HCC’s Small Business Center
Turning ideas into reality

Elevated Mountain Distilling Company celebrates first year

Haywood, Asheville economic development commissions combine forces
On the Cover:
Katy Gould, Director of the HCC Small Business Center, pictured at the Haywood’s Historic Farmers Market.

Dates, locations and fees of all courses listed are subject to change.
SHINE & DINE
CHOPPING FOR CHAMPIONS GALA

SEPTEMBER 14, 2018 | 6:00 P.M.
DINNER • MUSIC • AUCTION
LAUREL RIDGE COUNTRY CLUB

BENEFITTING OUR NEW TIMBERSPORTS TRAINING FACILITY

3 WAYS TO PURCHASE TICKETS
1. Online at hccgalaevents.com
2. Call the HCC Foundation at 828.627.4522
3. Visit the HCC Foundation Office

TICKETS GO ON SALE AUGUST 1

SPONSORED BY
HAYWOOD REGIONAL MEDICAL CENTER
A Duke LifePoint Hospital

Sponsorships available
Contact us at pahardin@haywood.edu or 828.627.4544
ARE YOU AN HCC ALUMNUS?

We want to hear from you! Share your success story with us at: hcc-alumni@haywood.edu

or tag us on social media: @haywoodcc @haywoodcommunitycollege

TAKING A CLASS WITH US?

Share a photo of your experience and tag us!

And make sure to follow us on social media to stay up-to-date with our events and news.

@haywoodcc @haywoodcommunitycollege
BASIC LAW ENFORCEMENT TRAINING

Basic Law Enforcement Training (BLET) is designed to give students essential skills required for entry-level employment as law enforcement officers with state, county, or municipal governments, or with private enterprise. This program utilizes State commission-mandated topics and methods of instruction. General subjects include, but are not limited to, criminal, juvenile, civil, traffic, and alcohol beverage laws, investigative, patrol, custody, and court procedures, emergency responses, and ethics and community relations.

The next delivery of the Basic Law Enforcement Training will be a night class that will begin in September of 2018. Packets are available now and will be due by August 10. For more information on the BLET program, please contact Fred Clontz at (828) 627-4548 or by email at HCC-lawenforcementtraining@haywood.edu.

DETENTION OFFICER CERTIFICATION

This certification-related Detention Officer Certification Course (DOCC) is offered under guidelines and requirements as set forth by North Carolina Sheriffs’ Education and Training Standards Commission. Properly certified State instructors are used in all topic areas. Trainees must successfully pass a State-administered exam as well as demonstrate competency in all skill areas in order to be eligible for certification as a detention officer. Lecture, demonstrations and practical exercises are primary methods of instruction. For more information on the DOCC program, please contact Fred Clontz at (828) 627-4548 or by email at HCC-lawenforcementtraining@haywood.edu.
**IN-SERVICE TRAINING**
Mandatory in-service training for law enforcement personnel for 2019 will begin in February. Topics will vary based on NCDOJ requirements.
For further information or to pre-register, call Fred Clontz at (828) 627-4548 or by email at HCC-lawenforcementtraining@haywood.edu.

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**TASER Certification**
The TASER course is designed to certify the user in the use of the TASER Conducted Electrical Weapon (CEW), specifically the X26. A brief overview of CEW technology, medical safety, and tactical considerations will be covered. The effects of the TASER and deploying the TASER in various practical applications will be included as well. **TASER exposure is mandatory.** This class is for currently certified Law Enforcement Officers.
For further information or to pre-register, call Fred Clontz at (828) 627-4548 or by email at HCC-lawenforcementtraining@haywood.edu.

**Scheduled Classes**
- August 8, 2018
- January 23, 2019

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**Pepper Spray Certification**
Gain detailed information involved in the use of all types and forms of Oleoresin Capsicum aerosol projectors. The course covers all aspects involved in the selection, preparation, deployment, storage, and legal ramifications regarding the use of all OC products. This class is for currently certified Law Enforcement Officers. **Exposure is mandatory for initial certification.** All students who are exposed will be required to shower before leaving the campus, so please bring a change of clothes. For further information or to pre-register, call Fred Clontz at (828) 627-4548 or by email at HCC-lawenforcementtraining@haywood.edu.

**Scheduled Classes**
- August 13, 2018
- January 28, 2019

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**FIRE AND RESCUE CLASSES**
Haywood Community College offers most OSFM certification courses using our highly qualified instructors. Specialty courses are offered throughout the year. Please check TERMS or visit the NC Community Colleges Public Safety Training Calendar.

Registration fees range from $70-$180 depending on the hours of class. There is no charge for registration for anyone that is an active member of a fire department (volunteer or paid).

Dee Massey, Fire/Rescue Coordinator
HCC-firetraining@haywood.edu
(828) 565-4247
THIRD ANNUAL WILDERNESS WEEKEND
APRIL 22-27, 2019 AT CAMP HOPE

Haywood Community College and Haywood County Emergency Management will be hosting a Search and Rescue Week Long Academy at Camp Hope in Cruso, NC. TR Wilderness and Advanced Wilderness classes will be available.

There will be bunk style lodging on-site or you are welcome to pitch a tent. Make sure to bring a sleeping bag! Food will be provided for $100/person. Food cannot be pro-rated. To register, call (828) 565-4242 or email HCC-firetraining@haywood.edu by March 22 to reserve your spot.

ANNUAL WEEKEND FIRE SCHOOL
AUGUST 24-26, 2018

Haywood Community College will be holding its annual Weekend Fire School once again in 2018. A wide variety of classes will be offered. Certification classes will include EVD, Forcible Entry, Ventilation, Mayday and possibly others. Advanced fire classes will be offered throughout the weekend.

A rehab class will be held for EMS and Rescue Squad members. This will be a chance for hands-on experience in caring for firefighters. For registration information, call (828) 565-4242 or email HCC-firetraining@haywood.edu by August 3 to reserve your spot.

ALLIED HEALTH PROGRAMS

NURSE AIDE
August Day Class:
Monday and Wednesday 8:15 a.m.-2:45 p.m.
August Night Class:
Monday, Tuesday and Wednesday 5:30-9 p.m.

MEDICATION AIDE
November 2018

PHLEBOTOMY
September 2018
Monday and Thursday evenings 6-9 p.m.
Clinical hours will be outside of class time.

SPRING 2019

NURSE AIDE
January Day Class:
Monday and Wednesday 8:15 a.m.-2:45 p.m.
January Night Class:
Monday, Tuesday and Wednesday 5:30-9:30 p.m.

PHLEBOTOMY
January 2019
Monday and Thursday evenings from 6-9 p.m.
Clinical hours will be outside of class time.

For registration information for our Allied Health programs, please call Sandra Fischer at (828) 565-4145.
On a recent sunny afternoon in Maggie Valley, within the depths of the production facility that is Elevated Mountain Distilling, owner Dave Angel is asked one question — would you be standing here without the Haywood Community College Small Business Center?

“No, not at all,” Angel said. “They helped me mainly with funding. This is a startup venture. If you’re going out to start your standard store, people and banks understand that. But, with a distillery, when you go to the bank, you need to help get their confidence up to believe in your vision.”

What began as a self-proclaimed “half-baked” idea brought to the SBC and was fueled by Angel then winning the business startup competition from the Haywood County Chamber of Commerce, Elevated Mountain celebrated its first year of operation in May.

“Winning that award gave me a big boost to go out to those banks and get the funding that built all of this,” Angel said. “Though the craft beer industry is booming in Asheville and Western North Carolina, the craft spirits market is on the cutting edge right now, with so much room for growth.”

