

BUSINESS & FINANCE



SOCIAL MEDIA & MARKETING

ALL EYES & EARS - VIDEO & PODCAST PRODUCTION TIPS FOR 2018

NEW!

Video is becoming a powerhouse for getting your message out online. But are you really doing it the right way? This class will provide the tools you need to make video work for you.

- Understand where and how video content is growing
- Understand best practices for creating and optimizing videos online
- Learn simple production tips to make your videos look professional on a budget
- Learn the top two things small businesses are doing wrong when it comes to online videos

DCB 2235-01 W 9/19 9am-noon KSU \$49

NEW!

SEARCH ENGINE OPTIMIZATION (SEO) 101 - WHAT YOU NEED TO GET STARTED

Keeping your digital ducks in a row is still how you get found online. This class is designed to remove the guesswork surrounding how your web page is found and evaluated by search engines.

- Learn back end techniques to provide search engines with a clear understanding of your site's content
- Understand the role of structured data and its impact on search results
- Tools for optimizing your page titles and meta descriptions
- Review On-page Ranking factors that determine your web page's worth for search engines

DCB 2236-01 W 9/26 9am-noon KSU \$49

NEW!

MOBILE OPTIMIZATION - HOW LOCAL SEARCH DRIVES BUSINESS

In today's world going mobile is everything. The class will break down how to prepare for the mobile world. Is your site ready?

- Understand the role of Google's move to mobile-first indexing
- Tips for simplifying your site design for a mobile experience
- Understanding mobile SEO best practices and how they affect local search results
- Techniques for improving page speed for user experience on mobile devices

DCB 2237-01 W 10/3 9am-noon KSU \$49

NEW!

HOW TO BUILD YOUR FIRST EMAIL MARKETING CAMPAIGN

Email campaigns are still a powerful way to reach your ideal customer. With all the noise in our inboxes, we will review ways to make your email efforts count. Understand the critical components of developing a comprehensive email marketing campaign. Review current software options for managing your email campaigns. Learn how to establish baselines for testing and measuring your digital outreach effort and understand the role in landing page design and user experience with email marketing.

DCB 2238-01 W 10/10 9am-noon KSU \$49

NEW!

OPTIMIZING YOUR INSTAGRAM FOR BUSINESS

Instagram is taking the business world by storm. This class will focus on how to properly position your brand and introduce your business to a whole new audience. You will learn how to identify your brand voice and how to develop digital content that supports your business goals. Tips on how to create a content calendar that simplifies social posting will be covered. Learn how to use social listening to find opportunities to reach out to your ideal customer. Discover the tools and techniques marketers use to help broadcast content efficiently.

DCB 2239-01 W 10/17 9am-noon KSU \$49

COMPUTER



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 1601-01 W 11/7 & 14 6-9pm KSU \$59



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 1028-01 T 10/16-11/13 6-9pm KSU \$179

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.



ACCOUNTING COMPUTER SKILLS CREDENTIAL

This credential, awarded after student demonstration of a specific skill set in accounting and computer skills, recognizes the achievement of competencies that have validity with employers. This credential is not registered with the State Education Department, but serves as institutionally recognized portable evidence of student mastery of these competencies and skills.

BUS 171 Computer Applications in Business
Fall 2018 & Online

ACC 101 Principals in Accounting
Fall 2018 & Online

BUS 272 Spreadsheets for Business
Fall 2018, Spring 2019 & Online

ACC 210
Spring 2019



BUSINESS & FINANCE



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.

SU 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 1400-01 M 9/17 6-8pm KSU \$35



EXECUTING A BUSINESS PLAN

This course is a sequel to "How to Start Your Own Business" It's a Starting your Own Business 102. You will learn how to implement a business plan once you have it, measure progress and adjust your business strategy to accommodate growth or unexpected pitfalls.

