

## 2nd Quarter 2017 Newsletter & Training Schedule (April, May, and June)

NEC Small Business Development Center at Butte College provides one-on-one free comprehensive business management consulting and low to no cost trainings to existing business owners and potential entrepreneurs in Butte, Glenn and Tehama counties.

### **SBDC Services Include:**

#### **Business Planning & Management**

- Business Plan Development
- Business Start-Up Assistance
- Expansion & Growth
- Licensing & Permits
- Employee Management
- Buying & Selling A Business

#### **Marketing**

- Identifying Market Niches
- Advertising & Promotion
- Business Feasibility
- Marketing Plan Development
- Pricing Strategies
- Inventory Management
- E-Commerce, Internet Marketing & Social Media
- Website Development & Tools

#### **Financial Management**

- Cash Flow Management
- Loan Options & Requirements
- Bookkeeping & Accounting
- Loan Application Assistance
- Financial Analysis, Projections, Forecasting, Budgeting & Management
- Government Contracting & Certification
- Business Valuation & Plan
- Tax Planning & Requirements
- Payroll Management

#### **Manufacturing**

- Trademark, Copyright
- Intellectual Property
- New Products & Innovations
- Licensing & Partnering

#### **Resources**

- Information & Referrals

**We are your tax dollars at work, helping you & your business achieve success!**

## **Planning Ahead is Planning to Succeed!**

NEC Small Business Development Center at Butte College is your contact for meeting legal requirements relating to business. As we work with you to plan your business success, we want to ensure that we are also keeping you updated with new and future government regulations to assist you with managing your business better. To help you reduce the work of meeting some of your legal requirements, the SBDC program in the State of California has partnered with Employment Development Department (EDD) to assist with the easy implementation of the passage of Assembly Bill 1245. Below is a simple summary of AB 1245. We want to ensure that your business continues to operate efficiently and effectively. Our partnership with the EDD is an easy one - help to get the message out, and work with you to ensure that this transition is a smooth one for you.

If you need help with implementing this mandatory electronic filing and payment law, or understanding the purpose of the bill, please contact NEC SBDC at Butte College and we will walk you through the process.

We are your Small Business Development Center. Your staff at work!

*~Sophie Konuwa, Director~*



**Our Business Is Your Success<sup>SM</sup>**

## **New State Law Requires All Employers to Electronically File and Pay to the EDD**

Doing Business With EDD Electronically Is the Way of the Future for California Employers! With the passage of Assembly Bill 1245 (Chapter 222, Statutes of 2015), employers are required to electronically submit employment tax returns, wage reports, and payroll tax deposits.

Effective January 1, 2017, employers with 10 or more employees must meet the requirements of AB 1245. All other employers must do so beginning January 1, 2018.

Filing and paying electronically reduces paper and mailing costs. It also offers encryption to protect your information, and provides electronic records of your transactions with the EDD. You do not have to wait for the deadline to sign up! You can plan ahead and make your transition today. To enroll in [e-Services for Business](http://www.edd.ca.gov/e-Services_for_Business), and file, pay, and manage your payroll tax account online 24 hours a day, 7 days a week, log onto [www.edd.ca.gov/e-Services for Business](http://www.edd.ca.gov/e-Services_for_Business). It's fast, easy, and secure!

For assistance with your transition, you can also contact the EDD Taxpayer Assistance Center at 888-745-3886, Monday through Friday, 8 a.m. to 5 p.m. (Pacific Time).

**For information, and access to free one-on-one business consulting, or to register for NEC SBDC at Butte College Business Trainings, please call, stop by or log onto:**

**NEC Small Business Development Center (SBDC) at Butte College  
2480 Notre Dame Blvd., Chico, CA 95928  
Phone: (530) 895-9017 • Fax: (530) 566-9851 • [www.buttecollegesbdc.com](http://www.buttecollegesbdc.com)**

# Trainings for Starting, Managing & Growing Your Business

Northeastern California Small Business Development Center (SBDC) at Butte College provides up-to-date on-going and specialized trainings in all areas of business management for existing business owners, new business owners, and potential entrepreneurs. Topics range from the most basic start-up trainings to sophisticated technical and advanced management trainings. **Pre-Registration is required for all trainings.** Seating is limited. Advanced payment, where applicable, reserves your seat.

