

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.

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.

DCB 2086 W 9/18 6-8pm KSU \$35

SMALL BUSINESS FINANCE 101

In this workshop, participants are introduced to basic finance terminology and budget categories. They will learn how to prepare business projections, review and understand the relevance of standard financial reports: profit and loss statement, cash flow statement, balance sheet.

DCB 2303 W 10/9 6-8pm KSU \$35

DO YOU HAVE AN APPETITE FOR A FOOD BUSINESS

This class is for the person who loves to cook and has some amazing recipes that they want to share with the world. Whether it is a restaurant, bakery, food truck, or stand, this class will provide a "soup-to-nuts" overview of the process of the planning required opening a food establishment.

DCB 2263 T 10/15 6-8pm KSU \$35

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 numbers; NYS and NYC permits and licenses; Business insurance and much more! If you want to start a business but wonder how to go about doing it, this seminar is 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 T 10/22 6-8pm KSU \$35

START YOUR OWN BUSINESS AFTER 55+

Learn the Process of Starting a Business after Retirement. The Workshop will discuss: How to Develop a Business Plan and Business Model; How to Conduct Market Research; Choosing Your Business Idea; How to Rise in Encore Entrepreneurs; Businesses You Can Start with Little Capital; Work-at-Home Jobs for Retirees; Financing Your Business; Putting What You Have Learned into Action.

DCB 2304 W 11/13 6-8pm KSU \$35

CREATING A SUCCESSFUL FARMER'S MARKET BOOTH

The class will cover considerations for selecting a market, structuring a booth, preparations for "Going to Market", and how to display products at the market. It also covers the development of a financial projection to test the financial viability of the project.

DCB 2087 T 11/5 6-8pm KSU \$35



ULSTER SCORE

A nonprofit association dedicated to helping small business 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 Kingston Center of SUNY Ulster. Contact us at www.ulster.score.org or call 845-339-0468.

SALES 101: THE TOP 3 SKILLS THAT GUARANTEE NEW CLIENTS

People buy from and work with who they know, like and trust. Sales is all about connecting with potential customers and building relationships. So whether you're selling directly to your clients or looking for a store to carry your products, this workshop is for YOU. You'll learn how to generate leads on and off social media, connect and engage with clients and have the non-salesy sales conversation so that they buy from you. Sales is all about building relationships - people buy from and work with people they know, like and trust. When you know what to do, and do it consistently, you'll have a steady stream of new clients. Whether you're selling directly to your clients or looking for a store to carry your products, this workshop is for you. **Instructor J. Wallen**

DCB 2305 T 9/24 10am-12pm KSU \$35

TOP TO BOTTOM PROFITS

If you are struggling with negative cash flow or surviving check to check this workshop will provide tangible tools to turn your business around quickly. If you are currently profitable, take it a step further and identify new areas to increase your bottom line. As your business revenues increase, so do your expenses, overhead, and stress level. Learning how to manage the profitability of your growing company is key, so you can remain in the black at all stages of business growth. **Instructor J. Dawn**

DCB 2265 F 9/27 2-4pm KSU \$35

BUSINESS PLANNING MADE EASY

Start and grow your business with The Business Model Canvas, a powerful, cutting edge framework to invent, design, improve or redesign your business. Clearly identify areas that make your business grow, thrive or stall. Step back and see the whole picture on one page. Easily shift your approach to keep abreast of changes in the market, and keep up with the competition. **Instructor R. Rubin**

DCB 2282 R 10/24 6-8pm KSU \$35

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

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

BUSINESS & FINANCE

NEW! GRANT WRITING FOR EFFECTIVE NON-PROFIT FUNDRAISING

This course introduces you to best practices for foundation grant writing. Each of you will write a grant application, including need statement, goals, step-by-step action plan, assessment, and budget documents. You will learn to write clearly and with impact. Appropriate for non-profit professionals and students.

DCB 2287 R 10/17-11/21 2:30-5:30pm KSU \$399
 Note: R 11/14 noon-6pm

NEW! FUNDRAISING VIA CROWDFUNDING

You will learn to create effective crowdfunding campaigns using written descriptions, visuals and video, and on-going communications. These marketable skills can be used in a range of careers. Each of you will create and post a crowdfunding project. Appropriate for non-profit professionals and students.

DCB 2288 W 10/30-11/20 2:30-5:30pm KSU \$249

For 30 years, instructor **Margot Becker** has successfully raised funds for non-profit organizations dedicated to the environment, social justice, social service provision, mental health, the arts, and education, both in the US and internationally.

BOOKKEEPING SERIES

Designed for students who want to achieve an entry-level position as a bookkeeper. A certificate of completions will be mailed at the end of the program to students who successfully complete all three courses and meet attendance requirements.

