

## 2nd Quarter 2018 Newsletter & Training Schedule (April, May, and June)

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!***

### **Celebrating Small Business~National Small Business Week!**

U. S. Small Business Administration (SBA) has celebrated small business week since 1963. Linda McMahon, Administrator, U.S. Small Business Administration, declared that this year's National Small Business Week will be held from April 29th - May 5th, 2018. During this time, the SBA will take the opportunity to focus on the economic impact of outstanding small business owners, and entrepreneurs in the United States. National Small Business Week acknowledges the substantial contributions that small business owners and entrepreneurs in the U. S. bring to our economy and communities. According to the Small Business Administration, over fifty percent (50%) of individuals either own or work for a small business, creating about two out of every three jobs in the United States every year. SBA reports that U.S. small businesses employed over 50 million people.

As an important resource of the United States Small Business Administration, Butte College Small Business Development Center (SBDC) is here to help small businesses succeed. We recognize that Small Business **IS** the Backbone of the United States economy! In celebrating our small business owners and entrepreneurs, we remind you of our free, one-on-one business consulting services to assist you with starting, developing, managing, and growing your business, and getting you to access capital. We will also be hosting a free workshop in each county (Butte, Glenn & Tehama) during our 2nd Quarter (see training schedule enclosed). We hope you will join us to celebrate your contribution to America's economy.

Please review our Newsletter and Training Schedule, and log onto our website, email, or call us, to access our free business consulting services, or register for our trainings. We look forward to providing you with quality business consulting services that add value to operating your business successfully.

On behalf of all of us at Butte College Small Business Development Center, we thank you for the hard work that you do for our communities to build our economy, and remind you that we are here to help you and your business succeed.

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](http://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 management trainings. **Pre-Registration is required for all trainings.** Seating is limited. Advanced payment, where applicable, reserves your seat.

## April

**April 3, 10, 17, & 24**

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

**Co-Sponsor: City of Chico**

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

**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 (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, reviewing the basic Balance Sheet, Profit & Loss, and Cash Flow reports. You will learn about working with bank accounts (and how to handle PayPal & Square), reconciling accounts, using other account types (credit cards, loans & fixed assets), entering sales information, receiving payments & making deposits, generating customer statements, entering & paying bills, downloading bank & credit card activities, issuing 1099s, & memorizing transactions. Later series covers, running related financial reports, analyzing financial data, setting up inventory, tracking & paying sales tax, tracking time, customizing forms & letters, & 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). Trainer is a CPA, & QuickBooks ProAdvisor. Includes manual.

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

**Co-Sponsor: City of Chico**

**April 5**

**Thursday**

**900am - 11:00am**

**Cost: FREE**

**Location: Orland**

### **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, permits; grasp how to develop a basic business plan for success; determine the amount of money you need to start & sustain your business until it is profitable; calculate how much profit you need to make in order to maintain your standard of living; discover how to manage the financial side of your business - recordkeeping, bookkeeping, financial statements; understand that you are the boss and not an employee...and what that comes with; and implement time management practices. One-on-one business consulting available following training.

**Location: 125 East Walker, Orland**

**Co-Sponsor: Glenn County**



# April & May

**April 26**

Thursday

9:00am - 11:30am

Cost: FREE

Location: Chico



## **Basic Sales & Use Tax Seminar**

A representative from California Department of Tax & Fee Administration will provide information on basic sales and use tax requirements including, How To: acquire sales permits; prepare resale and exemption certificates; determine what is taxable and non-taxable; file your sales and use tax return electronically; identify your deductions, exemptions, and tax rate; become an eClient; file and pay online; maintain adequate records; navigate the application process; understand the definition of what is a sale, and other important facts and responsibilities of a business owner.

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

**Co-Sponsors: California Department of Tax & Fee Administration; City of Chico**

**May 1, 8, 15, & 22**

Tuesday 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 & understand your business operations, cash flow & profitability. Focus includes: interpreting & 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 your business performance; using financial tools to make good business decisions for effective spending & break-even analysis; knowing how to think critically when looking at pricing & costs; and developing forecasts & budgetary tools & techniques to improve profit. Class kept small for hands-on learning.