When Angel initially decided he wanted to pursue the distillery, he approached the Haywood County Economic Development Commission, who, aside from their advice and resources, suggested he get in contact with Katy Gould, director of the SBC.

“Just a few hours with Katy can make all the difference — to understand the steps to go through, the connections you need to make,” Angel said. “Katy really built that network for us, helping us find capital resources and grants. There are so many grants out there, and it can be hard to find them. But, Katy knows about them. Even today, she still reaches out to me to apply for certain grants and to see where we’re at.”

With its first year coming to a successful close, Elevated Mountain is expected to double its production numbers by the end of year two. With over 12,000 visitors into the distillery thus far, Angel noted that statistic will only increase with the busy summer and fall tourism flow.

Gazing around the facility, Angel can only grin at what has not only already come to be, but also what’s yet to emerge.

“I think a lot of people want to wait until they have their business idea all hammered out. But, with the Small Business Center you can go in there and say, ‘Here’s what I’m thinking, here’s where I’m going,’” Angel said. “They’re very good at helping you sharpen your business plan, and that’s where I think most businesses fail, because they don’t have a good business plan. That’s where they can — from the beginning — help you check all your boxes moving forward.”

“I think a lot of people want to wait until they have their business idea all hammered out. But, with the Small Business Center you can go in there and say, ‘Here’s what I’m thinking, here’s where I’m going.’”

— Dave Angel
NOTARY PUBLIC EDUCATION
This course covers the qualifications, procedures, and certification for becoming a notary. Pursuant to the NC Notary Act, to apply for commissioning as a notary you must: be 18 years of age or older and a legal resident of the U.S.; be able to speak, read and write English; have a high school diploma or equivalent; and reside or have a regular place of work or business in N.C. Upon completion of this course with a passing exam grade of 80%, a person is eligible to make application with the NC Secretary of State office. The required textbook, Notary Public Guidebook for North Carolina, is available at HCC’s bookstore. Students are encouraged to read through the textbook prior to attending the course. Students must present a current photo ID to be admitted to class. All classes are on Saturdays.

Course Code       Date        Time
CSP-4000-15021    8/4/2018     9 a.m.-5 p.m.
CSP-4000-15023    10/6/2018    9 a.m.-5 p.m.
CSP-4000-15024    11/3/18      9 a.m.-5 p.m.
CSP-4000-15025    12/1/18      9 a.m.-5 p.m.
CSP-4000-15026    1/12/19      9 a.m.-5 p.m.

Course Fee: $75 + required textbook.
For more information, please contact the Continuing Education Department at (828) 627-4669.

DEFENSIVE DRIVING
The District Attorney wants you to be a safe driver!
Have you received a speeding citation? You can now enroll in the National Safety and Health Council Defensive Driving 4-hour course. The Safe Driving Program may prevent assessment of insurance points or premium surcharges on your policy and/or points on your North
Carolina driver’s license. This program is made available by the 30th Judicial District (Haywood, Jackson, Swain, Clay, Cherokee, Macon, and Graham Counties).

Anyone may take advantage of this class, even if you have not received a ticket. The benefit of taking a defensive driving course is being able to keep you and other drivers safe on the road. Excellent information is included for all drivers, including new drivers.

To Register:
• Drivers must register no later than three days prior to the class beginning.
• No late arrivals will be admitted to class.
• Refunds will NOT be granted for failure to attend class.
• The cost is $75 – No personal checks accepted
• Course held monthly on Mondays from 6-10 p.m.
• You must register in person.

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For more information, please contact the Continuing Education Department at (828) 565-4241.

**AUTOMOTIVE**

**Oversize Escort Vehicle Certification**
This course is designed to meet the training requirements set by the NC Department of Transportation to certify Oversize-Overweight load escort vehicle drivers. Course components consist of defensive driving, escort driver requirements, skills training, and an exam.

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**NC Auto Safety Inspection**
This course covers the operation of a public inspection station and station facilities, inspection rules and procedures (for brakes, lights, horn, steering, wipers, directional signals, tires, mirrors, exhaust system, etc.). Safety inspectors are responsible for knowing all the information in the NC Safety Inspection Manual. Initial (new) and recertification courses are 8 hours.

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For more information, please email Doug Burchfield at ddburchfield@haywood.edu or call (828) 564-5128.
MACHINING AND WELDING

INTRODUCTION TO MASTERCAM: BASIC DRAWING AND PART PROGRAMMING
This course will be an introduction to MasterCam programming for CNC equipment.

Dates: October 6-20
Time: 8 a.m.-4:30 p.m.
Location: Room 3051 Regional High Tech Center
Cost: $70.00

INTRODUCTION TO HAAS CONTROLS
Learn HAAS CNC control panels and how they interact with the machine.

Dates: October 6-20
Time: 8 a.m.-4:30 p.m.
Location: Room 3051 Regional High Tech Center
Cost: $71.25

WATER JET ART PROJECTS
Learn how to use a water jet cutting system for creative designs and projects. Each student will leave with a project they created.

Dates: October 6-20
Time: 8 a.m.-4:30 p.m.
Location: Room 3051 Regional High Tech Center
Cost: $225.00

BASIC WELDING
Learn basic welding skills to help get you started in a lifelong career.

Dates: October 5-19
Time: 8 a.m.-4:30 p.m.
Location: Room 3051 Regional High Tech Center
Cost: $125.00

If you are interested in registering for a class, please call (828) 564-5128.

WORKFORCE DEVELOPMENT

HUMAN RESOURCES DEVELOPMENT
Human Resources Development (HRD) courses provide skills assessment, employment skills training, and career development and enhancement. The courses are offered in blocks to equip you with the knowledge, values, and practical skills essential for successful job placement and retention.

Enrollment is tuition-free if the participant qualifies for at least one of the following items:
• I am currently unemployed.
• I have received notification of a pending layoff.
• I am working and eligible for the Federal Earned Income Tax Credit.
• I am working and earn wages at or below two hundred percent (200%) of the federal poverty guidelines.

CAREER PATHWAYS
Haywood Community College currently has a certified career pathway for Advanced Manufacturing. During this class, students will learn skills to gain and retain employment. Those skills include:
• Interview skills
• Resume skills
• Communication
• Conflict resolution
• OSHA 10-hour certification
• NIMS machining certifications
• Forklift certification
• Computer skills

Please email us at HCC-hrd@haywood.edu for more information or call (828) 564-5128.
Please find complete course descriptions, supply lists and begin the registration process on our website www.creativearts.haywood.edu.

Register and pay by the registration deadline to ensure a spot in class. Please withdraw by the registration deadline for a full refund. For the most updated information on classes, events, facilities, registration and directions, please visit creativearts.haywood.edu.

Please contact hcc-creativearts@haywood.edu or (828) 565-4240 with questions or to register.

FIBER

BEGINNING FLOOR LOOM WEAVING
Begin your journey into the world of weaving. We will practice warping repeatedly during our time together. You will see how the loom helps you produce many weaves on one threading and you will also begin to understand color interactions. Woven structures and color interaction are the two basic elements of woven design. We will practice the methods of working that are most efficient and ergonomic. You will leave the class with a sampler of structures and four napkins or two towels from your color studies. Instructor: Deanna Lynch. Class meets on Wednesdays.

Cost: $190
Location: Creative Arts Building, room 7306B
Course Code Date Time
CSP 4000 24093 8/1-8/29 1-4 p.m.
Registration Deadline: 7/25
BEGINNING WEAVING: RIGID HEDDLE
Over, under then under, over. The simplest weave structure is easy on the small, portable rigid heddle loom. Preparing the loom to weave is quick and it does all the work for you. We will play with color and texture and introduce some finger manipulated techniques and the option of using more than one heddle. Weave at least one scarf or two towels or placemats during your time in class. Instructor: Deanna Lynch. Class meets on Wednesdays.

