

LEARN THE FUNDAMENTALS

Are you ready to turn your passion into a business? Do you have a product or service you want to share with the community? The Start Your Own Business course will provide you with the necessary business skills to start AND grow your business.

At FHTC, we believe in a three-level approach to making you a successful business owner: master a skill, get the education you need to successfully operate a business, and expand your business through the use of the many tools and resources available in our region.

For this course, we have partnered with Emporia Main Street and the ESU Small Business Development Center to offer a comprehensive training program for potential and current small business owners who bring talent and opportunity to our business community. Our goal is to show you the resources and knowledge to make you successful. Your training and support only begins with this course. Graduates of SYOB will be eligible to apply for several financial opportunities to make starting a business more affordable and successful.



DETAILS

START YOUR OWN BUSINESS (BUS 251)

Class will be held at the downtown campus of Flint Hills Technical College. Classes will be held on Tuesdays and Thursdays, February 4 thru March 13, 2014 from 6:00 p.m. to 9:00 p.m.

StartYourOwnBusiness is a 2 credit hour class. The tuition and enrollment fees are \$288. Enroll for classes by calling Jessica Hopkins at 620.341.1392 or email jehopkins@fhtc.edu. **Space is limited—enroll now!**



LISA BRUMBAUGH
Co-Instructor
Director Kansas Small Business
Development Center
@ Emporia State University

The Kansas Small Business Development Center (KSBD) at ESU is one of eight regional centers in Kansas dedicated to increasing economic prosperity by helping entrepreneurs and small businesses. The ESU KSBD covers nine counties in east-central Kansas and provides cost free, confidential consulting services to about 200 small business clients each year. Director Lisa Brumbaugh is an integral part of this course and can assist your business with the following services: Business plan assistance, Financial projection Development, Cash flow analysis, Marketing plan development, Human resources and much more...

MEET OUR INSTRUCTORS



ROB GILLIGAN
Co-Instructor
Station Manager, My-Town Media &
Mayor, City of Emporia

Rob's experience in both small business start-ups and franchise management has given him many learning opportunities that have been useful in each new venture he takes part in. As an entrepreneur Rob has established two small businesses through partnerships and learned first hand, many of the ups and downs of small business ownership. His experience as a regional manager or a franchise business has allowed him to participate and learn from the ground up in growing and managing multiple store locations. As a life long resident of Emporia, Rob has been active with the Emporia Main Street organization for several years and currently serves on the Emporia City Commission. He is also an active alumni of Phi Sigma Kappa Fraternity at Emporia State University where he received his Bachelors degree in Communication.



**Flint Hills
Technical College**

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MISSION

The mission of Flint Hills Technical College, as an associate degree granting institution, is to provide a diverse community of learners with life-long educational opportunities for personal growth and preparation for professional and civic responsibilities that meet the needs of society.

PROGRAM COORDINATORS

- EMPORIA MAIN STREET
- FLINT HILLS TECHNICAL COLLEGE
- KS SMALL BUSINESS DEVELOPMENT CENTER @ ESU

Graduates starting a business will receive a free one year membership to Emporia Main Street. New business owners are eligible to apply for Main Street, Trusler and Network Kansas 0% interest loans.

START YOUR OWN BUSINESS



DIVISION OF COMMUNITY EDUCATION
ENTREPRENEURSHIP
PROGRAM



**Flint Hills
Technical College**



SESSIONS

DECIDING ON A BUSINESS & THE BUSINESS PLAN

This session gives an overview of the business selection process. You will work through a step-by-step approach to selecting a business that matches your strengths and interests. You will also learn the basics of the business plan format, steps to make your business plan better, and an overview of the necessary factors for developing a business plan.

UNDERSTANDING THE REGIONAL MARKET & MARKET RESEARCH

Your business will not succeed just because you want it to succeed. Determining if there is a market for your products or services is most critical planning a successful business. Once you decide on your product or service, you must analyze your market, a process involving interviewing competitors, suppliers and new customers. However, before you begin researching your market, you should take a brief, but close, look at your product or service from an objective standpoint. Market research is extremely beneficial, and the information gathered can increase your profit potential.

