

*Learn, Live & Explore*

*Discover the  
magic of learning!*



*Classes through February 2012*

*Women's  
Business  
& Training Center*

*Find enclosed Highlighted Classes  
including:*

*IPads - How to....*

*Business for Breakfast*

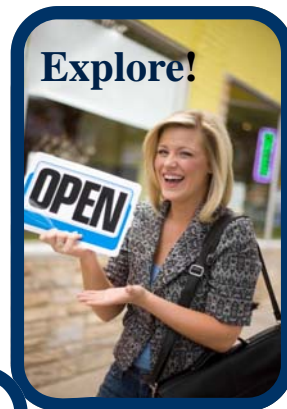
*Basic Accounting with QuickBooks*

*New Free Informational Webinars*



**Discover Personal  
Enrichment, Business  
Opportunities and  
much more inside!**

**Also day, evening and  
online classes to make  
it convenient  
for you!**



**Learn!**



# 5

## **Easy ways to Register**

- Online:** [www.westvirginiawbc.org](http://www.westvirginiawbc.org)
- Phone:** Call 304-253-3145  
M-F 8am to 5pm  
(Credit/Debit Card required)
- Fax:** Fax your Registration Form  
Page 18 to 304-252-9584  
(Credit/Debit Card required)
- Mail:** Send your Registration Form and Payment  
to: WBC  
602 New River Town Center  
Beckley, WV 25801
- Walk-in:** Visit us at The Business Center located in  
the Workforce Center at 602 New River  
Town Center, Beckley, WV - off of  
Robert C. Byrd Drive.  
M-F, 8am to 5pm

## Computers

### Excel 2010 Tips and Tricks

Want to learn some tips and tricks that will help you complete your spreadsheets faster? Register for this free webinar and learn simple tricks that will save you valuable time. This 1 hour webinar will show you "auto" features built in to Excel and special formatting for numbers.

WED 10am-11am                      FEB 2  
Webinar - Online                      No Fee

### Basic EXCEL 2010



Learn the fundamentals of using Microsoft Excel! You will learn about: Spreadsheet Terminology; Entering and Editing Data; Modifying a Worksheet; Using Functions; Formatting Worksheets; Printing and more. Join this hands-on class and discover how to utilize Excel in your office to make your life simpler.

WED 10am-3pm                      FEB 15  
Beckley                                      \$95

### Introduction to Microsoft Access 2007

Learn how Microsoft's powerful and award-winning database can help you manage, store, search, analyze, and display important business, personal, or scientific data. You'll gain practical, hands-on experience with tables, relationships, custom data entry forms, queries, mailing labels, macros, and more. Increase productivity, reduce data entry errors, conduct comprehensive searches, and produce handsome and professionally formatted reports.

Start Dates: JAN 18, FEB 15, or MAR 21  
ONLINE (6 weeks)                      \$99



### IPad How Tos

Do you have a new Ipad or think you might like to have a new Ipad? Attend this hands-on 2-hour workshop featuring the Ipad 2 and find out what all the buzz is about. Learn how to: configure and use email; send and receive images; sync with your desktop; install and use some of the most popular apps and personalize your settings.

WED 10am-12pm                      JAN 25  
Beckley                                      \$55

### What's New in Microsoft Office 2007?

The Microsoft Office 2007 programs--Word, Excel, PowerPoint, and Access--look a lot different than they did in 2003! For one thing, our familiar menus and toolbars have been replaced with the brand new Ribbon. But don't worry--help is on the way. In this course, you'll learn how to get around the Office 2007 programs and how to use their exciting new features. You'll get comfortable working with Word documents, Excel spreadsheets, PowerPoint presentations, and Access databases. Before you know it, you'll be using each program with ease, accomplishing your work faster, and creating documents that look better than ever.

Start Dates: JAN 18, FEB 15, or MAR 21  
ONLINE (6 weeks)                      \$99

### Introduction to Microsoft Project 2010

Discover how to effectively plan, implement, and control projects using Microsoft Project 2010, the world's most popular project management software. In these lessons, you'll learn how to use Microsoft Project to think through and organize your project's details, plan a schedule, sequence tasks, produce a baseline, assign resources and costs, track your progress, identify and analyze variances, and revise your project plan. By the end of the course, you'll be able to produce a project plan that wows your audience and empowers you to achieve your business goals.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99

### Email Etiquette Tips

Nothing is more irritating than trying to read an email from someone who does not know the rules of email. Make sure you know your email etiquette. Register for this free webinar and learn the four most important email etiquette tips.