Cost: $138
Location: Creative Arts Building, room 7306B
Course Code       Date         Time
CSP 4000 24094    8/1-8/29     9 a.m.-12 p.m.
Registration Deadline: 7/25

WEAR WHAT YOU WEAVE: SIMPLE GARMENTS ON THE RIGID HEDDLE OR FLOOR LOOM
Make a simple garment using basic shapes and draping from your rigid heddle or floor loom weaving. Learn to choose yarns and structures appropriate for garments. Learn basic finishing techniques useful for garment construction with handwoven fabrics. Basic sewing skills and knowledge of how to warp and weave on a rigid heddle or floor loom required. Instructor: Deanna Lynch. Class meets on Wednesdays.

Cost: $266
Location: Creative Arts Building, room 7306B
Course Code       Date         Time
CSP 4000 24096    9/12-10/17   9 a.m.-12 p.m.
Registration Deadline: 9/5

ADVANCED WEAVING TECHNIQUES
This class is for anyone who has taken a beginning weaving class and would like to know more. We will talk about how to read weaving drafts, where to find weaving patterns, and ideas about selecting colors and yarns. We will also cover some of the main ways to create variety in your weaving. You will leave class with a completed scarf or set of towels and a list of new ideas and places to start. Instructor: Deanna Lynch. Class meets on Wednesdays.

Cost: $169
Location: Creative Arts Building, room 7306B
Course Code       Date         Time
CSP 4000 24122    10/17-11/14  9 a.m.-1 p.m.
Registration Deadline: 10/10

ART QUILTS FOR THE NATURAL Dyer
Create a mini art quilt in this 6-week workshop! We will learn how to achieve brilliant colors with natural dyes on cotton fabrics, explore surface design opportunities available to the natural dyer, and delve into the art of quilting. From planning to dyeing to stitching, we’ll have fun and expand our imaginations. Participants will go home with their own creations. Instructor: Rebecca Porche. Class meets on Tuesdays.

Cost: $255
Location: Creative Arts Building, room 7306B
Course Code       Date         Time
CSP 4000 24128    9/18-10/23   5-8 p.m.
Registration Deadline: 9/11

CSP 4000 24127    11/6-12/11   5-8 p.m.
Registration Deadline: 10/30

QUILTING & UPHOLSTERY

QUILTING
This project-based course is designed for individuals interested in learning the art of quilting. You will choose a project incorporating all the major quilt techniques, and learn to sandwich, quilt, and bind your masterpiece. It’s the perfect opportunity to start at the beginning and learn one step at a time—but it’s a great refresher course, too. You’ll be welcome whatever your background in quilting! Instructor: Lani Hendrix.

Cost: $155
Location: 1400 building, upstairs
Course Code       Date         Time
CSP 4000 24146    WED.  9 a.m.-1 p.m.
8/22 – 10/24
UPHOLSTERY
Have a sofa that’s old and worn out? Or a chair that has lost its beauty? If so, come and make it look new again. This course provides hands-on experience in tool use, various equipment, and techniques of the upholstery profession. You will learn to select fabrics to suit your design and transform that old sofa into a new masterpiece. Instructor: Lani Hendrix. Class meets on Mondays.

Cost: $175
Location: 1400 building, downstairs
Course Code Date Time
CSP 4000 24129 8/20-10/29 10 a.m.-2:30 p.m.

Registration Deadline: 8/13
No class 9/3

HOMESTEADING

INTRODUCTION TO COLD PROCESS SOAP MAKING
In this workshop, we will cover basic soap chemistry, safety precautions, equipment, and most importantly, the art of soap making. Each student will make and take home two pounds of goat milk process peppermint calendula soap. All supplies are included, but please wear long sleeved shirts, close-toed shoes, and bring an apron if you have one. Instructor: Rachael Austin. Class meets on Saturdays and Sundays.

Cost: $45
Location: Creative Arts Building, Room 7105A
Course Code Date Time
CSP 4000 24112 9/6 6-8 p.m.

Registration Deadline: 8/31

PAINTING, DRAWING & WRITING

COMMUNICATING CREATIVITY
Communicating well is the key to success in any field. Are you a new photographer that needs help writing a great bio? Are you an experienced painter whose artist statement needs a refresh? Do you want to know more about engaging audiences on social media, or how to write an effective grant proposal? This class is for artists across disciplines who want to enhance communication techniques and work with peers to refine messaging and create an artistic voice you’re proud to call your own. Students will: define their creative voice, prepare and/or refine basic messaging documents (bio, artist statement), and utilize communication techniques of self-promotion (including marketing tools and social media). Instructor: Lindsey Solomon

Cost: $45
Location: Creative Arts Building, Room 7105A
Course Code Date Time
CSP 4000 24095 8/4-8/5 10 a.m.-3 p.m.
10 a.m.-12 p.m.

Registration Deadline: 2/15/19

DRAWING: FOUNDATIONS
This course focuses on translating three dimensions to a two-dimensional surface. We will do this by drawing what we see in black and white drawing media, utilizing various sitting techniques, value, composition and linear perspective. We will study varying subject matter utilizing methods such as line and contour drawing, crosshatching, shading and stippling. Come and learn the
foundations of drawing! Instructor: Karen Danielson. Class meets on Fridays.

**Cost:** $135
**Location:** Creative Arts Building, Room 7105
**Course Code** | **Date** | **Time**
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CSP 4000 24087 | 9/14-10/19 | 9:30 a.m.-12 p.m.
**Registration Deadline:** 9/7

CSP 4000 24088 | 10/26-12/7 | 9:30 a.m.-12 p.m.
**Registration Deadline:** 10/19

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**INTRODUCTION TO PAINTING: ACRYLICS**

This course will introduce each student to the joys of painting. In this course students will learn the basics of painting with acrylic paints. Color theory, mixing and blending color and perspective will all be covered. A supply list may be found online. Instructor: Karen Danielson. Class meets on Fridays.

**Cost:** $135
**Location:** Creative Arts Building, Room 7105
**Course Code** | **Date** | **Time**
--- | --- | ---
CSP 4000 24083 | 9/14-10/19 | 1-4 p.m.
**Registration Deadline:** 9/7

CSP 4000 24084 | 10/26-12/7 | 1-4 p.m.
**Registration Deadline:** 10/19

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**INTERMEDIATE PAINTING: PET PORTRAIT**

Calling all animal and art lovers! This course is for the person who has some experience with painting and wants to capture their favorite furry friend. Please bring a few photographs of your subject. A supply list may be found online. Instructor: Karen Danielson. Class meets on Fridays.

**Cost:** $135
**Location:** Creative Arts Building, Room 7105
**Course Code** | **Date** | **Time**
--- | --- | ---
CSP 4000 24085 | 9/14-10/19 | 4:30-7:30 p.m.
**Registration Deadline:** 9/7

CSP 4000 24086 | 10/26-12/7 | 4:30-7:30 p.m.
**Registration Deadline:** 10/19

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**WOOD & GLASS**

**INTRODUCTION TO INSTRUMENT BUILDING:**
**CIGAR BOX & STRUMMER DULCIMER STICK**

Learn the joy of building stringed instruments in this beginner class. This class is open to all levels of woodworkers and will cover instrument history, construction, fine-tuning and even how to play the instrument. Students will complete at least one instrument of their own creation. Instructor: Bill Weinert. Class meets on Mondays and Wednesdays.