DCB 2218-01 R 10/4 6-8pm KSU \$35

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 2086-01 W 10/3 6-8pm KSU \$35

HOW TO BECOME MWBE CERTIFIED - BECOME CERTIFIED AND INCREASE YOUR SALES

So you want to be MWBE certified? This course will cover how to apply for certification, which programs may be a good fit and what to expect from the process.

DCB 2133-01 T 10/9 6-8pm KSU \$35

SUCCESSION PLAN FOR YOUR SMALL BUSINESS

A very important topic for many business owners is learning how to prepare an exit strategy. This is an area confronted by many small business owners when they want to sell their business. The key issue is drawing an exit strategy with enough anticipation, valuing the business, identifying possible options, etc. This class addresses the issue of business continuity.

DCB 2219-01 T 10/16 6-8pm KSU \$35

FINANCIAL PROJECTIONS FOR A SUSTAINABLE BUSINESS

Financial control is the backbone of business success and survival! Many small business owners tend to overlook and underestimate financial projections because of a natural fear or lack of understanding of basic financial principles. This is financial literacy applied to small business settings.

DCB 2220-01 W 10/24 6-8pm KSU \$35

UNDERSTANDING & NAVIGATING THE GIG ECONOMY

"Gig" workers make up a significant part to the US Economy now. Enter into an in-depth discussion of the factors driving the growth of the "Gig Economy". What is a "gig" job? Who are the major players? What are the benefits and pitfalls to "gig" workers and their employers?

DCB 2234-01 M 10/29 6-8pm KSU \$35

PRICING YOUR PRODUCT OR SERVICE

This seems to be a recurring issue with small business owners that are confused by how much to charge for their goods and services. The seminar would examine market forces and internal cost structures that determine pricing.

DCB 2221-01 R 11/1 6-8pm KSU \$35

BUSINESS OPPORTUNITIES IN THE GOVERNMENT MARKETPLACE

You will be given information about classifying your business to access government contracts, how to use bid opportunity portals, and the basics of procurement methods for effective sales to government entities.

DCB 2217-01 T 11/6 6-8pm KSU \$35

All SBDC classes are free for any matriculated SUNY Ulster students.

To register contact the Continuing & Professional Education Department at 845-339-2025.

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BUSINESS & FINANCE



ULSTER SCORE

A nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. Supported by the U.S. Small Business Administration (SBA), SCORE offers free confidential business counseling sessions in person, by phone, by video or by email. The local (Ulster) chapter is supported by SUNY Ulster and is located at the SUNY Ulster Kingston Campus. Contact us at www.ulster.score.org or call 845-339-0468.

SCORE Mentors are volunteers with hands-on experience with many small businesses. They are Business owners, CPA's, Bankers, Retail business owners, Marketing experts, HR experts, Social Media Experts, Manufacturing experts, etc. Mentoring can be one session or for the life of a business. The service is person-to-person and completely confidential.

All SCORE classes are FREE for any matriculated SUNY Ulster students. Contact the Continuing & Professional Department at 845-339-2025.



SOCIAL MEDIA FOR BUSY ENTREPRENEURS

This straightforward workshop will answer your social media questions and help you create a solid social media foundation for your business. Whether you want to grow your brand awareness, increase website traffic, or drive more sales, you'll learn how to craft a simple social media strategy to achieve your goals. You'll learn social media concepts and practical information for applying it to your own business, even if you're too busy to do one more thing. Course covers:

- Which is the best social media platform for your business
- How to create your own social media strategy and content
- Finding your ideal clients on social media
- What to say - and what NOT to say - when you connect
- How and when to have the sales conversation

Instructor: J. Wallen has orchestrated several career changes - from corporate sales to selling skills consultant and advisor, to author, to social selling and social media expert, thought leader and media authority. She is a nationally recognized public speaker, and author of *The New Social Selling Revolution* - how to get clients with social media. Jan is active as a SCORE Mentor (Ulster County).

