



SMALL BUSINESS DEVELOPMENT CENTER  
BUTTE COLLEGE

## Butte College Small Business Development Center (SBDC)



### Business Management Trainings

Butte College SBDC offers business management trainings and one-on-one business consulting in all areas of business start-up, development, management & growth including: financial planning, legal requirements, access to financing, & digital marketing, to help you run a successful business. Our trainings are designed to help you implement best practice strategies in your day-to-day operations. Pre-Registration is required. Advanced payment, where applicable, reserves your seat.

#### Digital Marketing on Google, Facebook & Other Platforms

**Date:** Friday, October 26, 2018  
**Time:** 8:30am - 10:30am  
**Cost:** \$30 per person, \$40 at the door  
**Location:** 2480 Notre Dame Blvd., Chico

The power to share your business with the world is cheaper and more accessible than ever before. Google & Facebook have become the most reliable and insightful platforms producing the largest Return on Investments (ROI). While Google focuses on query-based marketing, Facebook uses a more interruptive approach. Each platform has its own set of rules and tactics. In this workshop you will gain a basic understanding about the two largest platforms in the marketing world, the differences between them, when to use either platform, and how to scale quickly.

#### Financing Your Business

**Date:** Tuesday, October 30, 2018  
**Time:** 9:00am - 11:00am  
**Cost:** FREE  
**Location:** 202 Mira Loma, Oroville

Securing capital is crucial to the successful start-up, development, and expansion of a business. Getting approved for a business loan can be difficult, but you can improve your chances by working with us to understand the process & complete the loan package. Learn about loan options available for your business, how to successfully get those loans, what to consider before applying, evaluation components lenders use to review loan requests, tips on how to prepare a winning loan proposal based on your strengths & weaknesses, who the lenders are, and what they will fund.

#### Financial Management Series for Existing Businesses

**Date:** Wednesday, November 7, 14, 21, & 28, 2018  
**Time:** 8:30am - 10:30am  
**Cost:** FREE  
**Location:** 2480 Notre Dame Blvd., Chico

A 4-weeks series designed to teach you how to utilize your financial statements to better manage and understand your business operations, cash flow, and profitability. Includes: interpreting and understanding your financial statements (Profit & Loss, Balance Sheet), hands-on examples case study; identifying cash flow cycle & how it impacts your business; learning how to calculate & use financial ratios to troubleshoot fiscal dangers, & analyzing trends to improve business performance; using financial tools to make good business decisions for effective spending and break-even analysis; thinking critically when looking at pricing & costs; and developing forecasts and budgetary tools & techniques to improve profit. Hands-on learning and case study.

#### How To Turn Your Hobby Into A Business

**Date:** Tuesday, December 11, 2018  
**Time:** 9:00am - 11:00am  
**Cost:** FREE  
**Location:** 2810 Main Street, Red Bluff

Learn the step-by-step process on how to turn your hobby into a business, and what it takes to start & run your business - how to make money doing what you enjoy; brainstorm opportunities to generate enough income to make it worth your time; complete list of items needed to start your business; understand legal requirements (license); grasp how to develop a basic plan for success; determine amount of money you need to start & stay in business until it is profitable; calculate how much profit you need to make to maintain your standard of living; discover how to manage your business financials; and understand you are the boss & not an employee...and what that comes with.

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

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

Oct. 26 - Digital Marketing;  Oct. 30 - Financing Your Business;  Nov. 7 - 28 - Financial Management Series;  Dec. 11 - Hobby to Business

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

Phone \_\_\_\_\_ Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_



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U.S. Small Business Administration

SBDC programs are nondiscriminatory and available to individuals with disabilities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Sophie Konuwa, director, 2480 Notre Dame Blvd., Chico, CA 95928, [konuwaso@butte.edu](mailto:konuwaso@butte.edu), (530) 895-9017.