**Cost:** $205
**Location:** Creative Arts Building, Room 7121
**Course Code** | **Date** | **Time**
--- | --- | ---
CSP 4000 24121 | 8/27-9/17 | 5-9 p.m.
**Registration Deadline:** 8/20
No class 9/3

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**FUSED GLASS PENDANT**

Make two beautiful fused glass pieces of art you can wear or give as a gift while learning about glass compatibility, firing schedules and annealing. Students will work with fusible glass combined with glass stringers, frit and dichroic glass. Finishing techniques will be covered including shaping, fire polishing and attaching jewelry bails for necklace chords. Instructor: Gayle Haynie

**Cost:** $65
**Location:** Creative Arts Building, room 7121
**Course Code** | **Date** | **Time**
--- | --- | ---
CSP 4000 24148 | 9/8 | 10 a.m.-2 p.m.
**Registration Deadline:** 9/1

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**FLY ROD MAKING**

Build or restore your own fly rod. Students will have a choice between building a graphite 9 ft. four-piece rod or for a small additional cost between $25 and $50 you may choose to build a bamboo rod between 6 ft. and 8 ft. long in a two-piece rod with two tips. Methodology of rod building will consist of techniques that are well over 100 years old. All materials will be provided but students are welcome to bring a rod for evaluation and restoration.

**Cost:** $135
**Location:** Creative Arts Building, Room 7105
**Course Code** | **Date** | **Time**
--- | --- | ---
CSP 4000 24085 | 9/14-10/19 | 4:30-7:30 p.m.
**Registration Deadline:** 9/7

CSP 4000 24086 | 10/26-12/7 | 4:30-7:30 p.m.
**Registration Deadline:** 10/19
Instructor: Tommy Thomas. Class meets on Tuesdays and Thursdays.

**Cost:** $360  
**Location:** Creative Arts Building, Room 7121  
**Course Code** | **Date** | **Time**  
---|---|---  
CSP 4000 24089 | 9/11-11/1 | 7-9 p.m.  
**Registration Deadline:** 8/28

CSP 4000 24117 | 2/12-4/4 2019 | 7-9 p.m.  
**Registration Deadline:** 1/29/2019

**INSTRUMENT BUILDING: DULCIMER**
This course is open to students with a comfortable understanding of woodworking. Students will learn all the skills necessary to design and build a dulcimer. Students will complete at least one instrument of their own creation. Instructor: Bill Weinert. Class meets on Mondays and Wednesdays.

**Cost:** $205  
**Location:** Creative Arts Building, Room 7121  
**Course Code** | **Date** | **Time**  
---|---|---  
CSP 4000 24119 | 9/24-10/17 | 5-9 p.m.  
**Registration Deadline:** 9/17

INSTRUMENT BUILDING: GUITARS  
This course is open to students with a comfortable understanding of woodworking. Students will learn all the skills necessary to design and construct an acoustic guitar. Students will complete at least one instrument of their own creation. Instructor: Bill Weinert. Class meets on Mondays and Wednesdays.

**Cost:** $205  
**Location:** Creative Arts Building, Room 7121  
**Course Code** | **Date** | **Time**  
---|---|---  
CSP 4000 24120 | 10/29-11/19 | 5-9 p.m.  
**Registration Deadline:** 10/22  
No Class 11/12

**FUSED GLASS CHRISTMAS ORNAMENTS**
Nourish your creative holiday spirit and join us for this fused glass ornaments class. Layers of vibrant, luminous glass create sparkling holiday ornaments that will make your home, windows or tree dazzle with art pieces that last a lifetime. You will decorate two pre-cut and pre-drilled glass blanks with scrap glass, fit and stringers in the fashion that suits your taste. Instructor: Gayle Haynie.

**Cost:** $65  
**Location:** Creative Arts Building, room 7121  
**Course Code** | **Date** | **Time**  
---|---|---  
CSP 4000 24150 | 11/2 | 10 a.m.-2 p.m.  
**Registration Deadline:** 10/26

CSP 4000 24151 | 11/3 | 10 a.m.-2 p.m.  
**Registration Deadline:** 10/26

**PHOTOGRAPHY & THE DIGITAL ARTS**

**IPHONE PHOTOGRAPHY**
Learn how to use the iPhone as your only camera. We will discuss how to use the default apps as well as third-party applications to make stunning photographs that were once only possible with dedicated lens cameras. Other class topics include editing photos on your phone as well as photo back-up and sharing options. Instructor: Phillip Turner. Class meets on Tuesdays.
**Cost:** $65  
**Location:** Creative Arts Building, room 7105  
**Course Code** | **Date** | **Time**  
CSP 4000 24131 | 7/31-8/21 | 6-8 p.m.  
**Registration Deadline:** 7/24  
CSP 4000 24132 | 2/19-3/12 | 6-8 p.m.

**Cost:** $65  
**Location:** Creative Arts Building, room 7105  
**Course Code** | **Date** | **Time**  
CSP 4000 24133 | 9/6-10/11 | 6-7:30 p.m.  
**Registration Deadline:** 8/30  
CSP 4000 24135 | 10/25-11/29 | 6-7:30 p.m.

**Cost:** $110  
**Location:** Creative Arts Building, room 7105  
**Course Code** | **Date** | **Time**  
CSP 4000 24107 | 9/6-10/11 | 6-7:30 p.m.  
**Registration Deadline:** 8/30  
CSP 4000 24108 | 10/25-11/29 | 6-7:30 p.m.

**Cost:** $145  
**Location:** Creative Arts Building, room 7316  
**Course Code** | **Date** | **Time**  
CSP 4000 24109 | 9/17-12/3 | 7-8:30 p.m.  
**Registration Deadline:** 9/10

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**DSLR Camera Basics**

We will cover the ins and outs of shooting in full manual mode on your camera. We will talk about focus, aperture, shutter speed, white balance, and ISO as well as composing photographs. Instructor: Phillip Turner. Class meets on Tuesdays.

**Cost:** $65  
**Location:** Creative Arts Building, room 7105  
**Course Code** | **Date** | **Time**  
CSP 4000 24131 | 7/31-8/21 | 6-8 p.m.  
**Registration Deadline:** 7/24  
CSP 4000 24132 | 2/19-3/12 | 6-8 p.m.

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**Using Your iPhone or iPad: Going Beyond the Basics**

Do you have an iPhone or an iPad that you think could do so much more for you? Join us to learn the ins and outs of the iOS 11 operating system on iPhones and iPads. Instructor: Phillip Turner. Class meets on Tuesdays.

**Cost:** $65  
**Location:** Creative Arts Building, room 7105  
**Course Code** | **Date** | **Time**  
CSP 4000 24131 | 7/31-8/21 | 6-8 p.m.  
**Registration Deadline:** 7/24  
CSP 4000 24132 | 2/19-3/12 | 6-8 p.m.

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**Music & Dance**

**Mountain Dance**

Want to learn how to buck dance, clog, flatfoot, or the routines and calls for square dancing? This lively, energetic and fun class will teach you all this and the history of where and how these types of dances came to be in this region as well as the music behind it. You will have the opportunity to participate in square dance routines with a clogging team and learn from many special guests. It is an experience not to be missed! Instructor: Kim Ross. Class meets on Thursdays.

**Cost:** $110  
**Location:** Creative Arts Building, room 7105  
**Course Code** | **Date** | **Time**  
CSP 4000 24107 | 9/6-10/11 | 6-7:30 p.m.  
**Registration Deadline:** 8/30  
CSP 4000 24108 | 10/25-11/29 | 6-7:30 p.m.