DCB 2231-01 R 9/13 9-11am KSU \$35



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 1260-01 R 10/4 5:30-8:30pm KSU \$69

CREATIVE ENTREPRENEURSHIP

This course focuses on acclimating aspiring entrepreneurs to a swiftly changing economic landscape. Business models of the future are increasingly complex, community-focused, and tech-oriented. We'll learn how to approach traditional aspects of business with creativity and ingenuity. Topics include ideation and visioning, business-building, creative business development and marketing, authentic leadership and communication, and organizational development.

Instructor: S. Bisceglie, CEO of SEB Visions.

DCB 2233-01 W 10/3-17 6-8pm KSU \$89

HOSPITALITY



BARTENDING WITH TIPS TRAINING

This hands-on course presents a thorough introduction to the in-demand field of bartending. Students learn how to prepare drinks from the exotic to the ever-popular standards as well as the art of presentation, customer interactions and the responsibilities that accompany this job. Students must be at least 18 years old to attend.

DCB 1639-01 M 10/15-11/5 5-7:30pm

Kingston Power Boat Association \$179

TIPS TRAINING FOR ON-PREMISE

TIPS is a dynamic skills-based training program designed to prevent alcohol abuse, drunk driving and underage drinking by emphasizing fundamental people skills. This five-hour On-Premise TIPS program is designed for servers at restaurants, bars, hotels or any establishment where alcohol is consumed on premise. **Instructor: J. Snyder**

DCB 1414-01 S 10/27 9am-2pm KSU \$59



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.



SERVSAFE FOOD PRODUCTION MANAGER'S CERTIFICATION

New York State public health law mandates food safety training for food service workers and managers in supermarkets, restaurants, hotels, hospitals, non-profit and volunteer organizations. Students will learn basic food safety concepts, and how to protect against food-borne illness outbreaks. Perfect attendance is required to sit for the certification examination to be offered on the final night of class. **Instructor: S. Churchill**

HS101-0924CT M/R 9/24-10/4 4-8pm CT \$289

HS101-1203EL M/R 12/3-13 4-8pm EL \$289

SERVSAFE RECERTIFICATION

Make sure that your ServSafe certification doesn't lapse by retesting before your certification expiration date. Register to take the test on any of these schedules dates. **Instructor: S. Churchill**

HS103-1004CT R 10/4 5-9pm CT \$85

HS103-1213EL R 12/13 4:30-8:30pm EL \$85

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BUSINESS & FINANCE

BOOKKEEPING SERIES 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.

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.

Suggested text: Bookkeeping for Dummies

DCB 1216-01 W 9/19-10/3 6-9pm KSU \$99

BOOKKEEPING THE EASY WAY WITH QUICKBOOKS

This powerful software package enables users to do invoicing, write checks, reconcile bank accounts, and help manage accounts receivable and payable. The class emphasizes accounting principles, new company setup, bookkeeping procedures, manipulation of data files, and report generation for financial management. Prerequisite: Intro to Windows and a general understanding of accounting theory and bookkeeping procedures. **Fee includes textbook.**

DCM 1646-01 W 10/10-31 6-9pm KSU \$199

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 1601-01 W 11/7 & 14 6-9pm KSU \$59

INSTRUCTED BY BARBARA GINTY

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 2037-01 W 9/26 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 1751-01 W 10/3 6:15-8pm KSU \$35

ESTATE CONSERVATION: HELP PROTECT YOUR ESTATE ASSETS & AVOID UNINTENDED CONSEQUENCES

Like many people, you may hope to leave a substantial legacy for your loved ones and charitable causes. But without proper planning and the appropriate financial strategies, you may not be able to protect your assets from probate and other unintended consequences. As a result, your estate may be settled in ways you did not intend. When you attend the class, you will receive a full-color, 20-page workbook on estate planning.

DCB 2215-01 W 10/17 6:15-8pm KSU \$35

FINANCIAL PACKAGE

Enroll in Retirement Investment Strategies, Making the Most of Social Security, and Estate Conservation Package and receive a discount.

