



CAYUGA
COMMUNITY COLLEGE

WINTER/SPRING 2012

ENTREPRENEURIAL PROGRAMS

Community Education and Workforce Development



GROW!

INSIDE:

- **Small Business Basics**
- **Mentoring for Entrepreneurs**
- **Regional Business Road Trips**

YOUR BUSINESS • YOUR SKILLS

Cayuga Community College

We cultivate entrepreneurship throughout the Central New York region.

Planting a seed:

We collaborate with Cayuga-Onondaga BOCES to bring entrepreneurship to high school students through coursework and the annual Student Business Plan Competition. We helped BOCES revamp its curriculum to improve students' communication skills through the lens of entrepreneurship.

Sprouting success:

We partner with the Stardust Entrepreneurial Institute in Auburn to develop incubator space and a one-stop service for entrepreneurs. Our goal is to provide the support necessary for community and campus members to launch a successful venture.

Spreading the roots:

From early childhood to criminal justice to liberal arts majors, more than 900 Cayuga students last year gained exposure to entrepreneurial concepts through coursework, projects, and service-learning.

Harvesting our heritage:

For generations, pioneers in industry, social reform, politics, culture, and technology have called the Finger Lakes region their home. Our goal is to recapture that heritage of creativity and innovation and bring it into the 21st century.



STATE UNIVERSITY OF NEW YORK



CAYUGA
COMMUNITY COLLEGE

www.cayuga-cc.edu
1-866-598-8883

AUBURN CAMPUS
197 Franklin Street
Auburn, NY 13021

FULTON CAMPUS
806 W. Broadway
Fulton, NY 13069



Go directly to our website by scanning this QR code with your smartphone!

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Download a free app on your smartphone.



Welcome

Pioneers in agribusiness, industry, social reform, politics, culture, and technology have called Central New York their home, and Cayuga Community College takes pride in continuing this history through our role as a leader in teaching and promoting entrepreneurship and supporting innovation. Small businesses play a vital role in jumpstarting the economy, and learning the theories and skills of entrepreneurship will help to strengthen their contributions to economic development. The courses presented in this publication provide a range of experiences and lessons that introduce the concepts of entrepreneurship and business development, as well as expand current business owners and employees' skill sets and vision for growing their businesses. Whether you're hoping to launch the "next big idea," improve your business, or are just beginning to explore the possibilities presented by entrepreneurship, these credit and credit-free courses will help you achieve your goal. We welcome your feedback and ideas for future offerings that can help us tailor our future offerings to better meet your needs.

Thomas Paczkowski, CFP, the Fred L. Emerson Foundation Endowed Chair in Enterprise and Innovation

Carla M. DeShaw, Dean of Community Education and Workforce Development



BUSINESS BASICS: STARTING YOUR OWN BUSINESS

Learn about the thorough preparation necessary to start a successful business. Gain a realistic view of the commitment and requirement of going into business. Start-up topics include where to go for help to register a business, legal issues, financing, and resources to help research and write a business plan. Information is not specific to any one industry and may be useful to those considering small businesses as one of several options. Taught by Thomas Paczkowski, CFP, the Fred L. Emerson Foundation Endowed Chair in Enterprise and Innovation. Limited to 20 students.

Sponsored in part by the Ewing Marion Kauffman Foundation and The Coleman Foundation.

3 hours \$19 (\$29 Value)
2/7 T 6-9 pm Auburn
3/22 Th 6-9 pm Fulton

NEW! ROAD TRIP - LEARNING FROM ENTREPRENEURS: HOW IS IT DONE?

This one-day tour is for people interested in learning more about the hospitality and tourism business in the region. Our first stop will be the Seward House, the historic home of William H. Seward and his family. Open year-round, this museum caters to general tourists and educators, and holds a collection of political memorabilia from Seward's 40-year political career. Next on our tour is lunch at the historic Aurora Inn. The Aurora Inn was completely remodeled and reopened to the public in 2003. It is now on the National Register of Historic Places and is open year-round for fine dining and overnight accommodations. Finally, we will tour MacKenzie-Childs, where we will hear about the impact the company has on local tourism. Since 1983, MacKenzie-Childs has made handcrafted ceramics, each piece a one-of-a-kind collectible. The company employs around 100 artisans at its Aurora, N.Y., location. We will tour the Farmhouse and production studio, and will have time to visit the retail shop. The bus will depart from the rear parking lot of the Auburn Campus. Limited to 15 students. Includes lunch.

Sponsored in part by the Ewing Marion

Kauffman Foundation and The Coleman Foundation.

6.5 hours \$19 (\$39 value)
2/15 W 9:30 am-3 pm Auburn

COMING SOON!

NEW! MANUFACTURING ROAD TRIP

Visit with three local manufacturers to hear how they got started, have grown their business, and how they are managing today! Call 315-294-8841 after February 1 to register or for more information. Limited to 15 students. Includes lunch.

Sponsored in part by the Ewing Marion Kauffman Foundation and The Coleman Foundation.

5.5 hours \$19 (\$39 Value)
3/22 Th 9:30 am-3 pm

NEW! MARKETING BASICS: YOUR TOOL KIT

Chances are you own a tool kit of some kind and it's the box of tricks you turn to when you need that certain tool to get a particular job done. A well outfitted kit can not only be a comfort, it can aid in efficiently responding to a myriad of situations, emergent or otherwise. How stocked is your tool kit? Laura Coburn of Coburn Design will help you pack your kit with the necessary tools during our new marketing workshop. Limited to 15 students.