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**String Class 1**

Students will learn basic concepts such as plucking, simple bow articulations, ear-training exercises, scales and classical and folk tunes. Students will also learn practice techniques, as well as some ensemble and performance techniques in a fun and comfortable environment. Violin, cello, viola and string bass are all welcome in this class. Beginning to intermediate levels appropriate. Students will need to buy a companion book “Essential Elements for Strings 1” by Hal Leonard Publishing and will also need to provide their own instrument. Instructor: Bryan McConnell. Class meets on Mondays.

**Cost:** $145  
**Location:** Creative Arts Building, room 7316  
**Course Code** | **Date** | **Time**  
CSP 4000 24109 | 9/17-12/3 | 7-8:30 p.m.  
**Registration Deadline:** 9/10
**String Class 2**

Students will continue to build on the physical and theoretical music skills learned in String Class I, but the goal will be focused more on playing as an ensemble, going much deeper into performance studies. New students must place into this course level. Violin, cello, viola and string bass are all welcomed in this class. Students will need to buy the companion book “Essential Elements for Strings 1” by Hal Leonard Publishing and provide their own instrument. For intermediate to advanced students. Instructor: Bryan McConnell. Class meets on Mondays.

**Cost:** $145  
**Location:** Creative Arts Building, room 7316  
**Course Code** | **Date** | **Time**  
CSP 4000 24110 | 9/17-12/3 | 5-6:30 p.m.  
**Registration Deadline:** 9/10

**Guitar Class 1**

Students will learn basic concepts such as tuning, 1st position melody playing, chords, strumming, rhythms, and basic music theory playing simple classical and folk tunes. Students will also learn practice techniques, as well as some ensemble and performance techniques in a fun and comfortable environment. Acoustic guitars only please. Beginning to intermediate levels appropriate. Students will need to buy the companion book: “Hal Leonard Guitar Method Book 1.” Students will need to provide their own instrument. Instructor: Bryan McConnell. Class meets on Tuesdays.

**Cost:** $145  
**Location:** Creative Arts Building, room 7316  
**Course Code** | **Date** | **Time**  
CSP 4000 24113 | 9/18-12/4 | 7-8:30 p.m.  
**Registration Deadline:** 9/11

**Beginning Music Reading**

This class uses a system created by the instructor to teach you how to read music beats, rests, time, signatures, dynamics and articulations through the use of basic percussion instruments. This class will also touch upon some minor ensemble playing. This system prepares you to launch into more advanced percussion study, any harmonic instrument, or any musical pursuit which requires the ability to read the language of music. All materials included. Instructor: Julie McConnell. Class meets on Wednesdays.

**Cost:** $145  
**Location:** Creative Arts Building, room 7316  
**Course Code** | **Date** | **Time**  
CSP 4000 24115 | 9/18-12/4 | 5-6:30 p.m.  
**Registration Deadline:** 9/5

**Beginning Piano**

Want to learn how to play the piano? With the right tools, teacher, and a little focus, you may be surprised at how quickly you can become proficient in basic piano. With an introduction to the keyboard through the study of notation, hand positions, chord formations, scales and sight-reading, students will learn to read and perform piano techniques through step-by-step teaching methods. This class is designed for the absolute beginner, or those with a minimal knowledge of piano. Five students maximum. Instructor: Julie McConnell. Class meets on Wednesdays.

**Cost:** $145  
**Location:** Creative Arts Building, room 7316  
**Course Code** | **Date** | **Time**  
CSP 4000 24114 | 9/18-12/4 | 5-6:30 p.m.  
**Registration Deadline:** 9/5
VOCAL CLASS
This class addresses functional techniques in singing for students seeking to develop vocal and musical abilities. Areas covered include: breathing, posture, practice techniques and exercises, voice placement, diction, phrasing, interpretation, performance preparation and execution. Develop a repertoire based on your 'style' and ability! Whatever genre you wish to sing, these techniques will make you a better singer in every way. Beginner to intermediate levels welcome. Six students maximum. Instructor: Julie McConnell. Class meets on Thursdays.

Cost: $145
Location: Creative Arts Building, room 7316
Course Code Date Time
CSP 4000 24111 9/20-12/6 7-8:30 p.m.
Registration Deadline: 9/13

JEWELRY & METAL
PUT A RING ON IT: INTERMEDIATE JEWELRY FABRICATION
In this 10-week course, students will explore intermediate jewelry and fabrication skills through ring design. This course will focus solely on ring fabrication with seven unique projects designed to build skill and design knowledge. Basic metalsmithing skills required. Instructor: Alicia O'Dell.

Cost: $250
Location: Creative Arts Building, Room 7231
Course Code Date Time
CSP 4000 24125 MON. 6-9 p.m.
8/13-10/15
Registration Deadline: 8/6

BEGINNING JEWELRY FABRICATION
In this 10-week course, students will acquire working knowledge of jewelry and fabrication skills. Students will design and fabricate pieces in the studio and examine contemporary trends in jewelry and metalsmithing. The course will cover techniques commonly used in jewelry and metalsmithing, sawing, piercing, soldering, basic stone setting, forming, and finishing are explored through the creation of individual projects. Instructor: Alicia O'Dell.

Cost: $285
Location: Creative Arts Building, Room 7231
Course Code Date Time
CSP 4000 24126 WED. 6-9 p.m.
8/15-10/17
Registration Deadline: 8/8

CSP 4000 24139 FRI. 6-9 p.m.
1/11/19-3/15/19
Registration Deadline: 1/4/19

CSP 4000 24140 FRI. 6-9 p.m.
4/5/19-6/7/19
Registration Deadline: 3/29/19

FORGING TOOLS FOR WOODWORKERS
Few things are as satisfying as forging a practical tool to use in the woodshop. In this class, students will be introduced to the basics of forging and heat treating. As an introductory project, each student will forge a marking knife from a piece of high carbon steel and heat
treat it. After that, each student will choose one or more projects such as an axe, froe, chisel or drawknife to complete. Instructor: Matthew Shirey. Class meets on Fridays.

**Cost**: $225  
**Location**: 3300 building  
**Course Code** | **Date** | **Time**  
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CSP 4000 24105 | 8/24-9/28 | 1-4 p.m.  
Registration Deadline: 8/17

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**BASIC KNIFE MAKING**

In this class, students will forge, grind, heat treat and handle a basic fixed blade knife. If time allows, they will have the chance to create more than one blade. This is a great introduction to the art of bladesmithing; perfect for those wanting to get started or increase their skillset. Instructor: Matthew Shirey. Class meets on Mondays.

**Cost**: $225  
**Location**: 3300 building  
**Course Code** | **Date** | **Time**  
--- | --- | ---  
CSP 4000 24106 | 11/9-12/14 | 1-4 p.m.  
Registration Deadline: 11/2

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**FORGING AXES**

In this class, each student will forge a Kentucky style belt axe. If time allows, students will then have the opportunity to try multiple axes of different styles. Instructor: Matthew Shirey. Class meets on Mondays.

**Cost**: $225  
**Location**: 3300 building  
**Course Code** | **Date** | **Time**  
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CSP 4000 24101 | 8/20-9/24 | 6-9 p.m.  
Registration Deadline: 8/13

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**BASIC BLACKSMITHING**

In this introductory level beginner course, students will focus on controlling the fire and establishing good forging habits as they work to gain familiarity with a variety of basic forging techniques. No experience required. Instructor: Matthew Shirey. Class meets on Wednesdays.