WED 10am-11am JAN 26  
 Webinar - Online No Fee

### Web 2.0: Blogs, Wikis, and Podcasts

In this course, you'll learn how to create your own blog, wiki, and audio and video podcast. Through hands-on activities in each lesson, you'll practice working with free Web 2.0 tools like Blogger, Wikispaces, and YouTube, and you'll explore opportunities to use tools like these for personal, business, educational, and political projects. You'll also learn tricks for promoting your Web 2.0 content and for driving visitors to your brand-new sites.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99

## Management and Professional Development

### Customer Service

Deliver quality customer service in person, online and on the phone. In this session, you will discover actions you can take back to the business site and implement immediately.

FRI 7:45am-8:45am JAN 20  
 Beckley No Fee

*Business for Breakfast - Quick Tips*  
 Join us the third Friday of every month!



### Managing Customer Service

Customer service personnel interact with current and potential customers every day. But do they truly spend time finding out what customers really want and giving them the highest service possible? In this six-week online course, you'll discover dynamite methods for bringing out the best in your team, measuring customer service, and anticipating the needs of your reps and your customers. Learn how to attract and hire top-notch reps, succeed with teams, and minimize customer complaints. As an added bonus, you'll unlock the power of leading by example and setting new trends for customer service in your growing business.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99

**Leadership**

Leadership skills can help you gain the respect and admiration of others, while also allowing you to enjoy success in your career and more control over your destiny. Contrary to popular belief, leadership skills can be learned and developed. Even if you don't hold a leadership position, this course will teach you how to use the principles of great leaders to achieve success in almost every aspect of your daily life.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99

**Fundamentals of Supervision and Management**

Learn how to be an effective manager or supervisor. Master the basics of business and organizations, learn the people skills required to motivate and delegate, and learn tools for solving problems and resolving conflicts.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99

**Effective Selling**

The goal of Effective Selling is not to teach you how to make a sale today, but to help you discover how you can easily convert a potential customer into a long term asset. Effective Selling will help you lay the groundwork for repeat business and your future success. In sales, there are no quick fixes. However, with the knowledge, planning skills, communication techniques, and the understanding of human nature that you will gain from this course, your sales will grow as if by magic.

ONLINE (6 weeks) \$99

**Recruiting and Retaining Gen X and Gen Y**

Generation X balances work and friends and family. Generation Y, the largest generation in human history, has never known a time when there was not a World Wide Web. They each have very different work styles than the Baby Boomer generation. Discover what motivates them at work, what incentives they respond to, and what messages they value. Then take home practical, how-to tips and techniques for recruiting and retaining Generation X and Gen Y workers.

THURS 9-12pm FEB 9  
 NEW \$55

**High Speed Project Management**

With accelerated schedules driving many technology projects today, the smart project manager must rapidly retool their skill set. This course offers a breakthrough model for dealing with the realities of managing projects at supersonic speeds. Learn to meet and win the challenges of truncated timelines, short-staffed project teams, skimpy budgets and crippling risks.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99

**Building Teams that Work**

Teams are becoming a staple in today's workplace. In this course, you'll learn the components of a successful team and the stages of its development. You'll master the skills you'll need to effectively manage projects, make decisions, and solve problems in a team setting. Plus, you'll have a chance to learn the pitfalls of unhealthy group interaction and minimize any of its effects on your team.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99

## Money Matters

### Personal Budget—How to make your money and keep it!

Ever wonder where all your money goes? Why you never have any cash? Well this class will help you answer those questions and more. Take the time to develop the skills you need to manage your personal finances and plan for the future.

MON 5:30-8:30pm FEB 16  
Beckley \$35



### Basic Accounting with QuickBooks

Take charge of your bookkeeping and better understand your business finances today! Topics include: measuring business profitability; track cost of goods sold; enter and write checks; tracking payroll liabilities; using registers; invoicing customers; tracking and paying sales tax; and customizing reports. Sessions will be conducted in a computer lab to facilitate hands-on instruction.

