



### Graduate Spotlight: Bobby Thompson The Help Desk LLC

My name is Bobby Thompson and I'm the owner of The Help Desk, a small "mom and pop" style computer repair/retail store. I started my business in May 2008 after dreaming and casually planning for many years. Starting a business was something I always wanted to do, but the idea seemed too overwhelming when thinking about all the details involved. My motivation would always die off as soon as I began thinking about leasing a building, tax liability, and the idea of having to deal with creditors.

In January 2008, a family member mentioned there was a class beginning at the Flint Hills Technical College. The class was called START YOUR OWN BUSINESS. I

hesitantly signed up at the last minute not knowing what to expect. What I discovered was a group of instructors highly motivated and committed to helping people like me take an idea and transform it into an action plan. The learning material was very helpful, but it was the group interaction that made starting a business become a reality for me. Through the class we met representatives from every sector related to starting a new business. Suddenly it wasn't so intimidating to think of going to speak with an attorney, an accountant, or (gasp) a bank officer. The business plan came together slowly throughout the class and suddenly my thought process changed from "I have a crazy idea" to "Why have I not already started this business?"

I definitely owe a great deal of thanks and gratitude to FHTC, Emporia Main Street, and the Small Business Development Center for partnering to offer the program and to Mary Helmer, Kim Redeker, and Lisa Brumbaugh for teaching the class. I would encourage anyone to take this class even if you are still in the dream stage of planning your own business.

Bobby Thompson  
Owner



### Graduate Spotlight: Michele Boyce Studio 11 by Whatta Waist LLC

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

## START YOUR OWN BUSINESS

### 10-SESSION ENTREPRENEUR TRAINING PROGRAM

#### Get the fundamentals to start your own business!

You have mastered a skill or have a product you want to sell to the community. Now you need the business skills to start and grow a business.

Consider this course, START YOUR OWN BUSINESS, to get you started. 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 run 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.

#### COURSE DETAILS

### START YOUR OWN BUSINESS (BUS 251)

Location: FHTC Main Campus

February 14 - March 15, 2012

Tuesdays & Thursdays

6:00 PM ~ 9:00 PM

(2 CREDIT CLASS)

TUITION & FEES \$238

ENROLL BY CALLING (620) 341-1392

OR EMAIL RROOT@FHTC.EDU



Rick Robidou, 2007 Graduate  
Flint Hills Laser Expressions

## Session Descriptions for Start Your Own Business

### 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.

ash llc

Amy Harmon, 2007 Graduate  
Owner & Operator

### 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, Daily 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!

The Green Door  
Conveniently Green! RECYCLING



Amy Becker, 2008 Graduate  
Owner & Operator

## Meet Your Instructors



Mary Helmer  
Co-Instructor  
Kansas Main Street Director  
KS Department of Commerce

Mary served as the Emporia Main Street Executive Director for 9 1/2 years before accepting the Kansas Main Street Director position with the Department of Commerce. Mary has extensive experience with public relations, which includes working with all media outlets, one-on-one communication with business owners and presentations to City, County and State officials. Mary has planned and implemented several community events and activities and serves on several community boards. Mary is a graduate of Emporia State University with a degree in Psychology. She is a 2004 graduate of Leadership Kansas and was selected as the Main Street Executive Director of the Year in 2004. Emporia has been recognized as a National Main Street Community for several years and was awarded the Great American Main Street Award, the first ever in Kansas, from the National Main Street Center and the National Trust for Historic Preservation in 2005.



Lisa Brumbaugh  
Co-Instructor  
Director  
Kansas Small Business  
Development Center  
@ Emporia State University



The KSBDC at ESU is one of eight regional centers in Kansas dedicated to increasing economic prosperity in Kansas by helping entrepreneurs and small businesses. 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
- Resources of capital and financing
- Inventory control procedures
- Product cost analysis and pricing
- Advertising strategies
- Sales techniques
- and much more...



Randy Ernst, 2011 Graduate  
Owner & Operator



Rob Gilligan  
Co-Instructor

Past President,  
Emporia Main Street

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 for 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 5 years as a member of the board of directors. He is also an active alumni of Phi Sigma Kappa Fraternity at Emporia State University where he received his Bachelors degree in Communication.