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

**Co-Sponsor: Wells Fargo Bank**

**May 2, 9, 16, & 23**

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 series provides essential information to individuals thinking about starting a business & new business owners (in business one year or less). Topics include: Legal Requirements, i.e., e-filing/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 get funding, types of funding, calculate start-up costs, and best practice for completing a business plan.

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

**Co-Sponsor: City of Chico**

**May 3**

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 & Sanitation every 5 years. Passing the ServSafe® exam is necessary to renew your certification. Training includes National Restaurant Association ServSafe® exam, Essentials book, answer sheet & certificate. Training is recognized by California Health Department & fulfills State certification obligations. Learn the importance of food safety practices & how to implement in your business. Trainer is State certified. Participants **must** register & purchase books 3 weeks before class for delivery & self-study.

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

**Co-Sponsor: City of Chico**

**May 30**

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 & Federal laws & regulations regarding business payroll function, & the necessary recordkeeping needed to comply with these requirements. Examples of processing payroll functions will be demonstrated with the use of QuickBooks, and discussion on e-filing both payroll taxes & forms right out of QuickBooks. A QuickBooks "how to" payroll manual & handout on the payroll function will be distributed. The trainer is a certified QuickBooks ProAdvisor and CPA with payroll expertise.

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

**Co-Sponsor: City of Chico**

# June

**June 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-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 SBDC, 2480 Notre Dame Blvd., Chico**  
**Co-Sponsor: City of Chico**

**June 8**  
**Friday**  
**8:30am - 10:30am**  
**Cost: \$20 per person**  
**\$30 at the door**  
**Location: Chico**

## **Understanding Legal Liabilities Regarding Employment**

Over sixty percent of business legal liability will occur in the area of employment law. The most types of employment litigation include wrongful discharge, retaliation, Fair Labor Standards Act (FLSA), & discrimination (hiring, promotion, terms & conditions, hostile work environment, reasonable accommodation). We will address these issues & provide you information on how to: protect your business from complaint to an enforcement agency or litigation; address wrongful discharge from At will employees, contractual, or unionized; understand retaliation/whistleblower issues & discrimination; and provide you with the key to protecting your business from legal problems.

**Location: Butte College SBDC, 2480 Notre Dame Blvd., Chico**  
**Co-Sponsor: SCORE, City of Chico**



**June 14**  
**Thursday**  
**9:00am - 11:00am**  
**Cost: FREE**  
**Location: Red Bluff**

## **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: Holiday Inn Express & Suites, 2810 Main Street, Red Bluff**  
**Co-Sponsors: Red Bluff Chamber of Commerce, California Capital PTAC.**



California Capital PTAC  
 Procurement Technical Assistance Center

## **Mark Your Calendar! Tuesday, September 25, 2018 ~ Our 20th Annual Women In Business Conference!**

**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

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|--|--|--|
| <input type="checkbox"/> Apr. 3, 10, 17, & 24 - New Venture Series | <input type="checkbox"/> May 1, 8, 15, & 22 - Financial Mgt.     | <input type="checkbox"/> June 6, 13, 20, & 27 - New Venture Series |
| <input type="checkbox"/> Apr. 4, 11, 18, & 25 - QuickBooks Series  | <input type="checkbox"/> May 2, 9, 16, & 23 - New Venture Series | <input type="checkbox"/> June 8 - Legal Liabilities Employment     |
| <input type="checkbox"/> April 5 - How To Turn Hobby Into Business | <input type="checkbox"/> May 3 - ServSafe Food Safety Training   | <input type="checkbox"/> June 14 - Intro to Government Contracts   |
| <input type="checkbox"/> April 26 - Basic Sales & Use Tax Seminar  | <input type="checkbox"/> May 30 - Understanding Payroll          |  |

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

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



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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.