FRI 9-5pm FEB 3  
Beckley \$125



### Performing Payroll in QuickBooks 2011

Cut your payroll tasks down to size with QuickBooks 2011! With the help of simple instructions and hands-on activities, you'll quickly master all the steps for setting up your payroll system. You'll learn how to access IRS information, set up entries for new employees, create checks, pay liabilities, enter employee time, and track job cost data. And what about all those forms and reports you need to file, from W-2s to Federal forms 940 and 941? No problem - they'll be a cinch with the power of QuickBooks on your side. Whether you're new to QuickBooks or want to expand your skills, this course will teach you time-saving techniques that will make performing payroll a breeze. You will need Intuit's QuickBooks Pro 2011 for Windows or QuickBooks Premier 2011 for Windows. (Software must be installed and fully operational before the course begins.)

Start Dates: JAN 18, FEB 15, or MAR 21  
ONLINE (6 weeks) \$99

### Pricing for Profit

How do you determine the price for your business product or service? Do you know the cost of your product or service? How much overhead do you have? When was the last time you increased your prices? Discover the 3 ways to make money in a small business and learn the strategies for profitable pricing.

TUES 6-8pm FEB 1  
Beckley \$35

**Prepare a Budget for Your Business**

Be ready to make long-term decisions about the future of your business. This is the right time to get on track and prepare your business budget for 2012 and beyond. All attendees will receive worksheets that will guide you through the process. After you have completed the preliminary work you may schedule an appointment with a business coach who will assist you in further developing a budget for your business.

MON 6-8pm	FEB 27
MON 6-8pm	MAR 19
Beckley	\$35

**Introduction to Peachtree Accounting 2009**

Get the training you need to perform everyday accounting tasks using Peachtree Accounting software. First, you'll set up vendors, customers, and inventory items. Then you'll see how easy it is to record typical tasks such as goods purchased, bills paid, items sold, and payments collected. You'll also learn how to handle end-of-month procedures.

Start Dates: JAN 18, FEB 15, or MAR 21
ONLINE (6 weeks)                      \$99

**Increase Your Business Bankability**

Discover what a lender will need to consider lending to you. Learn about the 5 C's of credit; and how to develop the components of a loan package. After you have completed the preliminary work you may schedule an appointment with a business coach who will assist you in further developing a loan package for your business. This training is appropriate for new businesses or existing businesses.

TUES 6-8pm	FEB 21
Beckley	\$35

**Accounting Fundamentals**

Demand for accounting professionals currently exceeds supply. If you're interested in increasing your financial awareness and accountability while also gaining a marketable skill, this course is for you. You'll learn the basics of double-entry bookkeeping, while also learning how to analyze and record financial transactions, as well as prepare various financial reports at the end of the fiscal period. Accounts receivable, accounts payable, payroll procedures, sales taxes, and various common banking activities will be discussed. We'll cover all the bases, from writing checks to preparing an income statement and closing out accounts at the end of each fiscal period.

Start Dates: JAN 18, FEB 15, or MAR 21
ONLINE (6 weeks)                      \$99

**Accounting Fundamentals II**

While it is true that accounting professionals are scarce, those with corporate accounting experience are even more rare. This course will build on the knowledge you gained in our *Accounting Fundamentals* course to provide you with a solid understanding of corporate accounting practices. You'll be able to analyze transactions and prepare various corporate financial reports. You'll also gain practical experience working with dividends, plant assets, depreciation, accrued revenue and expenses, retained earnings, stockholders' equity, and more.

Start Dates: JAN 18, FEB 15, or MAR 21
ONLINE (6 weeks)                      \$99

## Business

### Take Your 1st Step to Business Ownership

Dream of owning your own business? This workshop is the first step for anyone eager to discover what it takes to start a small business. Obtain an overview of available programs and services, meet the staff, and watch some of our successful business owners describe their experiences in a short video. Pre-registration required!



