



SMALL BUSINESS DEVELOPMENT CENTER
BUTTE COLLEGE

Butte College Small Business Development Center (SBDC)



4th Quarter 2018 Newsletter & Training Schedule (October, November & December)

Butte College Small Business Development Center 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, Sale, and Plan
- Tax Planning & Requirements
- Payroll Management

Manufacturing

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

Resources

- Information & Referrals

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

Butte College Small Business Development Center (SBDC)

Accomplishments & Impact ~ July 1, 2017 to June 30, 2018

During July 1, 2017 to June 30, 2018, Butte College Small Business Development Center contributed positively to the business communities of Butte, Glenn, and Tehama Counties by providing technical assistance through direct one-on-one business consulting and trainings to business owners and entrepreneurs resulting in the following outcomes:

SUMMARY OF CATEGORIES MEASURED	RESULTS
Number of Business Owners & Entrepreneurs Who Received One-on-One Business Consulting	501
Number of Business Trainings Held	32
Number of Attendees to Trainings	629
Number of New Businesses Created	27
Number of New Jobs Created	106
Number of Jobs Retained/Saved	21
Number of Businesses Purchased	5
Dollars Used to Purchase Businesses	\$402,000.00
Number of Business Expansions	4
Increase in Sales Dollars	\$6,450,732.92
Increase in Profit Dollars	\$1,170,404.57
Number of Businesses Sold	2
Dollars Received from Sale of Businesses	\$900,000.00
Total Number of Loans Approved & Funded	30
Total Amount of Loan Dollars Obtained/Received	\$4,364,900.00
Total Owners' Cash/Equity Investments Into Businesses	\$1,426,540.29
Total Cash Invested Into Businesses (Loans & Owners' Cash)	\$5,791,440.29

We are **YOUR** Small Business Development Center - Your Staff At Work!

~ Sophie Konuwa, Director ~

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

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

Trainings for Starting, Managing & Growing Your Business

Butte College Small Business Development Center (SBDC) 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 business management trainings. **Pre-Registration is required for all trainings.** Seating is limited. Advanced payment, where applicable, reserves your seat.

October

October 10, 17, 24, & 31
Wednesday Mornings
8:30am - 10:30am
Cost: FREE
Location: Orland

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, 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: Butte College Glenn County Center, 604 E. Walker Street (Rm. 106), Orland

October 26
Friday
8:30am - 10:30am
Cost: \$30 per person
\$40 at the door
Location: Chico

Digital Marketing on Google, Facebook, and other Social Platforms

The power to share your business with the world is cheaper and more accessible than ever before. Google and 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.

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

Co-Sponsor: City of Chico

October 30
Tuesday
9:00am - 11:00am
Cost: FREE
Location: Oroville

Financing Your Business

Securing capital is crucial to the successful start-up, development, growth 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, and complete the loan proposal and package. This is your opportunity to learn about the variety of loan options available to you, how to successfully access those loans for your business, what to consider before you apply for a business loan, evaluation components that lenders use when reviewing loan requests, tips on how to prepare a winning loan proposal based on your strengths and weakness, who the lenders are, and what they are looking to fund. It is always a great idea to plan for accessing capital before you need it. Let us help you prepare your new or existing business to successfully access capital.

Location: 202 Mira Loma, Oroville (Butte County Employment Center-Klamath Room)

Co-Sponsor: Oroville Area Chamber of Commerce



November

November 6, 13, 20 & 27
Tuesday 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 (QB) series begins with how QB works, getting around, learning common accounting terms used by QB, creating new company file, setting preferences, entering new customers, vendors, accounts, and items, backing up data, basic accounting, and reviewing the basic Balance Sheet, Profit & Loss, and Cash Flow reports. You will learn about working with bank accounts (and 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. 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 (i.e., syncing contacts, sharing file electronically with your accountant, exporting to Excel, using the Doc Center, entering budgets, and getting technical suggestions when problems exist). The trainer is a CPA and QuickBooks ProAdvisor. The training includes manual.

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

Co-Sponsor: City of Chico

November 7, 14, 21, & 28
Wednesday Mornings
8:30am - 10:30am
Cost: FREE
Space is Limited
Location: Chico



Financial Management Series for Existing Businesses - 4 Weeks Series

This 4-weeks series is 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 (Profit & Loss, Balance Sheet) hands-on examples and case study; identifying 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 business performance; using financial tools to make good business decisions for effective spending and break-even analysis; knowing how to think critically when looking at pricing & costs; and developing forecasts and budgetary tools and techniques to improve profit. The class is kept small for hands-on learning and case study.

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

Co-Sponsor: Wells Fargo Bank

November 8
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. The training includes National Restaurant Association ServSafe® Exam, Essentials book, Answer Sheet and Certificate. This training is recognized by the California Health Department and fulfills State certification obligations. You will learn the importance of food safety practices and how to implement those practices in your business. The trainer is State certified. Participants **must** register and purchase books 3 weeks before training, to allow time for delivery and self-study.

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

Co-Sponsor: City of Chico

December

December 4

Tuesday

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 & Federal laws & 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, & discussion on e-filing both payroll taxes & forms out of QuickBooks. A QuickBooks "how to" payroll manual and handout on the payroll function will be distributed. Trainer is a CPA & QuickBooks ProAdvisor.

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

Co-Sponsor: City of Chico

December 11

Tuesday

9:00am - 11:00am

Cost: FREE

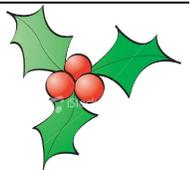
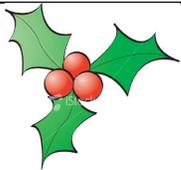
Location: Red Bluff

How To Turn Your Hobby Into A Business

This workshop will take you through a step-by-step process on how to turn your hobby into a business. You will learn 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 i.e., license, fictitious name statement; grasp how to develop a basic business plan for success; determine how much you need to start & sustain your business until it is profitable; calculate how much profit you need to make to maintain your standard of living; discover how to manage the financial side of your business including bookkeeping, budgeting; understand that you are the boss & not an employee and what that comes with; and how to implement time management practices.

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

Co-Sponsor: Red Bluff Chamber of Commerce



On Behalf of all of us at

Butte College Small Business Development Center (SBDC)

We wish you a Wonderful Holiday Season and a Successful 2019!

Rico Ronn Tom LeAnn Stephen Danie Jeffrey Carol Sophie

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

Butte College Small Business Development Center (SBDC), 2480 Notre Dame Blvd., Chico, CA 95928

Phone (530) 895-9017 • Fax (530) 566-9851 • www.buttecollegesbdc.com

Please check box to be removed from mailing list

Oct. 10, 17, 24 & 31 - New Venture Series

Nov 6, 13, 20, & 27 - QuickBooks Series

Dec. 4 - Payroll Records & Taxes

October 26 - Digital Marketing

Nov. 7, 14, 21, & 28 - Financial Mgt. Series

December 11 - Hobby to Business

October 30 - Financing Your Business

November 8 - ServSafe Food Safety Training

Name _____ Business Name _____ Phone _____

Mailing Address _____ City _____ Zip _____ Email _____

Funded in part through a cooperative agreement with the U. S. Small Business Administration (SBA). All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or HSU Sponsored Programs Foundation.

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, (530) 895-9017.