BUSINESS TOOLS, ORGANIZATIONAL STRUCTURE & INSURANCE

In this session, you will learn your options for deciding the type of business structure that is right for you. Should you go into business alone or with a partner? What type of business organization should be used, and how do you select professional advisors? This session will also explain in simple terms the various forms of insurance you will need and explain the importance of each of them.

LOCATION & LEASING, LICENSES, PERMITS & ZONING

Choosing a suitable name for your business and finding out what license and permits you may require are daunting tasks. Learn about what you need to do locally, at the state level, and federally to get your permits and name registered. Your great business can also be crippled by a poor location or negotiated lease. Learn how to create your own site model and the important aspects of a lease agreement.

BASIC ACCOUNTING, TAXES & FINANCIAL STATEMENTS

Before you start your business, you will need to learn how to keep score (basic accounting) and how to plan for various tax responsibilities. This session explains both processes in simple terms.

CASH FLOW & HOW TO FINANCE A BUSINESS

In this session, we will discuss how to maintain cash flow, one of the most crucial parts of operating a business. You will also learn how to locate, negotiate and maintain sources of money to get you started and help you expand your business. Topics include identifying how much you need, loans versus investments, funding sources, and what to do after you receive your financing.

BUYING AN EXISTING BUSINESS OR FRANCHISE, BUSINESS EXPANSION & HANDLING PROBLEMS

Students will learn how to make objective decisions when considering the purchase of a business or franchise—and how to evaluate how

much you should pay. You will also learn the best strategies for dealing with both bad and good fortune, including what to do when it's time to expand.

E-COMMERCE, E-MARKETING & MARKETING FOR SMALL BUSINESS

E-commerce is the fastest growing segment of our economy. It allows even the smallest business to reach a global audience with proper products and message at a minimum cost. This class will focus on the core basics of how and why to setup an e-commerce web site, how to approach e-marketing, and some of the best traditional marketing strategies for small businesses.

EMPLOYER/EMPLOYEE RELATIONS, OPERATIONS & BUSINESS PROCESSES

Learn where to get the basic requirements for being an employer of others, and discover resources to help you hire, manage, retain and develop loyal employees. Understanding the daily business requirements can be overwhelming. Learn what basic steps are expected daily when running a business.

LOCAL RESOURCES & CIVIC OPPORTUNITIES

This final session hosted by Emporia Main Street will feature a resource reception with previous speakers and representatives of other helpful organizations. Learn how to integrate your business and your plan with local resources, including the Main Street program, the Chamber of Commerce, the Kansas Small Business Development Center, and more!

A WORD FROM OUR GRADUATE



When I signed up for the FHTC Start Your Own Business class in 2008, I went with my mind set on how to grow my online handmade jewelry business. Little did I know that two years later I would dive into a full fledged brick and mortar storefront (Studio 11) with my dear friend Kari Crump.

In the whirlwind of the past two years, Kari and I have benefited greatly from the guidance of Emporia Main Street, the Small Business Development Center and the support of FHTC. Knowing that these agencies are available to help answer questions and provide support is a priceless commodity for anyone considering starting a business in our community.

Whether you are thinking of starting your own business from the ground up, buying an existing business, or expanding your current endeavor, I would encourage anyone to take this class. The expertise and knowledge of the instructors is without compare.

MICHELE BOYCE

Co-Owner

Studio 11 by Whatta Waist LLC

SYOB GRADUATES LOCAL BUSINESSES

- ADVENTURE MONKEY
- E-TOWN SOLUTIONS LLC
- FULLER FARMS
- GREEN DOOR KANSAS
- MULREADY'S PUB
- SCOTT'S LAWN AND LANDSCAPE
- STUDIO 11
- SHIFT AUDIO DJ
- AND MORE!