TUES 6-7pm	JAN 10
TUES 6-7pm	FEB 7
TUES 6-7pm	MAR 6
Beckley	No Fee

### Business Fundamentals

The Fundamentals workshop is designed for those who are thinking of starting, or have had a business for one year or less. This 3 hour workshop provides essential information for what an entrepreneur needs to know to successfully start a business. The Fundamentals workshop is a program of the WV Small Business Development Center in partnership with the Women's Business & Training Center in Beckley.



Training will include: Marketing Tips; Keys to business success; Choosing a legal structure; Licensing & documentation; State & Federal Requirements; Business planning; Hints on writing a business plan; Developing a business budget.

TUES 5:30-8:30pm	JAN 17
MON 1-4pm	JAN 30
TUES 5:30-8:30pm	FEB 14
Beckley	\$35

## Sustainable Growth



### Sustainable Growth for Your Business

This workshop is designed for existing businesses. The workshop will provide essential information for what a business owner needs to know to build, expand or refresh a business.

The 3 hour class will include information on: up-dating your business plan; identifying & reaching your target market; management review; relevant laws; financial statements & records; financial management & planning.

The Sustainable Growth workshop is a program of the WV Small Business Development Center in partnership with the Women's Business & Training Center in Beckley.

THUR 5:30-8:30pm	JAN 26
MON 9-12pm	JAN 30
TUES 5:30-8:30pm	FEB 28
Beckley	\$35

### Start Your Own Arts and Crafts Business

If you have an art or a craft and you dream about starting your own home-based or small business, this is the course for you!



Learn how to start your own arts and crafts business from a professional artist. Discover how to create a niche in your chosen craft, price your work effectively, find the best craft shows, and market your product to a world-wide Internet customer base.

Start Dates: JAN 18, FEB 15, or MAR 21  
ONLINE (6 weeks) \$99

### Learn to Buy and Sell on eBay

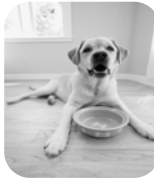
Online auctions match buyers with sellers in a global marketplace for almost any item. If you've ever dreamed of working from home or just earning extra income by buying and selling goods online, our experienced instructors will guide you every step of the way. You'll learn how to create titles that get noticed, how to craft advertising copy that sells items quickly and for top dollar, and how to create and upload photos of the items you are selling. You'll also learn how to safely conduct financial transactions, how to accept credit card payments, and how to pack and ship any item hassle-free. If you're a buyer, you'll learn how to value almost any item up for auction, how to get the best possible price, how to protect yourself against fraud, and how to compete effectively against other bidders.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99

### Start a Pet Sitting Business

If you're an animal lover, find out how to translate your passion into a profitable career! In this course, you'll master the essentials of starting a pet sitting business. You'll begin with dog and cat care, including nutrition, exercise, first aid, and identification of common diseases. You'll also find out how to handle home visits and impress potential clients. In addition, you'll delve into finances and explore start-up costs, accounting, fee-setting, business plans, and low-cost marketing. By the end of this course, you'll have all the knowledge you need to be a successful pet sitter.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99



### Secrets of the Caterer

Do you love to cook and plan parties? Then start your own catering business and make money doing what you love! In this course, you learn foundational skills about catering and the basics of the catering business, including many delicious catering recipes!

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99

### The Craft of Magazine Writing

Ever read a nonfiction magazine article and said, *I can write better than that*? With this fun, interactive class you can learn the ropes from a pro and turn your dream of becoming a freelancer into a bright future as a magazine writer. It's fun, it's easy, and a great source of extra income whether you're retired, planning for the future or staying close to the kids. If you're a determined new writer, or if you haven't written for magazines in years, this class will jump start your career. You'll learn plenty of powerful brainstorming techniques designed to practically write every article for you.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99



## Grant Funding

### A to Z Grant Writing

*A to Z Grant Writing* is an invigorating and informative course that will equip you with the skills and tools you need to enter the exciting field of grant writing! You'll learn how to raise needed funds by discovering how and where to look for potential funders who are a good match for your organization. You'll also learn how to network and develop true partnerships with a variety of funders, how to organize a successful grant-writing campaign, and how to put together a complete proposal package.

