

COMPUTER & SMALL BUSINESS TRAINING IN THE QUABOAG VALLEY

Computer Applications for
All Levels of Users

Small Business Development Courses



2010 - 2011 QVCDC Training Catalog

Course Locations

Ware, Massachusetts

Palmer, Massachusetts

Brimfield, Massachusetts

and various locations around the Quaboag Hills Region



Quaboag Valley Community Development Corporation

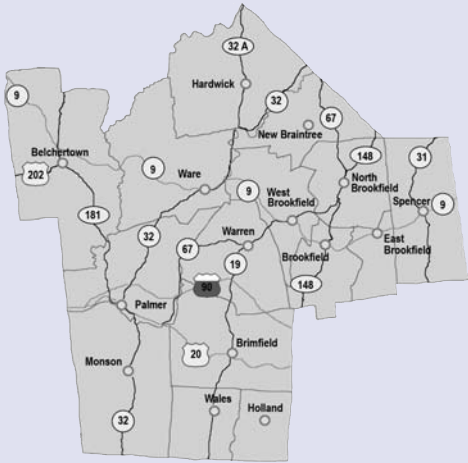
Quaboag Valley Business Assistance Corporation

23 West Main Street • Ware, MA 01082 • 413-967-3001 • Fax 413-967-3008

www.qvcdc.com

*The Quaboag Valley is also known as the Quaboag Hills region & includes Belchertown • Brimfield • Brookfield • East Brookfield • Hardwick
Holland • Monson • New Braintree • North Brookfield • Palmer • Spencer • Wales • Ware • Warren • West Brookfield*

What are the Quaboag Valley Community Development Corporation and the Quaboag Valley Business Assistance Corporation?



Mission Statement

The Mission of the QVCDC/BAC is to improve the quality of life in the Quaboag Hills Region by addressing the economic environmental, and social needs of its residents while maintaining the integrity and character of each community in the region.

The CDC is a private non-profit corporation. As a project-focused organization, it has a unique ability to obtain funding from a wide variety of public and private sources.

The CDC, acting with advice from its members and a member-based Board of Directors, works in partnership with the Quaboag Valley Business Assistance Corporation (QVBAC), and Quaboag Hills Chamber of Commerce and other regional organizations to provide a wide range of programs and services to enhance the economic climate of our region.

Computer Training Policies & Procedures

Classes start the first full week of every month unless otherwise indicated. Registration closes the last Monday of the month (special Small Business courses may have separate deadlines.) Registrations received after this cutoff are NOT guaranteed, but may be accepted if space is available. If you wish to register after the cutoff, please call before registering to confirm availability. Each class has a minimum of three students.

Attendance: All students must attend the first session of any multi-session course to maintain a place in class. 70% attendance is required to satisfactorily complete the course. Students receiving financial assistance will forfeit their deposit and are then responsible for the full cost of the course when not meeting attendance requirements. In case of an emergency, notification of absence by phone is required no less than three hours before the beginning of class.

In the event of inclement weather the Quaboag Valley CDC follows the Snow Day policy of the public school system in the community in which your training takes place. Students will be called to reschedule sessions missed once weather conditions are favorable. If you are unsure about the status of your class, please contact the QVCDC or check your local TV news stations.

Textbooks: Although not mandatory, textbooks are highly recommended as part of the course. Information from the texts is used in class; students not using the text may not be able to follow the course as easily. Texts contain additional information about the course as well as giving access to assessment and self-directed exercises.

Registration: Students can register using forms on page 7 of this flyer, on-line at www.qvcdc.com, by fax (413) 967-3008 or in person at 23 West Main Street, Suite 1, Ware. Registration fees are due a week prior to start of class by cash, check or credit cards (VISA & MasterCard). **Registration Deadline is the LAST MONDAY of each month.**

Financial Assistance: A Fee Waiver is a 100% discount on the cost of the course (not including textbooks) available for persons who qualify as low or moderate income. To determine if you are eligible, call the office (413-967-3001) or download the "Application for Financial Assistance" from the registration page of our website: www.qvcdc.com. All Fee Waiver students must still submit a deposit for 50% of the cost of the class to ensure a seat. Failure to meet attendance requirements (explained at left) will result in forfeiture of this deposit.

Training Assistance Available

- Employers may receive 50% of the cost of training their employees through the Workforce Training Fund Express. Apply at www.detma.org or call the CDC for assistance.

Custom Training Assistance

- Customized computer training for small businesses in accounting or database applications may be underwritten occasionally through state or other grants to the CDC. Call for details.

Course Cancellation: Low enrollment can necessitate course cancellation. The QVCDC will notify registered students whose classes have been cancelled and help them choose another course or obtain a refund. Completing your course registration as early as possible helps avoid cancelling classes. If the QVCDC cancels a course, 100% of all fees are refunded.

