

Business Management Trainings

Butte College Small Business Development Center is offering business management trainings and one-on one business consulting in all areas of business start-up, development, management and growth including: business planning and legal issues, government contracting, access to financing, and Social Media to help you run a successful business. Our trainings are designed to help you implement best practice strategies in your day-to-day operation. Pre-Registration is required. Advanced payment, where applicable, reserves your seat.

How To Turn Your Hobby Into A Business

Date: Thursday, July 19, 2018
Time: 9:00am - 11:00am
Cost: \$30 per person, \$40 at the door
Location: 202 Mira Loma, Oroville

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 (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 (bookkeeping, financial statements); understand that you are the boss & not an employee...and what that comes with; and implement time management practices.

Introduction to Government Contracts

Date: Thursday, July 26, 2018
Time: 9:00am - 11:00am
Cost: FREE
Location: 2480 Notre Dame Blvd., Chico

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, & state government agencies. Unlock the potential to grow your business through federal, state, & local contract opportunities. You will learn the step-by-step process for getting started, including the basics of government market entry, how the contracting process works, government purchasing regulations, how the government buys your products & services, federal & state government registration and certification process, System for Award Management (SAM), how to search for government contracting opportunities, bid matching, and how the California Capital PTAC provides no-cost assistance on an ongoing basis to help your business compete in the marketplace.

Connecting with Lenders to Access Capital

Date: Wednesday, August 29, 2018
Time: 9:00am - 11:00am
Cost: FREE
Location: Holiday Inn Express 2810 Main Street, Red Bluff

Securing capital is crucial to the successful start-up, development, growth & expansion of a business. Getting approved for a business loan can be difficult in the current lending environment, but you can improve your chances by understanding the process. This is your opportunity to learn from experts, and meet with different lenders in one location at one time. Learn how to successfully finance your business and what to consider before you apply for a business loan, evaluation components that lenders use when reviewing loan requests, and tips on how to prepare a winning loan package based on your strengths & weakness. Seminar includes forum with a lending panel to introduce various lending programs, options, and time for questions, answers & networking. It is always a great idea to plan for accessing capital before you need it.

Social Media 101: Road Map to Getting Customers

Date: Tuesday, September 18, 2018
Time: 9:00am - 11:00am
Cost: \$30 per person Prepaid; \$40 at the door
Location: 604 East Walker Street, Orland

Do you want to know the best techniques and tools to use when marketing your new or existing business on social media? This workshop will provide you with strategies and practices to effectively reach your target market. Topics include: Developing a customer focus social media strategy, tips and tricks for optimizing your social media presence to be found, and Developing a strategy to optimize your website for conversions. You will learn how to drive sales to your business through social media and how to retain new and existing customers.

For additional information, please call, fax, stop by, or log onto: 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.

July 19 - Turn Hobby into Business; July 26 - Intro to Gov't Contracts; Aug. 29 - Connecting with Lenders; Sept. 18 - Social Media 101

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, (530) 895-9017.