Start Dates: JAN 18, FEB 15, or MAR 21  
ONLINE (6 weeks) \$99

### Writing Effective Grant Proposals

Learn to prepare grant proposals that get solid results for your favorite organization or charity. Over \$200 billion annually is available for worthy causes and most people don't know how to prepare the application that will deliver needed funding. Avoid the mistakes that get applications for wonderful projects tossed into the wastebasket! Learn how to write professional proposals that actually succeed.

Start Dates: JAN 18, FEB 15, or MAR 21  
ONLINE (6 weeks) \$99



### Advanced Grant Proposal Writing

Do you know the best way to present information in a grant proposal? In this course, an experienced grantwriter will show you how to research and write winning proposals that get funded. Learn what to do--and, more importantly what not to do--on every part of your proposal. Gain a full understanding of the criteria funders use to determine whether your grant proposal gets funded or rejected. You'll become expert at ferreting out corporate, foundation, and government grant makers, and you'll know how to tailor your responses to information found in the peer review criteria. You'll also discover a number of significant finishing touches that can give your project the edge over others. You'll know the best type of paper to use, which buzzwords to include, which fonts work best, and which types of graphics and formatting techniques will make your proposal more competitive.

Start Dates: JAN 18, FEB 15, or MAR 21  
ONLINE (6 weeks) \$99

## Spanish

### Speed Spanish I

Imagine yourself speaking, reading and writing Spanish. Now you can with Speed Spanish! This course is designed for anyone who wants to learn Spanish *pronto*. You'll learn six easy recipes for gluing Spanish words together to form sentences. In no time at all, you'll be able to go into any Spanish speaking situation and converse in Spanish. ¡*Qué Bueno!*

Start Dates: JAN 18, FEB 15, or MAR 21  
ONLINE (6 weeks) \$99

**Speed Spanish II**

Have you ever seen a non-native speaking Spanish fluently? Were you impressed? Would you like to become more conversational and more comfortable in Spanish-speaking situations? Now you can. Our Speed Spanish courses are unlike any other Spanish classes you may have ever taken. You'll see words, hear them pronounced properly, and be granted plenty of opportunities to practice your pronunciation. Then, you'll learn several clever recipes that you can use to glue the words together into sentences. Enroll in Speed Spanish II, and you'll see an immediate improvement in your Spanish fluency from the very first lesson.

Start Dates: JAN 18, FEB 15, or MAR 21  
ONLINE (6 weeks) \$99

**Spanish in the Classroom**

Learn the essential Spanish for teachers so you can bridge the communication gap with your Spanish-speaking students and parents! We've tossed out long vocabulary lists and complex grammar rules and replaced them with games and stories to make learning easy, painless, and even fun. In addition to basic greetings and general Spanish vocabulary, you'll master words and phrases that directly relate to the classroom, such as classroom objects, front-office receptions, action verbs and commands, study skills, registration, course names, school rules and discipline, and parent-teacher conference vocabulary. By the end of this course, you'll be well on your way to being a Spanish speaker and communicating effectively with the Spanish-speakers all around you. ¡Vamos! (Let's go!)

Start Dates: JAN 18, FEB 15, or MAR 21  
ONLINE (6 weeks) \$99

**Spanish for Medical Professionals**

Are you struggling to communicate with your Spanish-speaking patients? Whether you're new to the Spanish language or just want a refresher, this course will give you the basic tools you need to bridge the communication gap. And forget about boring grammar charts! Instead, entertaining games and stories will make it easy to learn medical Spanish as you gain awareness about Latin American culture. You'll start with simple words for everyday topics including colors, numbers, conversational phrases, family names, and words for asking questions. Next, you'll discover how to ask about pain, symptoms, medical histories, insurance, and patients' feelings. You'll also learn how to talk about body parts, diets, and medical care and treatment. ¡Vamos!

Start Dates: JAN 18, FEB 15, or MAR 21  
ONLINE (6 weeks) \$99



## Marketing

### eMail Marketing

Low-cost marketing at the press of a send button! Discover safe, legal, easy to use ways to reach your customers about sales, new products, or specific items they asked about. Hands-on class utilizing Constant Contact.