**Cost**: $225  
**Location**: 3300 building  
**Course Code** | **Date** | **Time**  
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CSP 4000 24091 | 8/22-9/26 | 3-6 p.m.  
Registration Deadline: 8/13

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**FORGING JEWELRY**

Students will use iron and traditional forging techniques to create one or more pieces of jewelry. This course is great for beginners to gain familiarity with the basics of jewelry making at the forge. Instructor: Matthew Shirey. Class meets on Fridays.

**Cost**: $225  
**Location**: 3300 building  
**Course Code** | **Date** | **Time**  
--- | --- | ---  
CSP 4000 24093 | 8/24-9/28 | 9 a.m.-12 p.m  
Registration Deadline: 8/17

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Sitting behind her desk, Katy Gould’s face lights up when she speaks about small businesses in Haywood County.

“Small Businesses make our community unique — their history, pastimes, skills and trades,” Gould said. “What’s so rewarding is that we get to take their passion, their ideas and help turn them into a business versus just an idea.”

Director of the Small Business Center at Haywood Community College, Gould oversees a vital hub for local businesses and the regional economy at large. One of 58 centers of its kind in the state (each at a community college), the program was created in the 1980s as a way to connect small business ideas and startups with the resources and networking they need to not only get out of the gates, but also thrive and survive.

“We mainly focus on three areas — startup, early stage growth and stability, but are available as needed throughout the entrepreneurial journey” Gould said. “A business may need us at startup or at a growth point, where they may need additional capacity, additional capital; maybe the market has shifted — regardless, we are here to help them adapt to better meet the changing needs of the marketplace.”

“Small Businesses make our community unique — their history, pastimes, skills and trades.”
— Katy Gould
According to Gould, “The SBC is flexible in our ability to meet the unique needs of the entrepreneur at any given time. Whether they attend a seminar, one-on-one confidential counseling or have a specific need, the SBC connects them to the resources needed to continue business growth, avoid costly hiccups and fuel sustainability.”

Statewide, the SBCs help an average of 700 companies a year come to fruition, which means a job creation of around 3,800 positions.

Gould is well aware that the hardest part of starting a business may be simply figuring out your starting point, how to take an idea and make it a reality, turning a vision into a foundation by which you can build upon — financially, socially, economically.

That foundation is something the SBC tries to help businesses build, and its success in doing that is in part due to its many connections throughout the Western North Carolina small business development community. Gould tries to connect the dots between resources, entrepreneurs and potential segments.

“WNC is rich with a network of small business resources and organizations,” Gould said. “We often share expertise in this area, and getting small businesses to a resource provider or organization that best meets their current need is the ultimate goal. As a result, we continue to build strong businesses and a strong support network that is essential to the success of our vibrant business community.”

Gould encourages anyone with an idea they think could take flight to come into the SBC to see what it is all about and what the options are. They might be surprised at how far that idea could go.

“We embrace entrepreneurship as a mindset — it’s in all of us. It’s pairing that passion and that opportunity with a strong foundation that makes the difference,” Gould said.

NC Community College System Award
Innovation Award Services and Collaboration

Katy Gould of Haywood Community College, Tiffany Henry of Southwestern Community College, and Kathryn Jenkins of Tri-County Community College recently won the Innovation Award for Services and Collaboration from the North Carolina Community College System.

The small business centers at the colleges formed a three-way collaboration to launch The Rural Food Business Assistance Project, a special initiative created by The Rural Center and backed by a USDA Rural Business Development grant. The project built regional support networks for local farmers, value-added processors and food service businesses throughout North Carolina, ultimately developing the agricultural pipeline in each region and creating successful and thriving agribusinesses across rural North Carolina.

Divided into three regions, these three colleges comprised the technical assistance and small-business assistance arm of the Western Region, with leadership provided by the Southwest Commission. The program offered training scholarships for farm and food business development classes, assessment of entrepreneurial skills and readiness, connections to a regional food business support network, business coaching and access to capital.

Rural Food Business Assistance Project

The Rural Food Business Assistance Project (RFBAP) launched in the fall of 2016 and accomplished the following objectives:

Customers Served
Through the RFBAP a total of 109 participants were introduced to SBC services and the rural food initiative in the western region.

Scholarships
Rural Food based entrepreneurs utilized $7,962 in scholarship dollars for large conferences, small business classes and industry specific training.

Community Meetings
A major outcome of the RFBAP was the convening of 14 community meetings in seven counties across the region resulting in an increased awareness of agribusiness and collaboration among partners.

Food Businesses & Assets Mapped
31 Food Business Resource Providers identified over 500 Local Food Based Businesses and assets in the Western Region.
The Small Business Center at Haywood Community College actively serves Haywood County, the “First Entrepreneurial Community in the Nation.” This designation means that we are entrepreneur-friendly and have mechanisms in place to assist a business to start, grow and thrive! HCC’s Small Business Center provides FREE, confidential, one-on-one counseling services; seminars and workshops; a wealth of resources, including the most recent Guide for New Businesses in Haywood County and much more. Visit the Small Business Center online at SBC.HAYWOOD.EDU as an introduction to how we can guide you through the steps of starting a business, expanding a business, improving efficiency of an existing business or simply helping you avoid a costly business mistake.

(828) 627.4512 SBC.haywood.edu

To register for any of the following seminars and workshops, please contact us at: SBC.haywood.edu (828) 627-4512

*Dates and locations are subject to change. Seminars are subject to cancellation. Visit SBC.haywood.edu for schedule updates.

**BUSINESS STARTUP SERIES**

**How to Start a Business**
Tuesday, August 21 • 5:30-8:30 p.m.
**Speaker:** Russ Seagle
Understand the basics of starting a business in this seminar that takes you from idea to opportunity. Learn key strategies for startup, financing and marketing, as well as important information about legal issues, licensing, zoning, operations and more. Realize the importance of a self-assessment and how to evaluate the feasibility of your business idea. Discover the resources available to help you start and successfully operate your business.

**How to Write a Business Plan**
Tuesday, August 28 • 5:30-8:30 p.m.
**Speaker:** Russ Seagle
A business plan can be the most important tool a small business owner has. Learn how to turn your ideas into a solid plan for financing and long-term success. This seminar teaches you the important components of a business plan and helps you lay the foundation for a winning plan. Find out how marketing, operations, and finance are interrelated. Discover how a business plan is used by potential lenders, the dos and don’ts of writing a plan and steps for making the process easy. This seminar is designed for new and established business owners.

**Financing Your Business**
Thursday, September 6 • 5:30-7:30 p.m.
**Speaker:** TBA
Financing continues to be a challenge for many small business owners. Questions range from, Who will give me money for my business idea and what do they need from me? To how will this business make money and will it be enough to pay back a loan or attract an investor? Explore the advantages and disadvantages of the different types of funding sources and how to choose the right one for your needs. Discover the keys to financing success.
BASICS OF BOOKKEEPING
Tuesday, September 11 • 6-9 p.m.
Speaker: tenBiz
Gain a workable knowledge of how to properly record financial transactions for your business. Discover the three most important financial reports and how to use them to make the best informed business decision. If you’re a new business owner or need a refresher on the basics of accounting, this seminar is designed for you.

MARKETING YOUR BUSINESS
Tuesday, September 18 • 5:30-8:30 p.m.
Speaker: Russ Seagle
Marketing for the 21st century small business is more dynamic and challenging than ever. Discover how to most effectively and efficiently use the many marketing tools available. Gain insights to understand and reach your customer, analyze your industry and business environment, and differentiate between branding, advertising, and grassroots marketing. Explore the components of an effective marketing plan in this seminar.

