

# Butte College Small Business Development Center (SBDC)



## 3rd Quarter 2018 Newsletter & Training Schedule (July, August, & September)

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)**

Butte College SBDC provides one-on-one business consulting to business owners & potential entrepreneurs, in all areas of business start-up, development, growth, expansion, & access to capital. We invite you to take a look at your business plan (written or oral) to assess the direction of your business, identify areas of weaknesses & strengths, look for solutions to improve those areas, and implement best practices for success. If you have a written business plan, it is time to update it. If you do not have one, now is the time to work with us to prepare one. The business plan process is easy, and the lessons and best practices that you will gain from revising or completing your plan will be very valuable to you.

We work with lenders and economic development partners to help prepare and match you with the best loan options including varying lines of credit, traditional and Small Business Administration (SBA) loans, online lending platforms, Crowdfunding, and alternative lending, to help you ease your cash flow problems, purchase equipment, start, develop, expand and grow your businesses.

We assist with tax planning strategies that leads to better financial management, advise you on tax advantages & disadvantages based on your business direction and structure, and ensure that your financial records including your day-to-day bookkeeping data are accurate and user friendly, and we assist you with utilizing your financial information to manage and grow your business better.

We help you access, analyze and measure your market data to understand your target market, trends, and growth strategies, and we work with you for effective use of digital marketing including social media and current technology tools.

Butte College Small Business Development Center also provides group assistance through trainings (workshops, seminars, classes & conferences). Our main office is located in Chico, and we have outreach sites in Oroville, Paradise, Red Bluff, and Orland. Our consulting experts are highly educated and trained in their areas of expertise, and come with years of experience, professionalism, passion, and "practical" skills for directing your business success. Our individual business consulting service is strictly confidential, and is free to business owners and potential entrepreneurs! Please call, log on or email us for assistance.

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 business management trainings. **Pre-Registration is required for all trainings.** Seating is limited. Advanced payment, where applicable, reserves your seat.

## July

**July 10, 17, 24, & 31**  
**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, 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**

**July 19**  
**Thursday**  
**900am - 11:00am**  
**Cost: \$30 per person**  
**\$40 at the door**  
**Location: Oroville**



### **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 and 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, fictitious name statement; grasp how to develop a basic business plan for success; determine the amount of money you need to start and 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 including record-keeping, bookkeeping, budgeting, financial statements; understand that you are the boss and not an employee...and what that comes with; and how to implement time management practices.

**Location: 202 Mira Loma, Oroville (Butte County Employment Center-Klamath Room)**  
**Co-Sponsor: Oroville Area Chamber of Commerce**

**July 26**  
**Thursday**  
**9:00am - 11:00am**  
**Cost: FREE**  
**Location: Chico**



### **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. 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 and 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 Procurement Technical Assistance Center can provide no-cost assistance on an on-going basis to help your company effectively compete in the government marketplace.

**Location: Butte College SBDC, 2480 Notre Dame Blvd., Chico**  
**Co-Sponsor: City of Chico, California Capital Procurement Technical Assistance Center**

# August

**August 7, 14, 21, & 28**

**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, & 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 and fixed assets), entering sales information, receiving payments & making deposits, generating customer statements, entering & 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 & paying sales tax, tracking time, customizing forms & 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). Trainer is a CPA & QuickBooks ProAdvisor. Training includes manual.

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

**Co-Sponsor: City of Chico**

**August 8, 15, 22, & 29**

**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, 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**

**August 9, 16, 23, & 30**

**Thursday 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 and 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 & break-even analysis; knowing how to think critically when looking at pricing & costs; and developing forecasts & budgetary tools and techniques to improve profit. Class is kept small for hands-on learning.

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

**Co-Sponsor: Wells Fargo Bank**



**August 29**

**Wednesday**

**9:00am - 11:00am**

**Cost: FREE**

**Location: Red Bluff**

## **Connecting with Lenders to Access Capital for Your Business**

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 and networking. It is always a great idea to plan for accessing capital before you need it.

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

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



# September

**September 5, 12, 19 & 26**  
**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, 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**

**September 18**  
**Tuesday**  
**9:00am - 11:00am**  
**Cost: \$30 per person**  
**\$40 at the door**  
**Location: Orland**

## **Social Media 101: A Road Map To Getting Customers**

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.

**Location: Butte College Glenn County Center, 604 E. Walker Street (Rm. 101), Orland**

**September 27**  
**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 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. Learn the importance of food safety practices and how to implement it 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**

**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

- July 10, 17, 24 & 31 - New Venture Series
- July 19 - Turn Your Hobby Into A Business
- July 26 - Intro to Government Contracts

- Aug. 7, 14, 21, & 28 - QuickBooks Series
- Aug. 8, 15, 22 & 29 - New Venture Series
- Aug. 9, 16, 23, & 30 - Financial Mgt. Series
- August 29 - Connecting with Lenders

- Sept. 5, 12, 19, & 26 - New Venture
- September 18 - Social Media 101
- Sept. 27 - ServSafe Food Training

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.