WED 10-2pm                      JAN 19  
Beckley                              \$55

### Introduction to Social Media

Get involved in the move from in-person to online communication. Learn what social networks are and their role in your business and personal life. Find out the top sites and how businesses are using the sites for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients. Explore the options for your organization. Look at case studies of what other organizations are doing. Let your instructor guide your exploration of Facebook and YouTube. For anyone interested in social networks. Your instructor is a nationally known speaker, consultant and trainer on social networks and social media.

ONLINE                              FEB 6-MAR 2  
\$195

### Boosting Your Web Site Traffic

Acquire the basic skills to boost your web site traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google searches, and how to redesign your web site copy to increase your visitors and results.

ONLINE                              MAR 5-30  
NEW                                      \$195

### Marketing Using Social Media

Develop a two-way communication and marketing strategy for your organization using social media. Let your instructor guide you in exploring major social media, including Twitter, LinkedIn, and blogging. Learn quick, easy ways to use Twitter, blogs and LinkedIn to engage your customers or clients and keep them interested in your organization or business. You'll find out the advantages and disadvantages of each, and learn what's right for your work and type of organization. Your instructor, Suzanne Kart, is a director of marketing for a national association and writes and speaks on the topic.

ONLINE                              MAR 5-30  
\$195

### Advanced Website Strategies

You have a website, but why will your customers want to come back or buy something or take action? Do you really know who you are selling to? Do you know what you want to say to them? Do you know how you want to say it? Learn how to create content that is engaging and purposeful. Find out what you want to say to them. And finally, find out how you want to say it. In one month you will be better equipped to create your own content marketing strategy and create a content-rich website that exceeds the needs of your visitors.

ONLINE                              MAR 5-30  
NEW                                      \$195

### 1 Year Marketing Plan

Are you planning your Christmas Marketing in November? Not getting the results you want? Need a way to track your marketing? Then this is the class for you. Take the time to plan your marketing, know how you are going to market and track what was effective.

WED 10-2 pm                      FEB 29  
Beckley                              \$55

## Compliance

### HIPAA Compliance

Demystify the complexities of HIPAA, and the new ARRA/HITECH rules! If you're a health care professional, it's mandatory that you know the ins and outs of HIPAA compliance. This course focuses on the Administrative Simplification portion of HIPAA. We'll cover transactions, code sets, and identifiers; the Privacy Rule; and the Security Rule. In addition, this course has been upgraded to include the new 2010 ARRA/HITECH provisions, which include the use of new transactions and code sets, new standards for the electronic transmission of health insurance data, and updates to the breach notification rules. By the end of the course, you'll feel confident in your ability to bring your organization into compliance with HIPAA, ARRA, and HITECH's requirements.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99

## Personal Enrichment

### Travel Photography for the Digital Photographer

The lure of travel is surpassed only by the inevitable desire to bring home pictures and share your adventures. Join us and discover the world through a photographer's eye. This course will address the tools and tricks that enable digital photographers to capture scenes from around the world and bring them home. We'll share various examples from destinations across the globe, and expand your knowledge of techniques for shooting digitally and working with the images after you get back.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99



### Discover Digital Photography

Join us and explore the world of digital photography! This course provides an introduction to the fascinating technology that catapulted the photographic world into the 21st century. We'll discuss the basics of digital photography, equipment, software, the digital darkroom, printing, Internet and e-mail use, along with commercial and personal applications. You'll learn what you need, what you can do, and what fun you can have. Whether you're new to photography or a longtime professional making the change to the digital world, this class will provide an introduction to new opportunities.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99

### Introduction to Journaling

This insightful course will help you discover an exciting new way to express yourself and enhance your creativity. You'll learn to use powerful journaling techniques to develop a deeper and more spiritual understanding of yourself and explore your thoughts, feelings, beliefs, and values. You'll also discover how to use journaling to ease the stress of unwanted change, improve your physical and emotional health, and achieve a greater level of professional success.

Start Dates: JAN 18, FEB 15, or MAR 21  
 ONLINE (6 weeks) \$99

### Assisting Aging Parents

Are your parents in their golden years? Learning how to help parents or other loved ones through their transition can prepare us for our own. This compassionate and comprehensive class will give you the tools, techniques, and insights for this passage. You'll learn to handle most of the challenges you will face while coming to appreciate and cherish the privilege of the journey.