Sponsored in part by the Ewing Marion Kauffman Foundation and The Coleman Foundation.

3 hours \$19 (\$29 Value)
2/16 Th 6-9 pm Auburn
4/19 Th 6-9 pm Auburn

NEW! ENTREPRENEURIAL SUCCESS - PANEL DISCUSSION

Have you always wanted to start your own business? Or do you have a business that you would like to take to the next level? Join us for a panel discussion where entrepreneurs and service providers will discuss their



ADDITIONAL CREDIT COURSES

These classes will be offered online in summer 2012. Registration will be available after February 1. To register as a new part-time, non-degree seeking students, please call the Office of the Registrar at 315-255-1743, ext. 2217 or 2218 or email registrar@cayuga-cc.edu.

BUSINESS 160 SMALL BUSINESS MANAGEMENT 3 CREDITS

For students planning to own or manage a small business. Topics include the challenge of ownership and management, planning and organizing a new business, preparing a business plan, location and layout decisions, controlling the business, selecting and managing staff, marketing, accounting, financial and legal considerations. Preparing a comprehensive business plan is a course requirement. Three class hours weekly.

BUSINESS 200 PRINCIPLES OF MANAGEMENT 3 CREDITS

Recommended background: BUS 103. Provides a firm foundation in the primary principles of management. Explores management theory as well as management functions and targets discussion of top and middle managers. Recognizing that the future manager must remain abreast of business trends, current issues are addressed. Three class hours weekly.

BUSINESS 245 SUPERVISORY MANAGEMENT 3 CREDIT

Recommended background: BUS 103. Focuses on issues commonly confronting first-line managers. Topics studied include the role of supervisory management, problem solving and decision making, communication, group dynamics, motivational leadership, team building and total quality management, managing human relations and building relationships with superiors and peers. Three class hours weekly.

ADDITIONAL CREDIT-FREE COURSES

NOTARY PUBLIC INSTRUCTOR: AL PIOMBINO

3.5 hours \$65
1/25 W 6-9:30 pm Fulton
3/8 Th 9 am-12:30 pm Auburn
5/10 Th 6-9:30 pm Auburn

NEW! TEAM BUILDING 101 INSTRUCTOR: IRV LYONS

9 hours \$99
2/28-4/3 T 6:30-8 pm Auburn

NEW! INTERVIEW STRATEGIES, INTERVIEW SUCCESS! INSTRUCTOR: DEBORAH LESS

2.5 hours \$39
3/1 Th 6-8:30 pm Auburn
3/29 Th 6-8:30 pm Auburn

NON-PROFIT MANAGEMENT: MEASURING SOCIAL VALUE AND IMPACT INSTRUCTOR: ANDREW FISH

9 hours \$79
3/12-3/19 M 6-9 pm Auburn

SCREEN CASTING AND TRAINING MATERIALS FOR BUSINESSES AND EDUCATION INSTRUCTOR: KATIE REGAN

4 hours \$39
4/18-4/25 W 6:30-8:30 pm Auburn

FUNDAMENTALS OF EVENT PLANNING INSTRUCTOR: MOTTO LAGUARDIA CONSULTANTS

3 hours \$99
4/19 Th 5-8 pm Auburn

NEW! LET'S TALK, LET'S LISTEN, LET'S LEAD INSTRUCTOR: DEBORAH LESS

2.5 hours \$59
4/26 Th 6-8:30 pm Auburn

Four Easy Ways to Register

1 ONLINE

The fastest and easiest way to register! Now with our new, user-friendly system you can register yourself for all classes. A confirmation e-mail is sent automatically upon registration.

Visit www.cayuga-cc.edu/communityed

- View all classes
- Register for classes

2 CALL 315-294-8841

Office hours are Monday-Thursday, 8:30 am-7 pm, Friday, 8:30 am-5 pm.

- Register with your VISA, MasterCard, Discover card

3 BY MAIL

Mail your registration with a check or money order to:

Cayuga Community College
Office of Community Education and Workforce Development
197 Franklin Street
Auburn, NY 13021-3099

Please complete one form per person. Make checks payable to Cayuga Community College. (No cash payments please). Please do not send supply fees that are payable to the instructor. You will be enrolled as soon as we receive your registration and payment. There will be a \$20 fee for checks returned for any reason.

4 IN PERSON

Visit our office at Cayuga Community College, 197 Franklin St., Auburn, NY. Use entrance by the rotunda. Office is in R209. Office hours are Monday-Thursday, 8:30 am-7 pm, Friday, 8:30 am-5 pm. No cash payments please.

Purchase Order: Companies/organizations enrolling staff for training may complete registration forms and attach company memos or purchase orders for payment confirmation.

Mail registration form to: Cayuga Community College
Office of Community Education and Workforce Development
197 Franklin Street • Auburn, NY 13021-3099

Name _____

Address _____

City _____ State _____ Zip _____

Phone (Evening) _____ (Day) _____

email _____

Date of Birth _____

Date	Course Title	Fee
TOTAL		
Payment Methods <input type="checkbox"/> Check (payable to Cayuga Community College) <input type="checkbox"/> Money Order (payable to Cayuga Community College)		

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customized training to grow your business!

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