Don't See What You Need?

WE CUSTOMIZE OUR TRAINING FOR SMALL BUSINESS GROUPS.

Computer Training Courses

These courses are open to new users, small businesses and those wanting to brush-up on their skills. Please see the topics and requirements for each course before registering. Financial assistance is available to students who qualify. These courses and others are available to small businesses in the Quaboag Valley at a discounted rate and sometimes FREE. Contact the QV CDC for additional details. See the training calendar insert for scheduled dates & locations.

Windows-Internet for Beginners

3 Classes - 6 hours • \$135 • Text included

An introductory course for persons who are unfamiliar with computers, Windows or the Internet. This class explains how to open and close programs, how to install/remove software or hardware and how to customize your computer. You will also learn to send, receive, and organize your email and how to send attachments. Learn about search engines and how to download off the Web. You'll also learn to set up protective anti-virus programs. This course prepares the student for other applications.

Advanced Windows/Internet

3 Classes - 6 hours • \$135 • Textbook - \$38

This comprehensive course will teach you elements of internet safety & preventive maintenance, such as preventive actions for computer hardware and media — what does Scan Disk and Disk Defragmenter really do? Why it's important to have virus and firewall protection; preventive actions during computer use, such as saving files regularly and what to do when your computer crashes; and troubleshooting techniques which will cover how to tell when your computer crashes plus helpful reference web sites. Students should be familiar with Windows/Internet.

Transitioning to Office 2007

2 Classes - 4 hours • \$90 • Textbook - \$38

This class features an overview of the changes to the Microsoft Office Suite. Featured will be the Ribbon Interface, Contextual Tabs, Keyboard Shortcuts, Live Previews and other new features in Word, Excel, Access & Powerpoint. Students should be familiar with Windows/Internet.

Word Basic

3 Classes - 6 hours • \$135 • Textbook (Call for price)

An introductory word-processing course. Learn how to use the file, edit, view, insert and format menus, create letters and lists. Students should be familiar with Windows/Internet.

Word Intermediate

3 Classes - 6 hours • \$135 • Textbook (Call for price)

This more advanced word processing course teaches how to perform mail merges using Word, how to use advanced formatting options, and how to create/format tables. Students should be familiar with topics in Word Basic.

Word Advanced

3 Classes - 6 hours • \$135 • Textbook (Call for price)

This advanced level of Word introduces advanced table techniques, excel integration, mail merges, macros and forms. Students should be familiar with topics in Word Intermediate.

Excel Basic

3 Classes - 6 hours • \$135 • Textbook (Call for price)

This course introduces the student to spreadsheets. The basic course teaches how to format and edit cells, use the drop down menus and create simple formulas. Students should be familiar with Windows.

Excel Intermediate

3 Classes - 6 hours • \$135 • Textbook (Call for price)

This advanced course teaches how to set up workbooks, create charts, use advanced formulas and additional formatting tools. Students should be familiar with topics in Excel Basic.

Excel Advanced

3 Classes - 6 hours • \$135 • Textbook (Call for price)

This advanced level of Excel course teaches how to work with macros, PivotTables and databases. Students should be familiar with topics in Excel Intermediate.

Outlook

2 Classes - 4 hours • \$75 • Textbook (Call for price)

Take advantage of some of the custom and time-saving features in this email and personal information management system. Topics covered include: Setting-up Multiple Accounts, Custom Signatures and Stationery and Using the Calendar. Students should be familiar with Windows/Internet.

PowerPoint - Presentations and more...

3 Classes - 6 hours • \$135 • Textbook (Call for price)

This course will cover the basics of creating powerful presentations. Topics covered will include, how to insert text and graphics, change colors and select slide schemes.

Students will develop sample presentations as well as have time to create their own. Students should be familiar with Windows.

Computer Training Courses

continued from page 3

QuickBooks® for the Small Business Owner 4

Classes - 8 hours • \$180 • Textbook - \$35

This course will cover the essential topics needed to implement QuickBooks®. Learn to create customer and vendor lists, set up a chart of accounts, create reports, pay bills, receive payments, generate invoices, reconcile accounts and much more. Students should be familiar with Windows/Internet.

QuickBooks® for Small Business Employees

3 Classes - 6 hours • \$135 • Textbook - \$35

This class, designed for employees, is an introductory to the popular QuickBooks® Pro accounting software. Topics covered include: Creating Invoices, Receiving Payments, Entering Sales Receipts, Making Deposits, Writing Checks and Reports. Students should be familiar with Windows /Internet

Résumé Writing (Preparing for the Workplace)

3 Sessions - 6 hours • \$135 • Text included

This class covers organizing, writing and formatting your résumé using templates and other documents created in class. Submitting résumés on-line, basic information on writing a business letter and how to determine what the employer is looking for, various ways to seek employment and the basics of preparing for and going to a job interview will also be covered. Students must be familiar with Windows/Internet and Word Basic.