CHOOSING YOUR SMALL BUSINESS LEGAL STRUCTURE
Tuesday, October 2 • 5-7 p.m.
Speaker: tenBiz
Which legal structure is best for your business: Sole Proprietorship, Partnership, S-Corporation, LLC? Choosing the right business entity is one of the most important decisions you will make when starting a business. Walk away with a basic understanding of the benefits and disadvantages, and legal and tax implications of each.

HOW TO FIND YOUR CUSTOMERS
Tuesday, October 23 • 6-9 p.m.
Speaker: tenBiz
Market research isn’t just for startups; it’s an important ongoing process for every small business. Developing a focused and effective marketing plan requires up-to-date market analysis. Discover the variety of market research tools that will give you information about your industry and customers. Get the data you need to test the feasibility of a new business, find the competition and potential customers interested in your proposed product or service.

YOUR SMALL BUSINESS TAXES
Tuesday, November 6 • 11 a.m.-1 p.m.
Speaker: Karen Bargsley, NC Department of Revenue
Gain a solid understanding of taxes required for small business owners and develop the best tax strategy for your business. Become familiar with the latest tax forms and procedures for both state and federal taxes. Discover how everyday business decisions can have tax implications that can affect your bottom line. This seminar is important for both new and experienced business owners.

GENERAL SMALL BUSINESS SEMINARS

MARKETING YOUR SMALL BUSINESS ON GOOGLE
Tuesday, September 11 • 9 a.m.-12 p.m.
Speaker: Marc Czarneki, Asheville SCORE
Google is an excellent way to drive customers to your small business. Learn how to set up your business so that it can be found on Google Search and Maps, how to utilize Google Webmaster tools, Google analytics, G Suite to improve your online presence and how to use a custom email address to professionally brand your business and stay organized. Suitable for those starting a business as well as those with an established business.

WOMEN’S BUSINESS NETWORKING SEMINAR
Wednesday, September 12 • 9-10:30 a.m.
Are you a female small business owner or have an idea for a new business? If so, this event is the perfect opportunity to step away from the office and network with fellow women entrepreneurs! Leave inspired and renewed with the comfort of knowing what resources are available to you and your business. Coffee and pastries provided.

ARE YOU READY TO START A SMALL BUSINESS?
Tuesday, September 18 • 9 a.m.-12 p.m
Speaker: Lynn Heinrichs, Asheville SCORE
It’s not enough to have a great idea for a small business. This seminar is designed to highlight the critical requirements for starting a business, including topics such as how to test the viability of your concept, identifying and reaching customers, and funding your business for growth and difficult times. It will also challenge you to
consider the qualities required of successful business owners like leadership, persistence and resilience. Best for those considering starting a business.

SMALL BUSINESS LAW UPDATE
Thursday, October 4 • 9-11 a.m.
Speaker: Jonathan Yarbrough
This seminar will provide an up-to-date snapshot on employment law for small business owners.

BUILDING SMALL BUSINESS CULTURE
Tuesday, October 16 • 6-9 p.m.
Speaker: tenBiz
Small Business company culture is best defined as “the way things get done around here,” and it’s influenced by both deliberate choices and unintended consequences. Over time, organizational culture can help you attract the best employees or it can dissolve into pockets of dysfunction. A great small business culture comes down to one thing: your people. This workshop will explore ways to help your team stay connected to your goals, but also to each other.

SEMINARS FOR THE CREATIVE BUSINESS
The Haywood Community College Small Business Center and the Haywood County Arts Council have teamed to provide a seminar series geared toward the creative small business. Creative businesses are unique ventures and require special business planning methods. Join us for an opportunity to network with fellow and prospective craft artists, while learning from informative speakers.

BETTER PHOTOGRAPHY FOR YOUR CREATIVE SMALL BUSINESS
Tuesday, August 28 • 5-7 p.m.
Speaker: Phillip Turner
Quality images have the opportunity to set your business apart from the competition and are an essential element to your marketing. During this seminar small business owners will learn tools, tips and tricks to incorporate quality photography into your small business marketing strategy.

Key points will include:
1. Framing the picture to show the best story possible
2. Balance exposure to keep things looking inviting
3. Posting to social media

TELLING YOUR CREATIVE SMALL BUSINESS STORY
Tuesday, September 25 • 5-7 p.m.
Speaker: tenBiz
What makes your products stand out? What is it about you that connects with consumers? When you do a good job of telling your small business brand story, you become more accessible and make a better connection with your audience. No matter where you sell, communicating your story is critical for success in the marketplace and for tapping into your consumer demand for authenticity. Learn more about key components to include in your story and work to begin crafting or further hone your story.

SOCIAL MEDIA STRATEGIES FOR THE CREATIVE SMALL BUSINESS
Tuesday, October 30 • 5-7 p.m.
Speaker: Chisa Pennix-Brown
This seminar is designed to help you, the small business owner put the pieces together. If you have a disjointed strategy or no strategy at all, this seminar will help to navigate your current marketing plan and enhance it with proven social media strategies.
This hands-on workshop will provide attendees with the skills to do the following:
• Automate daily marketing tasks
• Find targeted content to share with your audience
• Connect their social media outlets to maximize reach

ONE AND TWO-DAY SUMMITS
SOCIAL MEDIA SUMMIT FOR SMALL BUSINESS
Tuesday, October 30 • 9 a.m.-4 p.m.
Speaker: Lady Bizness
This one-day summit is geared toward current business
owners that are interested in getting more out of their social media experience. You have Instagram and Facebook, now what? Let us walk you through how to get the most out of each platform. Learn how to maximize your social media by developing an effective strategy and how video marketing can take your business to the next level.

**Maximizing Facebook for Small Business**
Tuesday, October 30 • 9 a.m.-12 p.m.
Facebook is over 10 years old and it is still changing. Now that you have it, this workshop will help small business owners: understand your analytics; make posting easier and automated; understand how to Go Live; and use groups and video within the platform for your brand.

**Maximizing Instagram for Small Business**
Tuesday, October 30 • 1-4 p.m.
Once you have Instagram, the next question is how do you use it to maximize marketing and branding for your Small Business? This hands-on course will show small business owners how to: post and when the best times are for their brand; create and upload video; and go live and use hashtags to attract potential clients.

**Digital Marketing Summit for Small Business**
Wednesday, October 31 • 9 a.m.-4 p.m.
Speaker: Lady Bizness
This one-day summit is geared toward current business owners that are interested in getting more out of their digital marketing strategy. You have a strategy, now what? Let us walk you through Video Marketing and Podcasting for Small Business. Learn how to get the most out of each platform and how digital marketing can take your business to the next level.

**Video Marketing for Small Business**
Wednesday, October 31 • 9 a.m.-12 p.m.
There are many ways in which a small business owner can share their business to their potential clients. This course focuses on showing attendees how they can market their businesses using video. Come prepared to take home a large amount of information that can help you make your business successful.

**Podcasting for Small Business**
Wednesday, October 31 • 1-4 p.m.
Podcasting is a great way to familiarize people with your small business, interests, build a brand and show your expertise.
In this 3 hour workshop, you will learn best practices for:
- Choosing a topic and name
- Format of your podcast
- Studio and Podcasting Gear
- Audio, Graphics and Hosting

**Agribusiness Summit**
Wednesday, December 5 • 9 a.m.-5 p.m.
The one-day, multi-track summit is designed for the specific needs of current and prospective Agribusinesses including farmers, value-added processors, beverage manufactures, food service businesses and more. Food, beverage and agriculture-based businesses are unique ventures and require special business planning methods. This not-to-miss, one-day event will provide attendees with the tools needed to move an agribusiness forward. In addition to informative seminars and workshops, attendees will have the opportunity to network with others in the field, meet firsthand with industry specific resources providers and business coaches.