## April

**April 4, 11, 18, & 25**

**Tuesday Evenings**

**6:00pm - 8:00pm**

**Cost: \$120 per person**

**\$130 at the door**

**Location: Chico**

### **QuickBooks I, II, III & IV Series - 4 Weeks Series**

This 4-part QuickBooks series begins with how QuickBooks works, getting around, learning common accounting terms used by QuickBooks, creating a new company file, setting preferences, entering new customers, vendors, accounts, and items, backing up your data, basic accounting, and reviewing the basic Balance Sheet, Profit & Loss (P&L), and Cash Flow reports. You will learn about working with bank accounts (including how to handle PayPal and Square), reconciling accounts, using other account types (credit cards, loans and fixed assets), entering sales information, receiving payments and making deposits, generating customer statements, entering and paying bills, downloading bank & credit card activities, issuing 1099s, and memorizing transactions. The later series covers, running related financial reports, analyzing financial data, setting up inventory, tracking and paying sales tax, tracking time, customizing forms and letters, and overview of more advanced features (syncing contacts, sharing your file electronically with your accountant, exporting to Excel, using the Doc Center, entering budgets, and getting technical suggestions when you have problems). The trainer is a CPA & QuickBooks ProAdvisor. Training includes manual.

**Location: NEC SBDC at Butte College, 2480 Notre Dame Blvd., Chico**

**Co-Sponsor: City of Chico**

**April 5, 12, 19, & 26**

**Wednesday Mornings**

**8:30am - 10:30am**

**Cost: \$50 per person**

**\$60 at the door**

**Location: Chico**

### **New Venture Series for Start-Up Businesses - 4 Weeks Series**

This 4-part training series provides essential information to individuals thinking about starting a new business and new business owners (in business one year or less). Topics include: Legal Requirements including e-filing and e-paying with Employment Development Department (EDD) and Market Analysis, Cost Analysis, Funding Your Small Business, and Overview of the Business Plan - bringing it all together. You will learn the legal requirements for starting a business, how to assess your market, and plan for direction, how to obtain funding and the types of funding available, calculate start-up costs, and best practice for completing a business plan.

**Location: NEC SBDC at Butte College, 2480 Notre Dame Blvd., Chico**

**Co-Sponsor: City of Chico**

**April 27**

**Thursday**

**9:00am - 12:00pm**

**Cost: FREE**

**Location: Oroville**

### **Disruption Recovery Plan for Your Business**

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 and 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.

**Location: 202 Mira Loma, Oroville (behind Butte County Employ. Center - Tahoe Room)**

**Co-Sponsor: Oroville Chamber of Commerce**



# May

**May 3, 10, 17, & 24**  
**Wednesday Mornings**  
**8:30am - 10:30am**  
**Cost: \$50 per person**  
**\$60 at the door**  
**Location: Chico**

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**Co-Sponsor: City of Chico**

**May 4, 11, 18, & 25**  
**Thursday Evenings**  
**6:00pm - 8:00pm**  
**Cost: \$50 per person**  
**\$60 at the door**  
**Location: Chico**

## **Financial Management Series for Existing Businesses- 4 Weeks Series**

This is a 4-weeks, 2-hours a week series designed to teach you how to utilize your financial statements to better manage and understand your business operations, cash flow and profitability. Focus includes: Interpreting and understanding your financial statements including Profit and Loss/Income Statement and Balance Sheet, hands-on examples and case study; Identifying your cash flow cycle and how it impacts your business; Learning how to calculate and use financial ratios to troubleshoot fiscal dangers, and analyzing trends to improve your business performance; Using financial tools to make informed and good business decisions including effective spending and break-even analysis; Understanding how to think critically when looking at your pricing and costs; and Developing forecasts and budgetary tools and techniques to improve your business profit.

**Location: NEC SBDC at Butte College, 2480 Notre Dame Blvd., Chico**

**Co-Sponsors: City of Chico**

**May 23**  
**Tuesday**  
**9:00am - 11:30am**  
**Cost: \$30 per person**  
**\$40 at the door**  
**Location: Orland**

## **Introduction to Search Engine Optimization (SEO)**

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.