Start Dates: JAN 18, FEB 15, or MAR 21

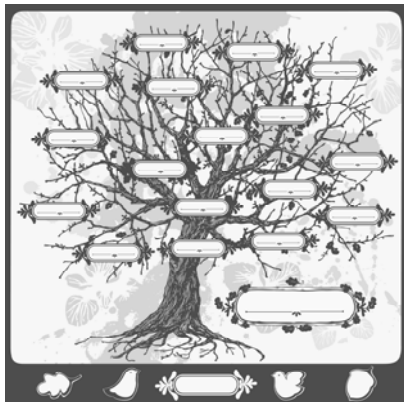
ONLINE (6 weeks) \$99

### Genealogy Basics

Who will you discover? What new branch of your family will you find? If you're a newcomer or an amateur genealogist, this course will help guide you to the most useful Web sites where you can search for family names. Tracing your family's history is a fascinating journey, as you'll see through hands-on examples that help you dig deeper into your family's past. The course explains in simple terms where to look, who to contact, and how to make your family history come alive.

Start Dates: JAN 18, FEB 15, or MAR 21

ONLINE (6 weeks) \$99



### Luscious, Low-Fat, Lightning-Quick Meals

Do you want to save money and prepare home-cooked meals that are fast, easy and so delicious your family won't even realize they're healthy? If so,



then this is the cooking class for you! Find out just how simple it can be to prepare meals that are both nutritious and delicious. You'll learn a dietitian's trade secrets for getting in and out of the kitchen quicker, and explore her tricks of the trade for encouraging reluctant family members to eat more healthfully. Get ready to discover over 50 exciting and easy lowered-fat recipes for tasty entrees, side dishes, desserts, and garnishes!

Start Dates: JAN 18, FEB 15, or MAR 21

ONLINE (6 weeks) \$99

### Listen to Your Heart, and Success Will Follow

Intelligently facilitated and fast-paced, Enjoy the rewards that come from doing what really makes you happy! Your instructor and a caring community of students will help you begin designing a life that really works for you. With a complete understanding of your own interests, values, needs and abilities, you'll learn how you can use work to express yourself and share your interests and talents. Your every day will be filled with joy and inspiration, and a greater depth of meaning will be added to everything you do. This course program is skillfully crafted to weave experiential learning with the conceptual presentation, giving you time to experience, understand, and implement each new strategy as it is introduced.

Start Dates: JAN 18, FEB 15, or MAR 21

ONLINE (6 weeks) \$99

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**Online Training  
How it Works**

***It's easy! It's fun!***

1. In the online classroom, - listen to audio lectures,- view slides, - even take an optional quiz to test yourself.
2. Discussion and Questions. Then post written comments in the online discussion with your fellow participants and the instructor. Your instructor logs on once a day to answer questions and join in on the discussion.
3. Readings. Many courses have online readings of up to 20 pages a week.
4. Participate anytime of day or night, as little or as often as you like. The ideal is to go online 2-3 times a week, but you decide.

***Have Questions?******Call Laura at 304-253-3145***

The Women's Business & Training Center (WBC) is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA). In addition, Women's Business & Training Center (WBC) PRIME program is funded in part through a  grant award from the U.S. Small Business Administration. All opinions, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect the views of SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact The Women's Business & Training Center at 602 New River Town Center, Beckley, WV or 304-253-3145, who will make the arrangements.

# Money Matters

## *Take Charge of Your Money in 2012!*

### **Prepare a Budget for Your Business**

Be ready to make long-term decisions about the future of your business. This is the right time to get on track and prepare your business budget for 2012 and beyond. All attendees will receive worksheets that will guide you through the process. After you have completed the preliminary work you may schedule an appointment with a business coach who will assist you in further developing a budget for your business.

MON 6-8pm                      FEB 27  
MON 6-8pm                      MAR 19  
Beckley                              \$35

### **Pricing for Profit**

How do you determine the price for your business product or service? Do you know the cost of your product or service? How much overhead do you have? When was the last time you increased your prices? Discover the 3 ways to make money in a small business and learn the strategies for profitable pricing.

