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.

### COMO EMPEZAR SU PROPIO NEGOCIO

Este seminario, dictado en Español, explora los pasos necesarios que el empresario debe dar para el establecimiento de su negocio propio. Los temas a tratar incluyen una revisión de las opciones de estructura formal según la ley, la evaluación del mercado, estrategias de ventas y nivel de precios, permisos y licencias, seguros, controles financieros y administrativos, obtención de fondos, etc. También se exploran las estrategias a seguir para mantener el negocio exitoso y lucrativo una vez conformado.

**DCB 2261-01**

- **T**
- **2/19**
- **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 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**

- **T**
- **2/26**
- **6-8pm**
- **KSU**
- **$35**

### CREATING A SUCCESSFUL FARMER'S MARKET BOOTH - NEW

This 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 2087-01**

- **T**
- **3/5**
- **6-8pm**
- **KSU**
- **$35**

### MAKE GOVERNMENT YOUR NEXT BUSINESS

Did you know that the Local/State/Federal marketplace is the largest in the world buying over 17 million products and services and spending over $500 Billion annually? In addition, contracts totaling more than $10-$12 Billion are awarded by New York State and local governments each year. More businesses are looking to the government marketplace as a way to get more customers and increase their bottom line. It's like looking for a different market for your goods and services. If you have an existing business you think might benefit from procurement, don’t wait! If you are not sure...Let’s find out! Attendees will be able to:

- Classify their products & services • Identify markets
- Understand the overall bid process • Market to government agencies
- Access procurement resources

**DCB 2262-01**

- **T**
- **3/19**
- **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**
- **3/20**
- **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, or a food manufacturing business, this class will provide a “soup-to-nuts” overview of the process of the planning required opening a food establishment. Topics will include: regulatory issues, start-up considerations, menu planning, financial projections, marketing, and financing. Learn from “well-seasoned” business advisers from the Small Business Development Center who work with aspiring food service entrepreneurs on a regular basis.

**DCB 2263-01**

- **T**
- **4/2**
- **6-8pm**
- **KSU**
- **$35**

### REAL ESTATE ISSUES OF A BUSINESS - NEW

It's all about the real estate ... You've heard the term “location, location, location” more than a few times. But if you're in the middle of creating a menu for your new restaurant or finding wholesalers for your retail store it might not be the first thing on your mind. It's time to put location at the top of your list. If you're preparing to open a food or retail business with a storefront, or investing in income property - putting your business in the proper location might be the single most important thing you do for your business.

**DCB 2264-01**

- **T**
- **4/16**
- **6-8pm**
- **KSU**
- **$35**

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

To register contact the Continuing & Professional Education Department at 845-339-2025.
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  2/28  5:30-8:30pm  KSU  $69

GRANT WRITING
How do you know what grant funding sources are available for your organization? Whether you know a little or nothing at all, this course is designed to teach you some fundamental skills for grant prospecting, grant writing, and grants management so that you can solicit grants more effectively. Instructor: L. Collens, MPA, GPC, Director of Grants Management, Alliance for Positive Health.
DCB 2269-01  W  2/20, 3/20 & 4/17  6-8:30pm  KSU
Please call our offices to learn about the Professional Writing Credential.

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. In this workshop will earn five effective strategies to improve cash flow and make better financial decisions. You will also take away a simple profit assessment tool so you can analyze your company profits quickly and easily. Jennifer Dawn is the owner of Jennifer Dawn Coaching and founder of Best Planner Ever. She’s a serial entrepreneur who has grown two multi-million dollar businesses and loves working on her third now, is a successful speaker, and author. She serves high-achieving entrepreneurs through private coaching by helping clarify their business vision, refining their goals, and executing a strategy to achieve them.
DCB 2265-01  F  2/8  2-4pm  KSU  $35

CULTURE OF INCLUSION
In this workshop you will learn how to operate effectively in the diverse world we live in today. This experiential workshop will help you avoid those “embarrassing moments” and help uncover your own unconscious biases. Building a solid framework for personal or professional relationships with people with different backgrounds and experiences from yourself will help you grow in your business and better serve your clients. You will learn how to create and function with diverse teams to increase satisfaction and productivity.
- Introductions and icebreakers
- Establishing your objectives
- Becoming aware of the culture
- Diversity and inclusion activity with debrief
- More about defining and recognizing diversity
- Awareness activity for business with debrief
- How to move towards inclusion in the workplace
- Discussion of impact in your business market

Rosalia Bythewood-Saverino is a manager at the Hudson Valley Federal Credit Union. In 2008, she led a team to develop the credit union’s first Diversity Council. The Council was charged with educating, celebrating, and monitoring diversity and inclusion within the organization. In 2012, Rosalia completed her Diversity and Inclusion Management Certification through Cornell University. Additionally, she has experience teaching and engaging teens in diversity and inclusion and how to be successful in our diverse world.
DCB 2266-01  W  5/1  1-3pm  KSU  $35

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

Rosalia Bythewood-Saverino

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  W  5/8  10am-noon  KSU  $35
Snacks & coffee provided.
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).

