

Where Success Starts... and Continues

Nassau Community College  
**WORKFORCE DEVELOPMENT**  
Office of Workforce Development & Lifelong Learning  
*Small Business Series* *Fall 2015*



DEVELOPED FOR SMALL  
BUSINESS OWNERS &  
ENTREPRENEURS

- TOPICS FOCUS ON:**
- Developing a Cyber Security Plan
  - Negotiating Business Deals
  - Gaining Media Attention
  - Maximizing HR Efforts and much more...

 FIND US ON FACEBOOK!  
[facebook.com/nassaucommunitycollege](https://facebook.com/nassaucommunitycollege)

Please visit our website for other courses of interest,  
[ncc.edu/ContinuingEducation/WorkforceDevelopment](http://ncc.edu/ContinuingEducation/WorkforceDevelopment)



**CUSTOMIZED TRAINING**

The Center for Workforce Development will partner with your business or organization to deliver affordable, convenient, and customized courses to develop your employees' knowledge and skills to become more effective and productive. Courses may be conducted at your workplace or on the Nassau Community College campus. Based on your scheduling needs, courses may take place days or evenings, weekdays or weekends.

Training options include programs in supervisory and management skills, human resources, communication, employment fundamentals, computer literacy and workplace safety. A sample of courses follows though we offer a wide variety of topics and can tailor a course to meet your specific workplace needs.

**PROFESSIONAL DEVELOPMENT**

**SUPERVISORY/MANAGEMENT SKILLS**

- Conflict Resolution
- Team Building
- Effective Communication
- Managing Multiple Priorities
- Successful Meetings

**HUMAN RESOURCES & THE LAW**

- Harassment Prevention
- Diversity in the Workplace
- Successful Hiring
- Performance Management
- ADA/FMLA Law

**COMPUTER SKILLS: MICROSOFT OFFICE APPLICATIONS FROM INTRODUCTORY CLASSES TO SPECIALIZED TRAINING TOPICS**

- Word
- Excel
- Access
- Powerpoint
- Publisher

**LITERACY SKILLS**

- English as a Second Language
- Workplace Spanish
- Reading, Writing and Math Fundamentals

**OTHER COURSES**

- Customer Service
- Presentation Skills
- Stress Management
- Emotional Intelligence
- OSHA Training



## SMALL BUSINESS SERIES: MANAGING TO THE BOTTOM LINE

WEDNESDAY EVENINGS FROM OCTOBER 7 TO NOVEMBER 18

Starting and owning a business is hard work. One of the biggest challenges you are likely to face is balancing the time you spend wearing the many different hats required to run a successful business. This seminar series is for small business owners and executives looking for concise and useful information to tackle key business needs such as – developing a cyber security plan, engaging local media, negotiating agreements and attracting & retaining talent.

### NEGOTIATING THE BUSINESS DEAL (CED 1229 A1)

The lifeblood of business is making deals: deals that grow the company, deals that don't backfire, deals that get the company out of trouble. Business deals are usually focused on just one or two goals, and so require special negotiating strategies tailored to a competitive environment.

**Takeaways:** Learn how to play win-win and hardball.

Acquire the skills to avoid hidden landmines that may explode down the road.

Learn how to get power and what to do when you don't have enough.

**Instructor:** Louis Sroka, Esq.

CED 1229 A1 Meets: Wednesday, October 7, 6:00pm-9:00 pm

One Day Workshop

Fee: \$45

### PROTECTING YOUR BUSINESS FROM CYBER-ATTACKS (CED 1230 A1)

Concerned about your data security including employee records, client credit card information or other privileged files? Organizations need to improve their cyber-security defenses to prevent cyber-attacks, and at the same time institute systems for rapid detection and incident response for when an attack occurs. It is known and often said in the industry that, "Prevention is ideal, but detection is a must." Prevention technologies may eventually fail and without having true visibility into an organization's network, the adversaries will continue to have a tremendous advantage over the defense.

**Takeaways:** Learn how to implement effective layered cyber-defenses.

Acquire the knowledge to set up systems to rapidly detect & respond to cyber-attacks.

Attain knowledge on how to mitigate risk and greatly reduce the impact, time and costs of dealing with cyber-attacks.

**Instructors:** Karin Dutton, Domenick Gandolfo, and Steven Rubin

CED 1230 A1 Meets: Wednesday, October 14, 6:00pm-9:00pm

One Day Workshop

Fee: \$45

### GAINING MEDIA ATTENTION FOR YOUR SMALL BUSINESS (CED 1231 A1)

Learn how to get media interest in your small business. Learn how to pitch the press, attract attention with a social media presence, and gain visibility in the community. Learn from examples of what has worked for other small businesses and the dos and don'ts of a press release.

**Takeaways:** Identify multiple media opportunities for your small business.

Learn how to connect to local media sources to gain visibility.

