

4th Quarter 2017 Newsletter & Training Schedule (October, November, December)

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!

REPORT CARD TO THE COMMUNITY

Accomplishments & Outcomes ~ July 1, 2016 to June 30, 2017

During July 1, 2016 to June 30, 2017, NEC Small Business Development Center at Butte College contributed positively to the business communities of Butte, Glenn, & Tehama Counties by providing direct one-on-one business consulting and trainings to 953 business owners & entrepreneurs resulting in the following outcomes:

CATEGORIES MEASURED	RESULTS
Number of Business Owners & Entrepreneurs Who Received One-on-One Business Consulting	325
Number of Business Trainings Held	45
Number of Attendees to Trainings	628
Number of New Businesses Created	39
Amount Invested Into New Businesses	\$1,900,255.00
Number of New Jobs Created	200
Number of Jobs Retained/Saved	46
Number of Businesses Purchased	4
Dollars Used to Purchase Businesses	\$464,555.00
Number of Business Expansions	4
Dollars Invested in Business Expansions	\$267,537.11
Increase in Sales Dollars	\$5,367,385.00
Increase in Profit Dollars	\$1,616,973.00
Number of Business Sold	1
Dollars Received from Sale of Business	\$225,000.00
Total Number of All Loans Approved & Funded	22
Total Amount of All Loan Dollars Obtained/Received	\$4,289,415.87
Total Owners' Cash/Equity Investments Into Businesses	\$2,639,302.67
Total Cash Invested Into Businesses (Loans & Owners' Cash)	\$6,928,718.54

For assistance with business start-up, development, management, expansion, growth, and access to loans, please call, stop by, or log onto our website. 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**

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.

October

October 3, 10, 17, & 24

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; and DSN, ICT & Digital Media, Butte College

October 4, 11, 18, & 25

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

October 19

Thursday

9:00am - 11:30am

Cost: \$30 per person

\$40 at the door

Location: Orland



Sales Growth through Effective Marketing Strategies

Looking to grow your business in the next few years? It is important to have realistic goals, and a plan in place to help you achieve them. This workshop 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: Butte College Glenn County Center, 604 East Walker Street, (Rm. 202), Orland

Co-Sponsors: DSN, ICT & Digital Media, Butte College

November

November 1, 8, 15, & 22
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

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

November 7, 14, 21, & 28
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



November 14
Tuesday
9:00am - 11:00am
Cost: FREE
Location: Red Bluff

Introduction To Search Engine Optimization (SEO)

Most business owners assume they simply need a website to reach customers - this is a myth! Search Engine Optimization (SEO) is the process of getting your website seen by Search Engines. We will review the various techniques to effectively Search Engine Optimize your website including Site Maps, Google Developer Tools and Analytics, Content Writing for Keywords, and The proper coding techniques for Search Engine Optimization. This workshop is for beginners and intermediate users who are able to log onto and make changes to their websites.

Location: Holiday Inn Express & Suites, 2810 Main Street, Red Bluff
Co-Sponsors: Red Bluff Chamber of Commerce; DSN, ICT & Digital Media, Butte College



November 30
Thursday
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 and Federal laws, and 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, including discussion of e-filing both payroll taxes and forms right out of QuickBooks. A QuickBooks "how to" payroll manual and handout on the payroll function will be distributed. The trainer is a certified QuickBooks ProAdvisor and CPA with payroll expertise.

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



December

December 7

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



Our Business Is Your SuccessSM

New State Law Requires All Employers to Electronically File and Pay to the EDD

Doing Business With EDD Electronically Is the Way of the Future for California Employers! With the passage of Assembly Bill 1245 (Chapter 222, Statutes of 2015), employers are required to electronically submit employment tax returns, wage reports, and payroll tax deposits. Effective January 1, 2017, employers with 10 or more employees must meet the requirements of AB 1245. All other employers must do so beginning January 1, 2018. Contact NEC SBDC at Butte College for information and assistance.



Rico Ronn Darlene Tom LeAnn Paul Carol Sophie

On Behalf of all of us at

NEC Small Business Development Center (SBDC) at Butte College

We wish you a Wonderful Holiday Season and a Successful 2018!

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

NEC Small Business Development Center at Butte College, 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. 3, 10, 17 & 24 - QuickBooks Series

Oct 4, 11, 18 & 25 - New Venture Series

Oct. 19 - Sales Growth Marketing

Nov. 1, 8, 15, & 22 - New Venture Series

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

November 14 - Intro To SEO

Nov. 30 - Understanding Payroll in QB

Dec. 7 - ServSafe Food Safety

Name _____ Business Name _____ Phone _____

Mailing Address _____ City _____ Zip _____ Email _____



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