

## 3rd Quarter 2017 Newsletter & Training Schedule (July, August, & September)

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!***

## **Mark Your Calendar!**

**Tuesday, Sept. 26, 2017 - Our 19th Annual Women In Business Conference.**  
 Conference Topic: ***"Managing for Productivity & Profitability: A Focus on financial Literacy, Social Media Marketing, and Technology!"***

Today's business owners and individuals need the ability to work and think strategically about how to take their businesses and careers to the next level using successful financial management and marketing strategies. To get started, you must understand your financial capabilities, stay current with the "best fit" social media and technology mediums, and learn the importance of securing your technology through best practice methods.

Our conference will guide you into crafting solutions that deliver real strategic value financially, and promote your business and career using social media technology. It will empower you with information and tools to grow your business, develop your career, limit costly errors, and actively connect with other business owners. You will learn about specific types of social media marketing currently used to grow your customer base online while promoting your brand; how to manage & develop your social media marketing policy, and productivity to ensure you reap full benefit from the return on your investments, including time; understand the impact of inbound and influencer marketing; get plans to increase your income, sales and profit; acquire the basics of understanding and managing your finances; and identify how to attract your type of customers while ensuring that you are adding profit to your bottom line. You will also learn how to stay FTC compliant.

Presenters include author, coach, trainer, consultant, public speaker and social entrepreneur Dr. Deborah Osgood, and creative and data-driven marketing leader, Vanessa Penagos. Presentations will include understanding money, how to spend & keep it; how to continuously identify & select the best social media marketing for you and your business, and how to use technology for success. For details on our most exciting event of the year, please check the back of this newsletter. We look forward to your participation!



**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. Contact NEC SBDC at Butte College for information and assistance.

**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.

## July

**July 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 i.e., e-filing and e-paying with Employment Development Department (EDD), 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, 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**

**July 18**  
**Tuesday**  
**9:00am - 11:30am**  
**Cost: \$30 per person**  
**\$40 at the door**  
**Location: Oroville**

### **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: 202 Mira Loma, Oroville (behind Butte County Employment Center-Tahoe Rm)**  
**Co-Sponsors: Oroville Chamber of Commerce; DSN, ICT & Digital Media, Butte College**



## August

**August 2, 9, 16, 23**  
**Wednesday Mornings**  
**8:30am - 10:30am**  
**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 & fixed assets), entering sales information, receiving payments and making deposits, generating customer statements, entering and paying bills, downloading bank and 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 and QuickBooks ProAdvisor. The training includes manual.

**Location: NEC SBDC at Butte College, 2480 Notre Dame Blvd., Chico**  
**Co-Sponsors: City of Chico; DSN, ICT & Digital Media, Butte College**



# August continues...

**August 3, 10, 17, & 24**  
Thursday Mornings  
8:30am - 10:30am  
Cost: FREE  
Space is Limited  
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. The class is kept small for hands on learning and interactions.

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

**Co-Sponsor:** Wells Fargo Bank

**August 8, 15, 22, & 29**  
Tuesday 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 i.e., e-filing and e-paying with Employment Development Department (EDD), 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, 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

# September

**Sept. 6, 13, 20, & 27**  
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 i.e., e-paying and e-filing with Employment Development Department (EDD), 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, 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

## **Mark Your Calendar!**

**Tuesday, September 26, 2017 is our 19th Annual Women In Business Conference! Early Bird Special for \$79 per person; \$474 Table of 6, ends Friday, July 21! ~ Call (530) 895 - 9017**

# September continues...

**September 21**  
**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**

## 19th Annual Women In Business Conference ~ Tuesday, September 26, 2017 “Managing for Productivity & Profitability: A Focus on Financial Literacy, Social Media Marketing, and Technology!”

We are excited to present the Agenda for our **19<sup>th</sup> Annual Women in Business Conference**. The day promises to **Empower You** - as you learn to grow your business & career through managing your money; **Educate You** - as you understand marketing with technology, and **Encourage You** - to plan successfully for your business and career.

<p>For more information, please call, stop by or log on:</p> <p><b>(530) 895-9017</b></p> <p><b>2480 Notre Dame Blvd. Chico, CA 95928</b></p> <p><b>buttecollegesbdc.com</b></p>	<p><b>SPONSORS</b></p> <ul style="list-style-type: none"> <li>■ U. S. SBA</li> <li>■ U. S. Bank</li> <li>■ Enterprise Record</li> <li>■ Deer Creek Broadcasting</li> <li>■ Tri Counties Bank</li> <li>■ DSN Small Business, Shasta College</li> <li>■ NFN Regional Consortium</li> <li>■ City of Chico</li> <li>■ Oroville Area Chamber</li> </ul>	<p><b>MARKETPLACE VENDORS</b></p> <ul style="list-style-type: none"> <li>■ Bobbi’s Boutique</li> <li>■ Beary Sudsy Soap Company</li> <li>■ Scentsy Independent Consulting</li> <li>■ Second Life Fashion</li> <li>■ JustAlofStuff</li> <li>■ Milan Izel</li> <li>■ String Bead</li> </ul>	<p><b>REGISTRATION</b></p> <p><b>Early Bird: thru 7/21/17</b>  <b>\$79 per person (pp)</b>  <b>\$474 Table of 6</b></p> <p><b>Regular Registration</b>  <b>7/24/17 - 8/25/17</b>  <b>\$99pp; \$594 Table of 6</b></p> <p><b>Late Registration</b>  <b>8/28/17 - 9/22/17</b>  <b>\$110pp; \$660 Table of 6</b></p> <p><b>After 9/22 &amp; At The Door</b>  <b>\$125 per person</b></p>
	<p><b>EASY REGISTRATION FORM:</b> Select trainings, register online, call, complete form, mail or stop by (cash, check or credit card):  <b>NEC Small Business Development Center at Butte College, 2480 Notre Dame Blvd., Chico, CA 95928</b>  <b>Phone (530) 895-9017 • Fax (530) 566-9851 • www.buttecollegesbdc.com</b></p> <p><input type="checkbox"/> Please check box to be removed from mailing list</p>		

- July 5, 12, 19 & 26 - New Venture Series
- Aug. 3, 10, 17 & 24 - Financial Mgt.
- Sept. 6, 13, 20 & 27 - New Venture Series
- July 18 - Sales Growth Thru Marketing
- Aug. 8, 15, 22, 29 - New Venture Series
- Sept. 21 - ServSafe Food Safety
- Aug. 2, 9, 16, & 23 - QuickBooks Series
- September 26 - Women In Business

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

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



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