DCB 2038-01 W 9/26, 10/3 & 17 6:15-8pm KSU \$75

INSTRUCTED BY BARBARA GINTY

TAX CUTS & JOBS ACT 2018

What Provisions in the new tax law could affect you and your family? The Tax Cuts and Jobs Act takes effect in 2018. This \$1.5 trillion tax-reduction package fundamentally changes the individual and business tax landscape. Some of the tax changes are permanent, while others expire after 2025. Whether you will pay more or less in income taxes depends on a variety of factors unique to your situation. So the more you know about the tax law provisions, the better prepared you will be. When you attend the class, you will receive a 20-page, information-packed workbook.

DCB 2229-02 T 10/2 6:15-7:30pm KSU \$35

NEW! WANT TO CONTROL YOUR FINANCES?

Planancial's Rock Star course is 7 days of financial strategies, personal stories, professional tips all tied up in feel-good, empowering videos. The class covers budgeting, emergency funds, life insurance, saving for retirement, student loans, buying a first home, and understand the basics of estate planning. You receive 7-minute videos for 7 days paired with an easy-to-understand workbook reinforcing the key points and strategies.

Sign up on www.planancial.com \$125



BARBARA GINTY

BARBARA GINTY IS THE OWNER OF INDEPENDENT FINANCIAL SERVICES BASED IN KINGSTON, NY. A FAMILY BUSINESS SHE PURCHASED IN 2013 AFTER SPENDING A NUMBER OF

YEARS WORKING ON WALL STREET. SHE RECEIVED HER CFP® FROM NYU AND ALSO HOLDS HER SERIES 7, 63, 65 REGISTRATIONS WITH LPL FINANCIAL AND IS A LICENSED LIFE, HEALTH, AND DISABILITY INSURANCE CONSULTANT. IN ADDITION TO THE FAMILY BUSINESS, SHE RUNS AN ONLINE FINANCIAL LITERACY SITE, WWW.PLANANCIAL.COM WHICH OFFERS AN ONLINE PERSONAL FINANCE CLASS THROUGH SUNY ULSTER AND A PODCAST. SHE WAS MOST RECENTLY A FINALIST FOR MIKA BRZEZINSKI'S KNOW YOUR VALUE COMPETITION IN NYC. SHE ALSO SITS ON LPL FINANCIAL'S ADVISOR COUNCIL, AS ONE OF 24 MEMBERS SELECTED FROM OVER 14,000 LPL ADVISORS NATIONWIDE.

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

BUSINESS & FINANCE

EDITING PDF BASICS USING ADOBE ACROBAT PRO DC

This class or slice is an introduction to Adobe Acrobat Pro DC. We will get familiar with how the program looks and where the tools are. We will convert documents to PDFs from Word. Then we will learn how to make basic changes in Acrobat Pro such as editing text and images, adding and removing pages, adding signatures, and combining documents.

Instructor: P. Martel

IT125-1011NP	R	10/11	12:30-3:30pm	MHRIC	\$39
IT125-1022SLv	M	10/22	3:30-4:30am	ONLINE	\$25

EXCEL SHORTCUTS, TIPS, & TRICKS

This class is designed for people who currently use Microsoft Excel. Microsoft Office has many hidden options, unknown features, and shortcuts. We will show you formatting tips, keyboard shortcuts, and other tricks to customize Excel to work the way you want. You will be able to apply many of the same techniques in Word, PowerPoint, Publisher, and Access. Learn how to make Microsoft Office more powerful, more productive, and even easier for you to use. Prerequisite: Excel Introduction Part 1 or equivalent experience. **Instructor: B. Heiles**

IT119-1016NP	T	10/16	4-7pm	MHRIC	\$39
IT119-1212NP	W	12/12	12:30-3:30pm	MHRIC	\$39

MAKING ADA ACCESSIBLE DOCUMENTS

The ADA (American with Disabilities Act) Standards state that information technology, which includes web content, must be accessible to people with disabilities. In this class or slice, we will address the basics of accessible web content by creating well-structured and accessible Word documents and Adobe PDFs. We will then use Adobe Acrobat Pro DC's Accessibility Tools to check documents for accessibility and fix problems.