**Online Small Business Seminars**

**Igniting Innovation - Mind Spark Live**
Join the NC Small Business Center Network from 7-8 p.m., the first Monday of the month for a live webinar on a wealth of small business topics.
Monthly topics will include:
- August – Business Plan
- October – Small Business Website Now
- November – Importance of Networking for the Small Business Owner
- December – Bootstrap Marketing for the Small Business Owner
Although it may seem a tad confusing when you try to explain the situation, that’s not the case for Haywood County Chamber of Commerce President CeCe Hipps.

“We always look to Asheville as a model of things we do and don’t want to do, things that are good for Haywood County,” Hipps said. “By pulling people in to help market the properties we have within a half-hour of Asheville, it is a win-win for us.”

In a move that will set the course of local business for years or decades to come, the Haywood County Economic Development Commission (EDC) — which is a branch of the chamber — recently partnered with the EDC branch of the Asheville Chamber of Commerce.

“Just looking at the overwhelming success Buncombe County has had, through the good times and the bad, it puts us in the same ballpark with them,” said David Francis, programming and economic administrator for Haywood County. “[Asheville] can go market for us, we’re neighbors, so it all made total sense for us to do this. For [Asheville], it gives them a broader brush to paint with, and they’re helping us broaden our perspective and growth.”

Coming from Tennessee, Alabama, and seemingly every direction, there have been over a dozen clients already within six months of the partnership, each sparking interest in perhaps doing business with, and in, Haywood County. All of these clients are at various stages within the long process of bringing a business to the point of breaking ground. But, the ball is rolling with each referral coming from Asheville.

“You have to go through this long process, these decisions aren’t made quickly, but we see progress and remain as transparent as we can,” Hipps said. “I think we’ve been able to cast a larger net out into the world that has made people interested. We’ve been very aggressive, we keep following up and following up — it takes a team effort. I don’t think we’d be able to do this without the partnership with the Asheville Chamber.”

When asked about the current business climate of Haywood County, Francis was quick to tout the hard work and positive results from a county that has — for several years now — been rebuilding a name for itself as a force to be reckoned with in business sector of Western North Carolina and greater Southern Appalachia.

“We continue to identify other sites in the county for somebody to relocate or start a business. [With the partnership], it’s been an interesting dynamic,” Francis said. “The business climate has been good for a period of time. I think having Asheville partner with us, we can see more potential, which I think may have been missing in the past, getting that word out there how well the business climate is in Haywood County.”

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— CeCe Hipps
College & Career Readiness

programs teach basic academic and fundamental skills necessary for tomorrow’s jobs: problem solving, negotiating, organizing, creative thinking, listening, and leadership. Adults who enroll in these courses do so for many reasons, such as completing a High School Equivalency Diploma (formerly GED®) or Adult High School Diploma (AHS); reviewing academic skills to enter college; improved learning to read a job manual; building workplace skills; or helping children do homework.

Program Opportunities:
- Adult High School (AHS)
- High School Equivalency Diploma (formerly GED®)
- Adult Basic Education (ABE)
- English as a Second Language (ESL)
- Career College
- GED & HiSET Testing
- TABE Testing for BLET, EMT, Medical Responder, Nurse Aide, and NCWorks
- WorkKeys Testing for employment (Evergreen Packaging and other employers)

All classes are year-round and free of charge. Orientation to classes is required and is held weekly. To register for orientation, please call (828) 627-4648.

The Adult High School (AHS) program is comprised of students who are at least 16 years of age ranging to adulthood. The program offers the opportunity to complete requirements to earn an actual high school diploma. Through careful evaluation of transcripts, interview, and acceptance procedures, participants will be able to determine the number of high school credits needed and work to complete the study for a diploma.

The High School Equivalency Diploma (formerly GED®) program offers adults who did not complete a formal high school program the opportunity to receive their high school equivalency credential. The High School Equivalency diploma is nationally recognized as a high school equivalency program and certifies attainment of high school level academic knowledge and skills. Our program provides instruction in subject areas in preparation for taking the High School Equivalency exams. These subject areas are: Language Arts (reading & writing), Mathematics, Science and Social Studies. The High School Equivalency can be obtained by taking either the GED® or the HiSET test.

Days/Time/Locations:
Monday-Friday 8 a.m.-12 p.m.
Room 335-B Main Campus
On-line classes are also available.

Fees: Free
Adult Basic Education (ABE) can assist you in pursuing a High School Equivalency diploma (GED®), obtaining an Adult High School diploma, becoming better prepared for the workplace, developing skills to enable you to get a better job, creating a stronger presence in family life, or entering college. The program also provides skill building instruction to support the transition to continued education, certificate programs, workforce development, and/or degree programs. For more information, please call (828) 627-4648.

Days/Time/Locations:
Monday-Thursday 8 a.m.-12 p.m. • Main Campus
Monday-Thursday 5:30 p.m.-8:30 p.m. • Main Campus
On-line classes are also available.
Fees: Free

English as a Second Language (ESL) is a program of instruction designed for adults who are limited English proficient and whose primary language is not English. These students need to improve their speaking, reading, writing, and understanding of the English language to enable them to further their education or obtain employment. For information, please call (828) 627-4648.

Days/Time/Locations:
Monday-Thursday 9 a.m.-1 p.m. • Clyde Central United Methodist Church
Tuesday & Thursday 7-9 p.m. • Main Campus
Fees: Free

Career College is a postsecondary certificate program for adults with intellectual or developmental disabilities. This entry-level program provides a foundation for transitioning into a career or additional coursework. The students further develop reading, math, and computer skills along with participating in a hands-on practicum experience within a specific program of study.

Days/Time/Locations:
Monday-Friday 8 a.m.-3:30 p.m. • Main Campus
For more information, please call (828) 627-4648.

Authorized Pearson Vue GED® & HiSET Testing Center
Schedule to take your GED® or HiSET test with us. Our state-of-the-art testing lab is located in room 380 in the 300 building on Main Campus. Our center is open Monday, Tuesday, and Thursday, 8 a.m.–6 p.m., Wednesday 8 a.m.–8 p.m., and Friday 8 a.m.–4 p.m. Currently, GED tests cost $20 each, and HiSET tests cost $15. However, we have scholarships to cover testing for qualified students. For more information regarding testing or scholarships, please contact Melody at (828) 627-4700 or email at mgchandler@haywood.edu.

College & Career Readiness Testing Schedule for BLET, Medical Responder, Nurse Aide, & NC Works
Testing Requirements:
1) To schedule your test, please call (828) 627-4648. Available times are: Tuesdays 9 a.m. & 5 p.m.
2) If you are age 18 & over, you must be the person to call. Due to the FERPA regulations, other individuals are not allowed to schedule for you. Also, we cannot release scores to anyone other than the individual who was tested.
3) College & Career Readiness is located in the 300 building in Suite 372.
4) Once scheduled, you have a designated day & time for your test. If you have an emergency and cannot be present for your scheduled test, please call our office. We will work to accommodate you; however, please be aware that you will need to wait until the next scheduled test session.
5) Bring your picture ID with you to the test session. You will not be allowed to test without showing your valid ID.
6) Plan to arrive 10-15 minutes prior to your testing time. Allow approximately 45 minutes to take your test.
7) Your test results will be emailed to you by the end of the next working day.
8) Please call to schedule your test as soon as possible. Scheduling early will allow time for any needed remediation.