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

845-339-2025 • www.sunyulster.edu/ce
BOOKKEEPING SERIES
This series is designed for students who want to achieve an entry-level position as a bookkeeper. A certificate of completions is issued at the end of the program to students who successfully complete all there 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.
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.
DCB 1216-01 M 2/11-3/4 6-9pm KSU $99
No class 2/18

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. Instructor: D. Boice
DCM 1646-01 M 3/18-4/8 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: D. Boice
DCM 1601-01 M 4/15 & 22 6-9pm KSU $59

RETRIEVAL 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 4/10 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 3/27, 4/3 & 4/10 6:15-8pm KSU $75

CAREER PATHS
Take All 3 Classes and Save $30!

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 2014-01 W 3/27 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 4/3 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.
Instructor: B. Ginty
DCB 2215-01 T 4/2 6:15-8pm KSU $35

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.
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• Potential to Earn Credit for Prior Learning
HOSPITALITY

INFORMATION SESSION FOR SERVER TRAINING WITH PAID WORK EXPERIENCE
Registration is required.
DCB 2270-01  W  2/13  4-5pm  KSU  FREE

SERVER TRAINING WITH PAID WORK EXPERIENCE
Learn the hands-on techniques, skills and psychology behind landing the job and being successful in the restaurant and hospitality business. Students will learn steps of service, proper etiquette, and will have the opportunity to train at local restaurants. Topics will include food, beer, wine and cocktails, as well as attitude and mindset for success. This 10-week program consists of 15 hours of classroom training, and 75 hours of paid server and bartender training in a local restaurant. Call or go online www.sunyulster.edu/ce/hospitality to receive an application for this program. Classes will be scheduled upon full enrollment. Call for application.
Course tuition: $299
Class will meet at the Kingston Center of SUNY Ulster and participating restaurants.
DCB 2270-01  W  2/13  4pm

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.
Material fee: $15, payable in class.
DCB 1639-01  M  4/1-4/22  5-7:30pm
TIPS Training  S  4/20  9am-2pm  KSU
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. Students must be at least 18 years old to attend.
Material fee: $15, payable in class.
DCB 1414-01  S  4/20  9am-2pm  KSU  $59

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
HS101-0304CT  M  3/4-25  3-7pm  CT  $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
HS103-0525CT  M  3/25  3-7pm  CT  $85

BUSINESS & FINANCE

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.
BUS 171 Computer Applications in Business • Spring 2019 & Online
ACC 101 Principals in Accounting • Spring 2019 & Online
BUS 272 Spreadsheets for Business • Spring 2019 & Online
ACC 210 Computerized Accounting with QuickBooks • Spring 2019

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

ULSTER BOCES
845-331-5050 • www.ulsterboces.org/register

SUNY ULSTER
845-339-2025 • www.sunyulster.edu/ce
BUSINESS & FINANCE

ADOBE ACROBAT PRO DC: EDITING PDF BASICS
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.
IT125-0213NP W 2/13 12:30-3:30pm NP $39

EXCEL FUNCTIONS & FORMULAS PART 1
Do you need to know more of the basics on how to work with functions and formulas in Excel? In this class we will: learn the basics of creating formulas, including a review of the Order of Operations; create formulas using percentages and weighted averages; get familiar with some of Excel’s more basic built-in functions like Average, Max, Min, Count, and CountA; learn about using relative vs absolute cell referencing. Prerequisite: Excel Introduction Part 1 or equivalent experience.
IT175-0314NP R 3/14 8:30-11:30am NP $39

EXCEL FUNCTIONS & FORMULAS PART 2
In this class we will: review relative and absolute cell referencing; concentrate on more of Excel’s built-in functions like If, Countif, Proper, Vlookup, and Datedif; work on nested or embedded functions; work on some questions from the class. Prerequisite: Excel Introduction Part 1 or equivalent experience.
IT275-0314NP W 3/14 12:30-3:30pm NP $39

POWERPOINT INTRODUCTION (PART 1)
Learn the basics of creating powerful presentations for colleagues and others. This class or slice will cover creating slides, customizing slides, inserting graphics, creating notes and handouts, giving on-screen presentations, and printing options. Use of the templates and wizards will be discussed. Bring ideas to create your own presentation.
Prerequisite: Some experience with Windows.
IT173-0410NP W 4/10 8:30-11:30am NP $39

POWERPOINT ANIMATIONS & MULTIMEDIA (PART 2)
If you currently know how to create a basic PowerPoint presentation and would like to jazz it up, this is the class for you. Designed to take you to the next plateau, the focus of this class is the effective use of animations and transitions, as well as sound and video, to make an impressive presentation. Learn how to save your presentation in a portable format to play your sounds and movies anywhere you go with your presentation. Prerequisite: PowerPoint Intro or equivalent experience.
IT254-0410NP W 4/10 12:30-3:30pm NP $39

NETWORK + FAST TRACK
The course addresses the latest skills needed by technicians, such as basic principles on how to secure a network. Network+ covers network technologies, media and topologies, devices, management, tools and security. Candidate job roles include network administrator, network technician, network installer, help desk technician and IT cable installer.
Instructor: K. Landers
IT216-0219CT T 2/19-4/30 5:30-8:30pm CT $499

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 courses are:
• All levels of Microsoft Excel (including Introduction, Shortcuts, Tips & Tricks, Charts, 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)
• 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