Computer Training at Your Site



The Quaboag Valley CDC offers on-site, customized computer skills training for Quaboag Hills Region employers.

All QVCDC computer training courses are available.

Call 413-967-3001 for more information or download a request from our website.

www.qvcdc.com

Small Business Development Courses

In addition to one-on-one technical assistance; business planning courses and computer training, several Business Training workshops are featured on topics such as: Marketing, Expansion and Financials. These seminars are open to existing small businesses and soon-to-be entrepreneurs. Financial assistance is available to students who qualify.

Bookkeeping: Just the Basics I

(3) two-hour sessions, \$135 / text \$40

Bookkeeping: Just the Basics II

(3) two-hour sessions, \$135 / (same text used in session I)

In these three-week workshops we cover using double-entry bookkeeping when business transactions become more complex or when a Balance Sheet is required in addition to Profit and Loss (Income/Expense) statement. We review the balance sheets and income statements transactions and how they are recorded with double entry bookkeeping. The series of steps in recording several transactions under double entry bookkeeping will be examined with hands on practices in the class. In addition, we review the concept of making a journal entry to reconcile an account and cash and accrual concept of accounting.

QuickBooks™ Custom Mini-Sessions

(1) one-hour session, \$50

A series of hour-long topic-based QuickBooks™ trainings which will allow you to get more from your bookkeeping software. Students should be actively working in QuickBooks™ before taking this course.

Topics to be covered include:

Customizing Reports

QuickBooks™: Customizing Business Forms,

Letters & Invoices

Memorized Transactions & Reports

Dealing with Sales Tax

IRS 1099 - Working with Contractors

Understanding the Balance Sheet & Writing-off Bad Debt



How to Prepare a Loan Package for Your Business

(1) three-hour session, \$25

Finding financing to start and expand a company has been an age-old problem, but in the current economic climate, most entrepreneurs find it to be one of the greatest struggles they face. While the process can be time consuming, frustrating and intimidating, being informed and well prepared greatly increases the chances of securing the capital that you need.

Topics to be covered include:

- How to prepare a comprehensive loan application package for a lender
- How lenders will evaluate your loan request
- Resources that can continue to assist you in preparing your loan request

Growing Your Business through Marketing and Advertising

(2) two-hour sessions, \$99

After completing this workshop, businesses will be able to create a better marketing plan that will:

- Understand and attract more customers
- Understand the options your customers have (your competition)
- Identify and use the best communications tools and media to reach potential customers
- Create a marketing calendar that will guide business marketing and advertising efforts.

DIY Marketing Materials

(1) two hour class, \$50 per session • handout included

Using Publisher's templates and design basics to create professional documents and marketing materials like Business Cards, flyers, brochures and Newsletters. Students must be familiar with Windows/Internet & Word Basic.

eCommerce

(1) three-hour class session, \$75 • handout included

This is a class for the author, the artisan, the merchant or the entrepreneur. The class covers the basics of eCommerce. It will save you time and hundreds or even thousands of dollars. You will learn the basic concepts required to make informed decisions as whether an Internet based business is for you. Topics start with selecting a domain name to accepting online payments, and everything in between. You will learn about search engines, merchant accounts and shopping carts.

Basic HTML

(1) two hour class, \$50 • handout included

This class will introduce the code language of web design. Using HTML you will be able to change colors, adjust text size, add pictures, links and animated text to your Web site. These are just a few of the things you can do when you learn basic HTML. Students must be familiar with Windows/Internet & Word Basic.



Blogging

(1) two hour class, \$50 • handout included

This class will introduce "web logs" or online diaries. Blogs have been identified as an increasingly popular source of online publication, especially regarding political information, opinion publication and alternative news coverage. Students must be familiar with Windows/Internet & Word Basic.

Working with Databases (Access)

(1) two hour class, \$50 • handout included

For the small business using Microsoft Access to create and maintain databases we feature sessions on Maintenance, Creating Reports & Working with Queries. Students must be familiar with Windows/Internet & Word Basic.

Ask the Experts

(1) 1.5 hour session, \$10

A series of monthly Question & Answer sessions on topics concerning small businesses like: Accounting, Legal, Insurance, Marketing, Finance, Employees, and Management. Get the information you want and hear answers to topics that may pertain to you as your business grows. These sessions are open to established & pre-venture businesses in and around the Quaboag Valley.