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.

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.

DCB 1216 T 9/17-10/1 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 T 10/8-11/5 6-9pm KSU \$199

No class 10/15

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.

DCM 1601 T 11/12 & 19 6-9pm KSU \$59

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. Haddeland, Esq., is a licensed attorney and notary public in New York State.

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



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.

DCB 2014 T 10/1 6:15-8pm KSU \$35

MAKING THE MOST OF SOCIAL SECURITY*

About 40% of retirees apply for Social Security at age 62. But by doing so, they may significantly and permanently reduce the benefits that receive over a lifetime. Social Security provides a guaranteed income stream and longevity protection, spousal protection, and some inflation protection.

DCB 1751 W 10/2 6:15-8pm KSU \$35

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

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.

DCB 2215 T 10/8 6:15-8pm KSU \$35

***TAKE ALL 3 CLASSES & SAVE \$30!**

FINANCIAL BUNDLE

DCB 2038 T 10/1, W 10/2 & T 10/8 6:15-8pm KSU \$75

FINANCIAL ROCK STAR!

Planancial's online course is a one-stop-shop for top-notch personal finance strategies, personal stories and professional tips in easy to understand empowering videos. It 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 owner of Independent Financial Services, a family business for over 20 years specializing in comprehensive financial planning. She is a CFP® professional and holds both security and insurance licenses including the following: series 7, 63, 65 and health, life, and disability insurance.

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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 on-hour online trainings called "Slices". Some of our most popular courses are:

- All levels of Microsoft Excel (including Introduction, Shortcuts, Tips & Tricks, Charts, and Functions & Formulas)
- Other Microsoft applications such as Word, Publisher, PowerPoint, Access and Office 365 Many Google applications (including Gmail, Calendar, Docs, Sheets, Forms, and Sites)
- Some Adobe applications (Photoshop Elements, Acrobat Pro basics, InDesign basics)
- We offer classes each quarter, so if the class you are interested in has passed, please check again later. For a calendar of our current classes to to <https://www.mhric.org/training/tss/calendar-of-classes>
- An overview of Chromebooks

We offer classes each quarter, so if the class you are interested in has passed, please check again later.

For a calendar of our current classes, go to www.mhric.org/training/tss/calendar-of-classes

LAB LOCATIONS: MHRIC • Computer Lab A & Instructional Services IS-TLC Lab • Ulster BOCES • 175 Route 32 North • New Paltz, 12561

EXCEL MADE EASY

Basic Skills for Working with Spreadsheets Learn how to create spreadsheets that work. Excel has multiple tools to make your tasks easier. These tools rely on spreadsheets being constructed properly. We will cover the basics of spreadsheet construction, and acquire skills that make Excel easy to work with such as formatting, sums, sorts, and more.

Instructor: P. Martel

IT255-1008NP T 10/8 12:30-3:30pm NP \$39

EXCEL PIVOT TABLES

Pivot Tables are tables in Excel that summarize data. They allow you to filter out selected data from a main table in order to show only the records you specify. Topics in this class will include creating reports, modifying Pivot Tables, and creating Pivot charts. Prerequisite: Excel Intermediate Part 2 or equivalent experience. Instructor B. Heiles

IT228-1112NP T 11/12 4-7pm NP \$39

EXCEL SHORTCUTS, TIPS & TRICKS

This class or slice 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 P. Martel or B. Heiles

IT119-1107NP R 11/7 4-7pm NP \$39

IT119-1212NP R 12/12 12:30-3:30pm NP \$39

IT119-0213NP R 2/13 12:30-3:30pm NP \$39

GOOGLE DRIVE & G SUITE OVERVIEW

In this class or slice, we will learn how to use Google Drive. We will have a quick introduction to Docs, Sheets, and Slides, and part of G Suite For Education. Files created with these productivity tools will then be organized into folders. We will also see how to collaborate with others using shared documents. With Google Drive you can store your Google documents and other types of files - all online, and all for free. Prerequisite: Some experience with internet browsers is helpful.

IT22-0123NP R 1/23 8:30am-11:30am NP \$39

MAIL MERGE IN G SUITE USING AUTOCRAT

autoCrat is a mail merge tool. It is a free add-on for Google Sheets. In this class or slice we will use autoCrat to create customized letters from a document template in Google Docs, and a data source from Google Sheets. These customized letters can then be shared, emailed, or printed from your Google account. autoCrat can be used in combination with Google Forms to automate customized emails triggered by a Form entry. A quick review on Forms will be included. Prerequisite: Google Docs and Sheets or equivalent experience.