**Instructor:** Elisa DiStefano

CED 1231 A1 Meets: Wednesday, October 21, 6:00pm-9:00pm

One Day Workshop

Fee: \$45

### USING MEDIA TO BRAND YOUR SMALL BUSINESS (CED 1232 A1)

Are you ready for your close-up? This course will provide basic media training for corporate leaders and small business owners. Learn how to look and sound your best in front of the camera, how to prepare for an interview, build your brand and how to become an expert in your field. In this session, students will get to practice their camera-ready presence through role plays and study real life examples of what works and does not work.

**Takeaways:** Develop media-focused messaging for your small business.

Hone your camera-ready interview skills.

**Instructor:** Elisa DiStefano

CED 1232 A1 Meets: Wednesday, October 28, 6:00pm-9:00pm

One Day Workshop

Fee: \$45

### MAXIMIZING YOUR HR EFFORTS (CED 1233 A1)

Is managing your Human Resources (HR) shop a challenge given everything else you have to do? This session will focus on the recruitment, selection, and retention of talent - the key to your business' growth and success. In addition, acquire information on how to streamline and organize your HR function to save time and effort, while ensuring you meet the legal requirements of an employer.

**Takeaways:** Learn best practices to attracting, developing and retaining the best talent for your growing business.

Leave with free (or low cost) resources that can help automate HR processes, such as: posting jobs, on-boarding, payroll, benefits administration and legal filings.

**Instructor:** Juan Taveras

CED 1233 A1 Meets: Wednesday, November 4, 6:00pm-9:00pm

One Day Workshop

Fee: \$45

### BUILDING YOUR BUSINESS WITH ETSY® (CED 1234 A1)

Are you ready to expand your business? Start selling on Etsy. This easy to use website will help get you up and running in no time. Similar to eBay®, Etsy® is the latest trending marketplace on the web. If you trade in handmade or vintage items or unique factory-manufactured items, Etsy® offers a marketplace of over 54 million members.

**Takeaways:** Learn how to set up your personal storefront to start selling products.

Acquire the skills to utilize Etsy®'s specialized marketing options.

**Instructor:** Maria Esposito

CED 1234 A1 Meets: Wednesday, November 18, 6:00pm-9:00pm

One Day Workshop

Fee: \$45

## WORKFORCE DEVELOPMENT-REGISTRATION FORM

**CASH WILL NOT BE ACCEPTED**  
SEND A SEPARATE CHECK FOR EACH COURSE.  
Please answer all questions on this form and mail it together with your check(s), money order(s), or credit card information to:

**OFFICE OF WORKFORCE DEVELOPMENT & LIFELONG LEARNING**  
Nassau Community College  
One Education Drive  
Garden City, New York 11530-6793  
**Make check(s) payable to:**  
Nassau Community College

**ALL COURSES ARE FOR ADULTS 18 YEARS OF AGE AND OLDER.**

Last Name \_\_\_\_\_

Complete First Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone: ( ) \_\_\_\_\_

Cell Phone: ( ) \_\_\_\_\_

Work Phone: ( ) \_\_\_\_\_

\*Birthdate: mm/dd/yyyy \_\_\_\_/\_\_\_\_/\_\_\_\_-\_\_\_\_  Male

\*required\*  Female

e-mail: \_\_\_\_\_ NCC ID #: \_\_\_\_\_

### COURSE SELECTION

CEC #	SECTION	COURSE TITLE	DAY	FEE
			Total Amount :	\$

Non-Credit Refund Policy: Tuition is refundable when a course is canceled by the College. Tuition is refundable to the student whose written request for withdrawal has been received by the Office of Workforce Development & Lifelong Learning prior to the beginning of the class. A 50% refund of tuition may be made to the student who has applied in writing to the Office of Workforce Development & Lifelong Learning prior to the second session of the class. **NO REFUNDS WILL BE MADE AFTER THE SECOND CLASS MEETING OF ANY CLASS.** Please be advised that if a refund is due it will take approximately 2-3 weeks to be processed.

### CREDIT CARD FOR PAYMENT OPTION-SEE INSTRUCTIONS BELOW

Credit Card Payment 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.

*Students with overdue tuition and fees may be referred to a collection agency and will incur additional liabilities of up to 33% to cover all associated collection cost processes.*

**Step 1:** Print Cardholder's name (as it appears on the credit card)

**Step 2:** Provide Cardholder's signature:

**Step 3: Please read:** 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 the lack of approval by my credit card company will result in cancellation of this registration for non-payment.

**Step 4:** Card Information:

PLEASE Check ONE:  VISA  Mastercard  Discover  AMEX

Card Number: \_\_\_\_\_ Date of Expiration: \_\_\_\_/\_\_\_\_

The deadline for mailing in registration is: Thursday, Sept. 24, 2015  
Beyond deadline, please call for class availability.

Visit our website for other courses of interest being offered this fall including Certified Associate in Project Management (CAPM)®, LEED® Green Associate, and Continuing Education Credit courses for CPAs and Home Inspectors - [ncc.edu/ContinuingEducation/WorkforceDevelopment](http://ncc.edu/ContinuingEducation/WorkforceDevelopment)