

## 1st Quarter 2018 Newsletter & Training Schedule (January, February, & March)

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!***

### **Improving the Profitability & Management of Your Business in 2018**

As we come to the close of 2017 and having just celebrated Thanksgiving, there are many things that small business owners and individuals thinking about starting their businesses can be thankful for - a growing economy, increase in sales, low unemployment rate, opportunities to access global markets, better access to capital, and many other positive indicators. However, while we may celebrate these rational promising economic indicators, they also inform us of the need for small business owners to continue their focus on the big picture that defines who they are. Small business owners must continue to focus on planning and the assessments of their plans to avoid surprises whether positive or negative.

As you begin 2018, you should ask yourself, did you realize your plan in 2017? If not, what should you change or fine-tune to remain competitive in this varying economy to attain your maximum profitability? What are your goals for 2018 and how should your assessments of 2017 redirect your goals for 2018? What did the business do well? What challenges did the business face? Where did the business lose money? What are your plans to correct those challenges? Do you have a marketing plan? Business Plan? Have you reviewed them recently? Do you need to develop them? Do you see significant improvements in the efficiency, management, and productivity of your technology, including social media tools? Are you using your financial statements to profitably manage your business? Are the contracts & agreements that you have with suppliers, landlords, tax agencies, accountancy firms, and other business entities still appropriate? Are they the most useful and cost effective contracts & agreements for your business? Have you considered other options? Do you have set policies & procedures for your employees? Do you have an employee manual that guides these practices?

These and many other questions relating to planning, implementation & managing your business are services offered by your Small Business Development Center at Butte College. You have access to free one-on-one business consulting, and low or no costs business management trainings, referrals, and information throughout Butte, Glenn & Tehama Counties. We work with existing business owners, new entrepreneurs, and individuals thinking about starting their businesses to develop, manage, grow, expand, and get access to capital when needed. Our services can be accessed via email, online through our website, in person, or on the phone. We look forward to assisting you with your business endeavors in 2018.

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 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.

## January

**January 9, 16, 23, & 30**  
**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 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 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 (i.e., 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**

**January 10, 17, 24, & 31**  
**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**

**January 18**  
**Thursday**  
**9:00am - 11:00am**  
**Cost: \$20 per person**  
**\$30 at the door**  
**Location: Orland**

### **Introduction To Social Media**

Do you know the best platforms to use to engage your customers? Do you have a social media strategy in your plan? Do you understand the importance of having a social media strategy in place? Are you measuring your business success using the social media platform that you have selected? LinkedIn, Facebook, Instagram, Pinterest, Twitter, Snapchat..... what platforms should your business engage with and how often? This training will explore the very basics of starting a Social Media Strategy, and demystify the use of hashtags.

**Location: Butte College Glenn County Center, 604 East Walker Street - Rm 202, Orland**

# February

**February 1**

Thursday

9:00am - 11:00am

Cost: FREE

Location: Red Bluff



## **How To Get The Most From Your Trade Show or Special Event**

Do you participate in trade shows and other special events without understanding the costs versus results methods. Do you know how to get people to visit your booth and get positive results for participating in these types of special promotional activities? This class will explain how to determine appropriate shows and or events for your business, provide you with preparation techniques, guide you on how to have an effective booth display that draws people in, and provide you with strategies on how to follow up with leads after the event to get results. We will also take a look at how to measure your success of an event and understand your return on investment (ROI).

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

**Co-Sponsors: Red Bluff Chamber of Commerce**

**February 6, 13, 20, & 27**

Tuesday 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. Seating is limited.

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

**Co-Sponsor: Wells Fargo Bank**

**February 7, 14, 21, & 28**

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**

**February 22**

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**

# March

**March 6, 13, 20, & 27**  
**Tuesday Mornings**  
**8:30am - 10:30am**  
**Cost: \$50 per person**  
**\$60 at the door**  
**Chico**

**Grow Your Business Using Effective Marketing Strategies - 4 Weeks Series**  
 Are you looking to grow your business? It is important to have realistic goals and a plan in place to help you achieve them. This 4 weeks, 2 hours per week training, 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: NEC SBDC at Butte College, 2480 Notre Dame Blvd., Chico**  
**Co-Sponsors: City of Chico**

**March 7, 14, 21, & 28**  
**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**

**March 8**  
**Thursday**  
**9:00am - 11:00am**  
**Cost: FREE**  
**Location: Oroville**

**Introduction to Government Contracts**

Government contracting can seem daunting for small businesses, but there are significant opportunities for most types of businesses to grow through working to support local, federal, and state government agencies. Join us for this class to learn the basics of government market entry, and how the California Capital Procurement Technical Assistance Center (PTAC) can provide no-cost assistance on an ongoing basis to help your company effectively compete in the government market.

**Location: 202 Mira Loma, Oroville (Butte County Employment Center-Tahoe Room)**  
**Co-Sponsors: Oroville Area Chamber of Commerce; California Capital PTAC**



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

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

Please check box to be removed from mailing list

- Jan. 9, 16, 23, & 30 - QuickBooks Series
- Jan. 10, 17, 24 & 31 - New Venture Series
- Jan. 18 - Introduction to Social Media

- Feb. 1 - Trade Show & Special Events
- Feb. 6, 13, 20, & 27 - Financial Mgt.
- Feb. 7, 14, 21 & 28 - New Venture Series
- Feb. 22 - ServSafe Food Safety Training

- Mar. 6, 13, 20, & 27 - Grow Business
- Mar. 7, 14, 21 & 28 - New Venture Series
- Mar. 8 - Intro to Government Contracts

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

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



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