

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

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