu, cooking, meeting tons of people, being the boss, going on adventures. The Hudson Valley food truck scene is booming, with new trucks popping up everywhere. This class will give you a look into the dynamic world of a food truck entrepreneur. Some of the topics include: coming up with a concept, acquiring a truck, permits and licensing, breaking into the food truck scene (festivals, catering, networking), creating a brand and online persona using social media, touring an operating food truck, sourcing products, and Q&A: Such as, what are the realities of running a food truck? **Instructor: P. Moeys** owner of Lekker food truck and founder of the Hudson Valley Food Truck Festival

DCB 2194-01 R 3/1 & 8 6-9pm KSU \$89

## **ENTREPRENEURSHIP CERTIFICATE**

25-26 credits

May be completed on campus or online. The Certificate in Entrepreneurship is designed to provide students with the skills needed to create, launch, and manage a small business or to work within an entrepreneurial venture.

*This series is designed for students who want to achieve an entry-level position as a bookkeeper. A certificate of completion is issued at the end of the program to students who successfully complete all three courses and meet attendance requirements.*

### **BASIC BOOKKEEPING**

The course covers the proper recording of business transactions, the principles of double-entry bookkeeping, bank reconciliations, journals and ledgers, the preparation of trial balances, financial reports, and other basic accounting principles. Suggested text: *Bookkeepers' Boot Camp* by Self Counsel Press. **Instructor: D. Boice, MBA** is an instructor of accounting and business at SUNY Ulster and SUNY New Paltz. He has worked in the fields of accounting, finance and operations as well as 35 years as a tax preparer.

*Required text: Bookkeeping for Dummies*

DCB 1216-13 T 2/20-3/6 6-9pm KSU \$99

## **COMPUTERIZED ACCOUNTING**

### **BOOKKEEPING THE EASY WAY WITH QUICKBOOKS**

**Session I** - Class covers essential skills, which include an overview of the QuickBooks program, creating a company, and working with customers and vendors. Prerequisite: Intro to windows and a general understanding of accounting theory and bookkeeping procedures.

Text Book: *QuickBooks Pro 2015, Comprehensive*, Trisha Conlon, Labyrinth Learning, ISBN# 978-1-59136-779-6. **Instructor: J. Boice, MBA**  
DCM 1025-01 T 1/23-2/20 6-9pm SRC \$239

**Session II** - Class covers more advanced skills, including banking with QuickBooks, inventory, and working with balance sheet accounts, budgets and payroll. Prerequisite: QuickBooks Session I. Text Book: *QuickBooks Pro 2015, Comprehensive*, Trisha Conlon, Labyrinth Learning, ISBN# 978-1-59136-779-6. **Instructor: J. Boice, MBA**

DCM1026-01 T 2/27 - 4/3 6-9pm SRC \$239

No class 3/13

**Session III** - Additional skills being taught include the Accounting Cycle and closing the books in QuickBooks. This session concludes with a Comprehensive Project that uses the skills acquired throughout the semester and applies them to a fictitious company. Prerequisite: QuickBooks Session I and II. Text Book: *QuickBooks Pro 2015, Comprehensive*, Trisha Conlon, Labyrinth Learning,

ISBN# 978-1-59136-779-6. **Instructor: J. Boice, MBA**  
DCM1027-01 T 4/10-5/1 6-9pm SRC \$239

**These DCM courses are a non-credit option for the 4-credit Computerized Accounting course. Student will be expected to do all homework assignments and quizzes but no grade will be awarded.**

Call 845-802-7172 for any course questions.

### **COMPUTERIZED ACCOUNTING**

ACC 210-51B T 1/23 - 5/1 6-8pm SRC \$780

## **INTRODUCTION TO EXCEL**

This Excel class will include entering data into a worksheet; navigating a worksheet; creating workbooks; inserting columns, rows, and worksheets; creating formulas and functions and basic formatting techniques.

**Instructor: J. Boice, MBA**

DCM 1601-08 M 3/19 & 26 6-9pm KSU \$59

# BUSINESS & FINANCE



## FINANCIAL MANAGEMENT

Research has shown that the vast majority of millionaires are fastidious planners, budgeters, and investors. We want to show you how to develop a sound financial strategy — one that covers all the financial bases, from insurance to investing to estate conservation. We will discuss: estimating the amount of insurance you may need, the true cost of credit-card debt, components of a sound investment plan, managing taxes, calculating retirement income needs, and important estate conservation strategies.

DCB 2014-06 W 2/21 6:15-8pm KSU \$35

## MAKING THE MOST OF SOCIAL SECURITY

About 40% of retirees apply for Social Security as soon as they become eligible at age 62. But by doing so, they may significantly and permanently reduce the benefits that they — and possibly their spouses — could receive over a lifetime. (Source: SSA, 2015.) Social Security provides not only a guaranteed income stream but also longevity protection, spousal protection, and some inflation protection. It may be the closest thing you receive to a traditional pension. There may be ways to maximize the lifetime Social Security benefits you receive.

