

Business Management Trainings

NEC SBDC at Butte College is offering business management trainings & one-on-one business consulting in all areas of business start-up, development, management and growth including: planning, marketing, and bookkeeping to prepare you for running a successful business. Our trainings are designed to help you implement best practice strategies in your day-to-day operation. Pre-Registration is required. Advanced payment, where applicable, reserves your seat.

Disruption Recovery Plan for Your Business

Date: Thursday, April 27, 2017
Time: 9:00am - 12:00pm
Cost: FREE
Location: Oroville

These are the times! With upswings in cyberattacks, and natural disasters such as floods, earthquakes, tornadoes, and hurricane, business continuity plan has suddenly moved to the front of the line as more businesses are being forced to complete their disaster recovery plans. If concerns for your business survival, blemished reputation, government regulations, and limited access to capital do not convince you that it's time to do a recovery plan, then how are you comfortable with the continue success of your business? This training will help you complete a workable plan that you & your employees can easily follow & visit regularly to ensure usefulness; relax from the stress of unplanned activities that cause your profit to drop; and teach you how to complete a plan to address your business operation for disruption, and prepare you for funding when available.

Introduction to Search Engine Optimization (SEO)

Date: Tuesday, May 23, 2017
Time: 9:00am - 11:30am
Cost: \$30 per person prepaid; \$40 at the door
Location: Orland

Most business owners assume they simply need a website to reach customers. This is a myth! Search Engine Optimization (SEO) is the process of getting your website indexed by Search Engines so your customer can find you when conducting a search. We will review the various techniques to effectively optimize your website for search engines including keywords, some proper coding techniques, and tools and analytics to help you see success. This workshop is for beginners and those who are in the process of developing their website, or can access, or make changes to their website.

Payroll, Payroll Taxes, Records & Functions In QuickBooks

Date: Wednesday, May 31, 2017
Time: 8:30am - 12:00pm
Cost: \$50 per person prepaid; \$60 at door
Location: Chico

This workshop includes State & Federal laws, and regulations regarding business payroll function and the necessary recordkeeping needed to comply with these requirements. Examples of processing payroll functions will be demonstrated with the use of QuickBooks, including discussion on e-filing both payroll taxes & forms right out of QuickBooks. A QuickBooks "how to" payroll manual and handout on the payroll function will be distributed. The trainer is a certified QuickBooks ProAdvisor and CPA with payroll expertise.

Sales Growth through Effective Marketing Strategies

Date: June 6, 2017
Time: 9:00am - 11:30am
Cost: FREE
Location: Red Bluff

Looking to grow your business in the next few years? It is important to have realistic goals and a plan in place to help you achieve them. This workshop will focus on developing strategies to grow your sales and a Marketing Plan to help you achieve your goals. Using your current sales information, we will help you establish your goals, discuss the different roles of Sales versus Marketing, and review what is necessary in a successful Marketing Strategy. This training will also help you understand what types of tools are available to you, and what analytics are important to track.

For additional information, please call, fax, stop by, or log onto: www.buttecollegesbdc.com
NEC SBDC at Butte College, 2480 Notre Dame Blvd., Chico ■ (530) 895-9017 Phone ■ (530) 566-9851 Fax

Register Today! Please call, register online, stop by NEC SBDC at Butte College and mail or drop off registration form (one per person - cash, check, or credit card) to: NEC SBDC at Butte College, 2480 Notre Dame Blvd., Chico, CA 95928.

April 27 - Disruption Recovery; May 23 - Intro to SEO; May 31 - Payroll, Taxes, Records in QuickBooks; June 6 - Sales Growth

Name _____ Business Name _____

Phone _____ Mailing Address _____

City _____ State _____ Zip _____ Email _____



Paid for under the current Cooperative Agreement with the U. S. Small Business Administration and the CSU, Chico Research Foundation. This material is based on work supported by the U. S. SBA. Any opinions, findings and conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of the U. S. Small Business Administration. This program is extended to the public on a nondiscriminatory basis and special arrangements are available to individuals with disabilities if requested in advance.