IT250-1209NP M 12/9 4-7pm NP \$39

WORD SHORTCUTS, TIPS & TRICKS

This class is designed for people who currently use Microsoft Word. We will show you formatting tips, keyboard shortcuts, and other tricks to customize Word to work the way you want. Apply many of the same techniques in Excel, PowerPoint, Publisher, and Access. Learn how to make Word more powerful, more productive, and even easier for you to use. Prerequisite: Word Introduction Part 1 or equivalent experience.

Instructor P. Martel or B. Heiles

IT136-1024NP R 10/24 4-7pm NP \$39

IT136-1121NP R 11/21 12:30-3:30pm NP \$39

IT136-0206NP R 2/6 12:30-3:30pm NP \$39

NETWORK+ FAST TRACK

This is a fast-track hybrid program preparing students for third-party certification (not scheduled by BOCES). A credential in Network + (or Network Pro) is a vendor-neutral confirmation of knowledge and skills developed to configure, operate and troubleshoot wireless and wired networks. Meeting one day a week in an instructor lab-based review, students will be expected to continue their assignments online.

IT216-0917CT T 9/17-11/5 5:30-8:30pm CT \$549

SECURITY+ FAST TRACK

Stackable certification leads to employment growth and potential in a fluid IT workforce. This fast-paced hybrid program will prepare candidates with the core knowledge and tasks necessary to provide network confidentiality and integrity. Gain in the additional hands-on troubleshooting in this instructor led workshop. In addition, learn the skills required to install, configure and secure systems, applications networks, and devices. Ultimately becoming prepared to sit for the CompTIA Security+ (or Security Pro) examinations (not scheduled by BOCES). Hybrid session are scheduled weekly, with assignments completed online.

IT224-1119CT T 11/19-1/21 5:30-8:30pm CT \$549

CAREER PATHWAY

Network Installer • Network Technician
Network Administrator Security Technician
Security Specialist • Security Administrator

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ADMINISTRATIVE OFFICE SKILLS CERTIFICATE

25 credits

The Administrative Office Skills Certificate provides the students with focused instruction in communication, office technology and office management software, and fundamentals of accounting as well as computerized accounting (QuickBooks). There is also experiential learning through an internship or capstone course. The certificate provides knowledge, skills, and a credential to the office worker for advancement.

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.

GENERAL MANAGEMENT CERTIFICATE

25 credits

The General Management Certificate is designed to provide students with the skills needed to be successful managers in business and non-profit organizations. It provides the students with focused instruction in managerial theory and principles, managing people, communication, accounting, legal basics, and technical tools. There is also experiential learning through an internship. The certificate provides knowledge, skills and a credential to the employee or organizational manager for advancement.

ACCOUNTING COMPUTER SKILLS CREDENTIAL

14 credits

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.

CUSTOMER SERVICE CREDENTIAL

15 credits

The Customer Service Credential is designed to help students build the professional skills needed to succeed in the service industry. It is applicable to many businesses needing employees possessing basic business, communication, and customer service competencies. This credential has been customized for the hospitality industry and meets Mohonk Mountain House's customer service skill set needs. The program culminates in a paid internship at Mohonk and students can choose one of several departments in which to work.

EDUCATION TO GO (ED2GO) - ONLINE

They offer quick, affordable and effective courses to develop new skills for life and business.

Courses include the following and more.

Effective Business Writing • Interior Design • Medical Spanish
Medical Terminology • GRE Prep • Write Fiction Like a Pro

These are instructor-facilitated, 24-hour access, 6 weeks courses with online discussion areas starting as low as \$199.

Visit www.ed2go.com/sunyulster for course details.

REAL ESTATE - ONLINE

There's a constant need for licensed real estate brokers and agents to expertly advise both homebuyers and sellers. With a high-quality, online real estate education from OnCourse Learning, you will be ready to help families find the homes of their dreams. Visit <https://partners.oncourselearning.com/real-estate/?partner=1724%20> and take one of the 75-hour courses to prepare you for the Real Estate exam. For licensing information visit www.dos.ny.gov/licensing or call 888-553-1267

MINDEDGE - ONLINE

These business, leadership, and management courses train busy professionals in critical knowledge areas. MindEdge, founded by Harvard and MIT educators, employ diverse content delivery methods such as video, interactive exercises, learner assessments, and simulation technology. Their courses are pre-certified for PDU, CEU, HRCI, CFRE and CPE credit and can be taken on any iPad or tablet PC.

AGILE

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.

COMMUNICATION

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.

PROJECT MANAGEMENT

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. This prepares you to take the PMP exam.

SIX SIGMA & LEAN

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.

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