DCB 1751-08 W 2/28 6:15-8pm KSU \$35

## RETIREMENT INVESTMENT STRATEGIES - WILL YOU OUTLIVE YOUR MONEY?

You have worked hard and saved diligently throughout your career. Now you deserve to relax and enjoy the fruits of your labor. Will your retirement savings sustain the lifestyle you have always dreamed of? We will help you calculate the cost of retirement, manage taxes and the effects of inflation, allocate your assets to match your investment goals, and potentially avoid common pitfalls faced by today's retirees.

DCB 2037-04 W 3/7 6:15-8pm KSU \$35

TAKE ALL THREE CLASSES LISTED AND RECEIVE A DISCOUNT!  
REGISTER FOR DCB 2038-04.

## FINANCIAL MANAGEMENT, SOCIAL SECURITY & RETIREMENT INVESTING

DCB 2038-04 W 2/21, 2/28 & 3/7 6:15-8pm KSU \$75

**Barbara Ginty** is the owner of Independent Financial Services, a family business for over 20 years specializing in comprehensive financial planning with offices in Kingston and Manhattan. She holds a B.S. from the University of Scranton and the CFP® designation which was completed through NYU. She holds both security and insurance licenses including the following: series 7, 63, 65 and health, life, and disability insurance.

# COMPUTER TRAINING



## NEW! DATA ANALYSIS USING SQL & EXCEL

This class is for business owners who want to learn how to make data-driven business decisions. Using a customer-centric mode, this class will walk you through the data exploration and modeling statistical analysis, and reporting that is typically used for understanding customer buying behavior. You will learn how to take advantage of geographic data, dates and specific time periods, data mining in SQL, and all the tools needed to create a customer signature (profile). Recommended: Computer literate. **Instructor: Dr. C. Marcello.**

DCM 1024-01 M/T 3/26 & 3/27 8:30am-12:30pm KSU \$179

## ADOBE PHOTOSHOP BASICS

Photoshop is a program that digitally manipulates image art. This could be a scanned image, an image from a digital camera, or one's own fantastic art creation from scratch! For those who ever wanted to know how to use all those tools in the tool bar and did not have the patience or the time to figure them out, now is the chance. Please bring a USB flash drive to class.

**Instructor: D. Pearlman.** Prerequisite: Basic computer skills. This class is held in the Mac lab. Required text: *Adobe Photoshop CS5 Digital Classroom* or *Adobe Photoshop CS6 Digital Classroom*.

THIS COURSE IS TAUGHT IN THE MAC LAB.

DCM 1013-02 T 4/3 - 4/24 6-9 pm SRC \$149

## INTRODUCTION TO WORDPRESS

WordPress is a powerful program designed to create websites and blogs. The course introduces basic WordPress terminology and techniques, focusing on content creation, management, development and organization. In this hands-on course, students will earn-by- doing - how to build a website with WordPress. Class will cover: how to create and format web pages and blog posts, select and change themes, create and customize menus, administer a site, use plugins to add functionality, and a lot more! This course is designed for WordPress beginners and it is held in the MAC lab.

**Instructor: D. Pearlman.** Prerequisite: proficiency in basic computer skills.

DCM 1609-06 M 4/30-5/21 6-9pm KSU \$149

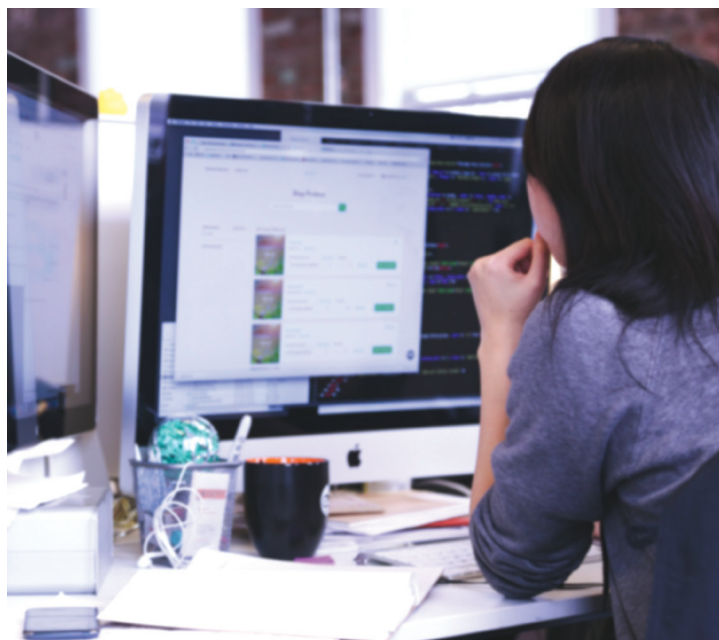
*Prerequisites are considered to be the basic skills and expected knowledge prior to taking a class. Instructors will assume a readiness for the class material and will not use class time to discuss prerequisite material.*

## INTRODUCTION TO EXCEL

This Excel class will include entering data into a worksheet; navigating a worksheet; creating workbooks; inserting columns, rows, and worksheets; creating formulas and functions and basic formatting techniques.

**Instructor: J. Boice, MBA**

DCM 1601-08 M 3/19 & 26 6-9pm KSU \$59



M - MONDAY • T - TUESDAY • W - WEDNESDAY • R - THURSDAY • F - FRIDAY • S - SATURDAY • U - SUNDAY