

The Center for Workforce Development

Presents

Building Successful Business Strategies

Online Marketing

*Harness the Power of the Internet
for Business Marketing*

November 18, 2011

Small Business Tax Planning Seminar

*In partnership with the
Internal Revenue Service*

December 2, 2011

NASSAU
COMMUNITY
COLLEGE
One Education Drive
Garden City, NY 11530

Save The Dates!

Building Successful Business Strategies

⇒ Online Marketing

November 18, 2011 8:30-11:30 am

⇒ Small Business Tax Planning Seminar

December 2, 2011 8:30-10:30 am

The Center for Workforce Development

516.572.7487 • cwd@ncc.edu

www.ncc.edu/workforcedevelopment

NASSAU COMMUNITY COLLEGE

The Center for Workforce Development

The Center for Workforce Development offers a wide spectrum of educational and training services to strengthen and improve the regional workforce. Just as every company is different, so are the services we provide. Each program is customized to your individual company's needs.

We successfully deliver a variety of high-quality, cost-effective communications, computer and supervisory programs to business, industry, government, healthcare and non-profit organizations.

Learn more about how we can help develop your workforce to become better employees, managers and team members.

Contact Us

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ONLINE MARKETING: A PANEL PRESENTATION

November 18, 2011 8:30-11:30 am
Fee: \$30 **RSVP** by November 11, 2011

An opportunity for small businesses, entrepreneurs, large or non-profit organizations, and charities to harness the power of the internet for marketing. Topics include:

- Using Social Media for Promotion (LinkedIn, Twitter, Facebook)
- Google Adwords, E-Mail Marketing, Promotions
- Search Engine Optimization
- Expanding Network, Reaching New Customers, Increasing Market Response
- Acquire Greater Visibility

Q & A session to follow

PRESENTERS:

Karin Caro, CEO
BluChip Marketing

Jeffrey Gross, Technologist
Nassau Community College IT Services

Paul Montenero, President
Clear-Cut Computing Corp.

Registration Information

8:00-8:30 am
Continental Breakfast Reception and Check-in

Seminars will be held at Nassau Community College, One Education Drive, Garden City, NY in the College Center Building (CCB), 2nd Floor.

Seating is limited. Full payment by check, money order or credit card authorization must accompany registration form. Please make check or money order payable to **NASSAU COMMUNITY COLLEGE.**

SMALL BUSINESS TAX PLANNING SEMINAR

In Partnership with the Internal Revenue Service
December 2, 2011 8:30-10:30 am
Fee: \$20 **RSVP** by November 25, 2011

This seminar will benefit established small businesses, those getting started and individuals anticipating going into business. The program includes:

- Tax Tips for “Start Up” Businesses
- Legal Structures for Existing and Emerging Businesses
- Taxes - Including Employment, Sales, and Self-Employment
- Business Use of the Home

Q & A session to follow

PRESENTER: Marylou DelBene, CPA

Contact Us

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Mail to:
Nassau Community College
Lifelong Learning
1 Education Drive
Garden City, NY 11530-6793

A receipt with the location, a campus map and a **required parking permit** (for student/visitor parking only) will be sent to you by return mail.

Name _____	Date _____	Price _____
Company _____	November 18	\$30.00
Address _____	December 2	\$20.00
	Total Enclosed: _____	

Register for:

- Online Marketing
 Small Business Tax Planning Seminar

Full payment by check, money order or credit card authorization must accompany this registration form. Please make checks or money orders payable to **NASSAU COMMUNITY COLLEGE**. Mail to: Nassau Community College, Lifelong Learning, One Education Drive, Garden City, NY 11530-6793. A receipt, campus map and the **required parking permit** (student/visitor parking only) will be mailed to you.

Phone _____ Birthdate mm/dd/yyyy _____

Credit Card Registration Option: I authorize the use of my credit card account for full payment of the amount of my course registration as indicated on this non-credit registration application.

PRINT CARDHOLDER'S NAME AS PRINTED ON THE CREDIT CARD

I certify that there is sufficient credit amount on the card listed below to cover the tuition charges shown on the accompanying Class Reservation Letter. Otherwise, I understand that lack of approval by my credit card company will result in cancellation of this registration for nonpayment.

Credit Card # _____

Exp. date _____

Please Check One:

- VISA Discover
 MasterCard American Express