

**FOR RELEASE:**

IMMEDIATE

Contact: Susan K. Moore



Mailed February 10, 1981

YOUNGSTOWN, Ohio - Youngstown State University's Department of Continuing Education, Business and Industrial Programs division, is presenting three seminars especially designed for the owners of small businesses. All classes will be held on the YSU campus and notice of building and room number will be provided upon confirmation of registration.

"Computerizing Your Small Business" will be held on Tuesday, Feb. 17 (9:00 a.m.-4:00 p.m.) and requires a fee of \$85.00 per person. Both "Profit: How to Earn More from Your Business" and "Taxes: How to Pay Less Legally" will be offered Thursday, Feb. 19 ("Profit" 9:00 a.m.-12:00 p.m. and "Taxes" 1:00-4:00 p.m.) and requires a fee of \$75.00. Participants attending the Feb. 19th seminars can save \$15.00 by attending both the morning and afternoon sessions, otherwise the fee is \$45.00 per session.

"Computerizing Your Small Business" points out that there is little doubt that in the future small computers will soon be a standard feature in every business. Small computers or minicomputers are used heavily for accounting and financial reporting, market analysis, engineering and word processing. Seminar topics are as follows: a general discussion of computers and data processing including parts of a computer, what a computer can do, storage media, types of processing and programming; available options including service bureau, timesharing and in-house computers; steps in selecting and option; systems documentation report; criteria for selection including operating requirements, response/turnaround time, price and miscellaneous issues; request for proposal and the evaluation process.

The seminar leader will be Richard D. Rolland, Assistant Director of the YSU Computer Center, a 1.3 million dollar operation. Rolland's other work experience

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includes programmer/analyst for Youngstown Sheet & Tube Company; systems manager for D.W. Dickey and Son, Inc. in Lisbon. Rolland has taught other courses for the University and has administered on-going professional education in industry and government.

Seminar topics for "Profit" include: calculating the amount of profit your business should be earning; identifying and correcting company operating problems that are holding your earnings down; and laying out and implementing a simple but effective profit plan to run your business with.

"Taxes" is designed as a three-hour session, easy to understand, simple to apply information guaranteed to cut your tax bill. Seminar topics for this course include: making all the profit you can--just find something else to call it; creative accounting--keeping your business books and records with an eye on taxes; and a bounty of benefits and other worthwhile deductions for business owners and managers.

The seminar leader for both the "Profit" and "Taxes" seminars is James Stone, founder and president of the Small Business Management School. Stone brings 20 years of practical experience to these seminars. Before starting his own company in 1973, Stone held a wide range of successively more responsible management positions for the Itek Corporation, Shatterproof Glass, and the National Reproductions Corporation. Stone has also written and co-authored nine courses on practical small business management operating procedures. His training programs are widely used by colleges, universities, trade associations and other institutions to provide small business owners and managers with the information they need to run successful operations.

For further information contact the YSU Department of Continuing Education at (216) 742-3358.

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