**Location: Butte College Glenn County Center, 604 East Walker St. (Rm. 101), Orland**

**May 31**  
**Wednesday**  
**8:30am - 12:00pm**  
**Cost: \$50 per person**  
**\$60 at the door**  
**Location: Chico**

## **Understanding Payroll, Payroll Taxes, Records & Functions in QuickBooks**

This workshop includes State and 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 and 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.

**Location: NEC SBDC at Butte College, 2480 Notre Dame Blvd., Chico**

**Co-Sponsor: City of Chico**

**Mark Your Calendar!!! Tuesday, September 26, 2017**  
**Is Our 19th Annual Women In Business Conference!**

# June

**June 6**

**Tuesday**

**9:00am - 11:30am**

**Cost: FREE**

**Location: Red Bluff**



RED BLUFF - TEHAMA COUNTY  
CHAMBER OF COMMERCE

## Sales Growth through Effective Marketing Strategies

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.

**Location: Holiday Inn Express & Suites, 2810 Main Street, Red Bluff**

**Co-Sponsors: Chamber of Commerce Red Bluff, Tehama County**

**June 7, 14, 21, & 28**

**Wednesday Mornings**

**8:30am - 10:30am**

**Cost: \$50 per person**

**\$60 at the door**

**Location: Chico**

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This 4-part training series provides essential information to individuals thinking about starting a new business and new business owners (in business one year or less). Topics include: Legal Requirements including e-paying and e-filing with Employment Development Department (EDD) and Market Analysis, Cost Analysis, Funding Your Small Business, and Overview of the Business Plan - bringing it all together. You will learn the legal requirements for starting a business, how to assess your market and plan for direction, how to obtain funding, and the types of funding available, calculate start-up costs, and best practice for completing a business plan.

**Location: NEC SBDC at Butte College, 2480 Notre Dame Blvd., Chico**

**Co-Sponsor: City of Chico**

**June 29**

**Thursday**

**9:00am - 5:00pm**

**Cost: \$120 per person**

**\$130 at the door**

**(includes book)**

**\$80 per person**

**\$90 at the door**

**(book not included)**

**Location: Chico**

## ServSafe Food Safety Training & Certification

California Uniform Retail Food Facility Law requires re-certification of competence in Food Safety and Sanitation every 5 years. Passing the ServSafe® exam is necessary to renew your certification. Training includes the National Restaurant Association ServSafe® exam and Essentials book, answer sheet and certificate. This workshop is recognized by the California Health Department and fulfills State certification obligations. Learn the importance of food safety practices and how to implement in your food establishment. Our trainer is State certified. Participants **must** register and purchase books 3 weeks before class to allow time for book delivery and self-study.

**Location: NEC SBDC at Butte College, 2480 Notre Dame Blvd., Chico**

**Co-Sponsor: City of Chico**

**EASY REGISTRATION FORM:** Select trainings, register online, call, complete form, mail or stop by (cash, check or credit card):

**NEC Small Business Development Center at Butte College, 2480 Notre Dame Blvd., Chico, CA 95928**

**Phone (530) 895-9017 • Fax (530) 566-9851 • [www.buttecollegesbdc.com](http://www.buttecollegesbdc.com)**

Please check box to be removed from mailing list

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|--|---|---|
| <input type="checkbox"/> April 4, 11, 18 & 25 - QuickBooks Series  | <input type="checkbox"/> May 3, 10, 17 & 24 - New Venture Series    | <input type="checkbox"/> June 6 - Sales Growth & Marketing        |
| <input type="checkbox"/> April 5, 12, 19 & 26 - New Venture Series | <input type="checkbox"/> May 4, 11, 18 & 25 - Financial Mgt. Series | <input type="checkbox"/> June 7, 14, 21 & 28 - New Venture Series |
| <input type="checkbox"/> April 27 - Disruption Recovery Plan       | <input type="checkbox"/> May 23 - Introduction To SEO               | <input type="checkbox"/> June 29 - ServSafe Food Safety           |
|  | <input type="checkbox"/> May 31 - Payroll, Taxes, & Records In QB   | <input type="checkbox"/> September 26 - Women In Business         |

Name \_\_\_\_\_ Business Name \_\_\_\_\_ Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_



**tri counties bank**  
Service With Solutions™

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