TUES 6-8pm                      FEB 1  
Beckley                              \$35

### **Increase Your Business Bankability**

Discover what a lender will need to consider lending to you. Learn about the 5 C's of credit; and how to develop the components of a loan package. After you have completed the preliminary work you may schedule an appointment with a business coach who will assist you in further developing a loan package for your business. This training is appropriate for new businesses or existing businesses.

TUES 6-8pm                      FEB 21  
Beckley                              \$35

# *Business for Breakfast*

Join us the third Friday of  
each month for  
**Business for Breakfast at our  
Beckley Training Facility  
7:45am-8:45am**

## Agenda:

7:45-8am Networking Breakfast  
8am-8:30am Presentation  
8:30am-8:45am Q&A  
*Be at work by 9am*

**No fee for the session - However  
registration is required.**

Date	Topic
Jan 20th	Generating Dollars with Customer Service
Feb 17th	Low Cost Marketing 101
Mar 16th	IPads - Pros and Cons for Business Use

Call Laura at 304-253-3145 or visit  
[www.westvirginiawbc.org](http://www.westvirginiawbc.org) to register

### Class Locations

**Beckley** - Women's Business & Training Center - 602 New River Town Center

Beckley (located inside the WorkForce WV Career Center)

**Charleston** - 405 Capitol Street, - Charleston ,WV

**Montgomery** - Bridgemont Community & Tech. Center, 619 2nd Ave,

Montgomery, WV

*Driving Directions available upon request*

*Call Laura at 800-766-4556*

### Registration Form - Due 5 days in advance of class

Name of Class:

Attendee Name:

Name of Class:

Attendee Name:

Name of Class:

Attendee Name:

Name of Class:

Attendee Name:

Company Name:

Address:

City/State/Zip:

E-mail:

Date of Birth:

Phone:

Fax:

# of Attendees

@ \$

per person = \$

Total

Email: [bizcenter@westvirginiawbc.org](mailto:bizcenter@westvirginiawbc.org)

Mail: WBC, 602 New River Town Center, Beckley, WV 25801

Fax: 304-252-9584 (must be paying with credit card)

Call: 304-253-3145 or 800-766-4556

Enclosed is my check/money order payable to: WBC

Please charge the following account:  MasterCard  Visa

Card Number:

Expiration Date:

Cardholder's Name:

Signature:



## Two NEW Webinars

Discover fast bits  
of information

### **Excel 2010 Tips and Tricks**

Want to learn some tips and tricks that will help you complete your spreadsheets faster? Register for this free webinar and learn simple tricks that will save you valuable time. This 1 hour webinar will show you “auto” features built in to Excel and special formatting for numbers.

WED 10am-11am FEB 2  
Webinar - Online No Fee

### **Email Etiquette Tips**

Nothing is more irritating than trying to read an email from someone who does not know the rules of email. Make sure you know your email etiquette. Register for this free webinar and learn the four most important email etiquette tips.

WED 10am-11am JAN 26  
Webinar - Online No Fee

**Call Laura at 800-766-4556  
or visit [www.westvirginiawbc.org](http://www.westvirginiawbc.org)  
to register**

## New Class!

### IPad How Tos



**Do you have a new iPad or think you might like to have a new iPad?**

Attend this hands-on 2-hour workshop featuring the iPad 2 and find out what all the buzz is about. Learn how to: configure and use email; send and receive images; sync with your desktop; install and use some of the most popular apps and personalize your settings. *See page 9.*

## New Year New Business?

### Take Your 1st Step to Business Ownership

Dream of owning your own business? This workshop is the first step for anyone eager to discover what it takes to start a small business. Obtain an overview of available programs and services, meet the staff, and watch some of our successful business owners describe their experiences in a short video. Pre-registration required! See page 6.

## Start the New Year Off Right!

Plan your marketing for 2012! Don't wait until two weeks before a big sale or until a salesperson walks in the door with a deal on ads. Plan your marketing budget and stick to it! See page 12.

Women's Business & Training Center  
602 New River Town Center  
Beckley, WV 25801