Other Small Business Development Topics Available

- Creating Financial Budgets & Projections for Your Business
- Advertising & Promoting Your Business on a Shoestring Budget
- The Fundamentals of eMail Marketing
- Financial Planning for Small Business Owners
- Business Planning for the Small Business
- Networking 101
- Planning for Business Expansion
- Operating & Promoting a Business During an Economic Downturn

These courses and others are available to small businesses in the Quaboag Valley at a discounted rate and sometimes FREE. Contact the QVCDC for additional details and how you may qualify for FREE training.



Don't See What You Need?

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FOR SMALL BUSINESS GROUPS.
CALL 413-967-3001

Technical Assistance for Small Businesses

Individual and group assistance is available for Quaboag Valley entrepreneurs with 20 or fewer employees in the form of:

- One-on-one technical assistance
- Small group workshops
- Comprehensive business planning courses

What's best for your business? Typically a representative of the CDC will meet with you to assess your needs to determine if individual assistance or a group program is best.

In some cases, a business is matched with a business or industry specialist. Examples of the types of assistance include:

- Bookkeeping
- Accounting
- Legal
- Marketing
- Database development
- Business expansion resources
- General business planning.

The CDC strives to provide these services at reduced or no cost, particularly for low and moderate income business owners. In some cases fees will apply.

In fiscal years 2007, 2008 and 2009, the CDC was able to offer free technical assistance to businesses with 20 or fewer employees with grants from the Massachusetts Department of Business and Technology. Contact the CDC to find out about current sources of financial assistance.

Call the office (413-967-3001) for more information or do an on-line intake to get started (www.qvcdc.com).

Business Loans

Quaboag Valley Business Assistance Corporation
(QVBAC)

WHO SHOULD APPROACH THE QVBAC FOR A BUSINESS LOAN?

Any existing or startup business that says "yes" to either of the following questions should consider contacting the CDC about the loan program:

- Have you approached a bank about financing your business or business idea and been unsuccessful in obtaining the financing you need?
- Have you been afraid to seek financing because either you seek a small loan, have inadequate collateral, have a poor credit history or because of your inexperience in business or with business loans?

WHAT ARE CRITERIA FOR ELIGIBILITY?

You must meet the following criteria to be eligible to apply for loan assistance:

- Do at least 51% of your business in the Quaboag Hills region.*
- Prove that you are not eligible for conventional financing.
- Be a viable entity - demonstrated through a business plan and cash projections.

HOW TO APPLY

Call the office (413-967-3001) for an application form; or complete a loan pre-application online (www.qvcdc.com)

PARTICIPATING BANKS

Country Bank for Savings • Bank of America • FamilyFirst Bank • Monson Savings Bank • North Brookfield Savings • Southbridge Savings Bank • Spencer Savings Bank

*Belchertown, Brimfield, Brookfield, East Brookfield, Hardwick, Holland, Monson, N. Brookfield, Palmer, Spencer, Wales, Ware, Warren, or W Brookfield

REGISTRATION FORM

Name: _____ Business Name: _____
Day Phone #: _____ Evening Phone#: _____ Email: _____
Address: _____
Course Name: _____ Start Date: _____
Course Name: _____ Start Date: _____
Location: Ware Palmer Brimfield Other
Class(es) Total \$ _____
+ Book Purchase(s) \$ _____
(computer students only) **10% Senior Citizen's Discount** = Less class Discount \$ _____
TOTAL COST \$ _____

____ **CASH** ____ **CHECK ENCLOSED** (Please make payable to QVDC) ____ **CREDIT CARD** - submit by phone **MasterCard or Visa** only
____ **ELIGIBLE FEE WAIVER** (A completed **Financial Assistance** form, 50% deposit and textbook fees are required with registration)

Please return with full payment to: **Quaboag Valley CDC • 23 West Main Street, Suite 1 • Ware, MA 01082**

******Registration deadline is the **LAST MONDAY** of the month *before* your requested course. ******

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Community Development Corporation
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Ware, MA 01083

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** Income figures may change at certain point of the year, and are slightly higher for the Brookfields and Spencer. contact the QV CDC for details.*

or — Visit us online: www.QV CDC.com
Click on REGISTRATION, then
Application for Financial Assistance, down load the form
and submit it with your registration and deposit.

Call today for additional details: 413-967-3001

Your total annual household income is less than:
\$49,700* (family of 2) • \$62,100* (family of 4) • \$72,050* (family of 6)

and
you live in one of these towns:
Belchertown, Brimfield, Brookfield, East Brookfield, Hardwick, Holland, Monson
North Brookfield, Palmer, Spencer, Wales, Ware, Warren or West Brookfield

**Did you know that you
could be taking these classes
for FREE, if**