Instructor: P. Martel

IT251-1018NP	R	10/18	12:30-3:30pm	MHRIC	\$39
IT251-1022SLv	M	10/22	5-6am	ONLINE	\$25

SPECIALTY PROJECTS WORKSHOP

Is there something you need help with? This workshop is what you've been asking for. We can help with any software product listed on our classes' page. Bring your special project, problem, or anything that you need help with and for two hours we will help you to work it out. When you sign up for this workshop, you will be asked to tell us what you need help with and also to sign up for a specific time slot.

IT236-1114NP	W	11/14	2hrs. by appt.	MHRIC	\$50
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WORD SHORTCUTS, TIPS, & TRICKS

This class is designed for people who currently use Microsoft Word. Microsoft Office has many hidden options, unknown features, and shortcuts. We will show you formatting tips, keyboard shortcuts, and other tricks to customize Word to work the way you want. You will be able to apply many of the same techniques in Excel, PowerPoint, Publisher, and Access. Take this class to learn how to make Microsoft Office more powerful, more productive, and even easier for you to use. Prerequisite: Word Introduction Part 1 or equivalent experience. **Instructor: B. Heiles**

IT136-1010NP	W	10/10	4-7pm	MHRIC	\$39
IT136-1212NP	F	12/12	8:30-11:30am	MHRIC	\$39

COMPUTER WORKSHOPS & TECHNOLOGY SUPPORT

At the Mid-Hudson Regional Information Center in New Paltz, we offer three or six-hour hands-on classes in our labs, and one-hour online trainings called "Slices." Some of our most popular Microsoft courses are all levels of Excel (including Introduction, Shortcuts, Tips and Tricks, Charts, Functions and Formulas) and many Google applications (including Gmail, Calendar, Docs, Sheets, Forms). We also offer courses in Word, Publisher, PowerPoint, and Access (the Microsoft database management system).

We offer classes each quarter, so if the class you are interested in has passed, please check again later. For a complete list of our current classes, visit our MHRIC MLP catalog. www.mhric.org/training/tss

Lab Location • MHRIC • Computer Lab A • Ulster BOCES
175 Route 32 North • New Paltz, 12561

EMOTIONAL INTELLIGENCE

In our culture we look at emotions and feelings as something to be controlled or avoided. It is said over and over again, "there is no place for emotion or feelings in the workplace." Emotional Intelligence asserts that unless people acknowledge, confront, understand, embrace and communicate human feelings and emotions more openly, appropriately, intelligently and realistically, they are doomed to keep repeating the same personal and professional mistakes that they have consistently made in the past. This course shows the participant how to develop their Emotional Intelligence so that they are better able to communicate feelings and emotions in a more effective, productive, less conflictive, more constructive way. **Instructor: R. Carlson**

DCB 2232-01	T	11/13	9am-1pm	KSU	\$99
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MINDEDGE PROJECT MANAGEMENT - ONLINE

This 12-module course describes the five stages of productive project management and presents specific strategies for administering and regulating project tasks, activities, and processes.

AGILE - ONLINE

These days, project management is multidimensional depending on the project, industry, and team. Learn the principles Agile Project Management, an iterative, skinnied-down approach to project management for teams that must move quickly. Add this approach to your project management toolbox to be even more marketable to businesses and valued within your organization.

SIX SIGMA BASICS - ONLINE

This self-paced course explains the concepts, strategies, tools, and techniques learners will need to complete process improvement projects and activities. The course is divided into eight modules that explain key foundational Six Sigma information, guide students through the five steps of the DMAIC methodology, and demonstrate how a Six Sigma approach can benefit organizations in several, diverse industries or business sectors.

COMMUNICATION - ONLINE

The ability to organize and present ideas is always in high demand. This course prepares you to become a skilled communicator, teaching you to form persuasive arguments, present information, write error-free emails and documents, and stand-out as a professional.

Please visit <https://sunyulster.mindedgeonline.com/partner/courses/>