

1st Quarter 2019 Newsletter & Training Schedule (January, February, and March)

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
- Business Continuity & Re-location Plan

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
- 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) Assistance for Camp Fire Disaster Businesses

All of us at Butte College Small Business Development Center (SBDC) would like to wish those affected by The Camp Fire Disaster peace and best wishes for the new year. This unfortunate event is difficult to understand, but we want you to know that we are here for you.

For businesses impacted by The Camp Fire, we can assist you with accessing capital to rebuild your business, provide free one-on-one business consulting and trainings needed to survive through various stages of your business, and help you establish steps toward recovery.

When you are able to return to some semblance of normalcy, please reach out to us to brainstorm your thoughts and ideas for moving forward, and make sure that you have completed the Small Business Administration (SBA) application for low interest loan before January 11th, 2019. SBA has two Business Recovery Centers in Butte County, where you can meet with members of their Disaster Recovery Team: Chico Mall, 1982 E. 20th Street in Chico; and 2140 Feather River Blvd., in Oroville. You can also put through your loan application online <https://disasterloan.sba.gov/ela/>. There is no cost to apply and no obligation to accept the loan when approved. You do not have to know how much money you need or want when you apply; and you do not have to wait until your insurance claims are settled before putting through your application. Your SBA Disaster Recovery Team will work with you while you are working on insurance claims settlements and making your decisions on how to move forward in your recovery.

If you need assistance with accessing your financials, and or preparing projections to complete your SBA application requirements, please contact your Butte College SBDC and we will assist you through the process. Please call, stop by or log onto our website at www.buttecollegesbdc.com with any questions. We look forward to assisting you with your business recovery plan.

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

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.

January

January 8, 15, 22, & 29

Tuesday Mornings

9:00am - 11:00am

Cost: FREE

Location: Oroville



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/e-paying with Employment Development Department, Market Analysis, Cost Analysis, Funding Your Business, and Overview of the Business Plan - bringing it all together. You will learn legal requirements for starting your business; how to: assess your market, plan for direction, obtain funding, and types of funding available, calculate start-up costs, and complete your business plan.

Location: 202 Mira Loma, Oroville (Butte County Employment Center-Tahoe Room)

Co-Sponsor: Oroville Area Chamber of Commerce

January 9, 16, 23, & 30

Wednesday Mornings

8:30am - 10:30am

Cost: FREE

Location: Chico

How To Rebuild Your Business After the Camp Fire Disaster - 4 Weeks Series

With upswings in disasters like the Paradise Camp Fire, business continuity plan is key. This 4-weeks 2 hours per week series will help you decide how to move forward with rebuilding your business successfully. Topics include: reviewing legal requirements i.e., license, fictitious name statement, seller's permit; business valuation, relocation and restart; identifying your business model; opportunities to reinvent your business; maintaining your customers and identifying new markets and customers; steps for putting together your recovery plan; access to grants and loans; identifying and addressing financial obligations; and resources in your community. This training will help you complete a workable plan that can easily be followed and visited regularly to ensure direction; and guide you through the completion of a plan to address your business disruption for rebuilding immediately, and accessing capital if needed.

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

Co-Sponsor: City of Chico

January 10

Thursday

1:30pm - 4:30pm

Cost: FREE

Location: Chico

Ideas to Assets - A Practical Guide to Patents, Copyrights & Trademarks

This workshop will introduce you to legal principles and considerations likely to be encountered while converting your ideas to assets; requirements and procedures associated with protecting an invention (patent); and a brand (trademark) and transferring intellectual property rights (either acquiring or conveying ownership or use rights by assignment or license), or dealings with others, such as manufacturers and distributors. Time permitting, enforcing (or defending against) claims of possible infringement will be discussed. This class does not constitute legal advice.

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

Co-Sponsor: City of Chico

January 31

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

February

February 5, 12, 19, & 26
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 QuickBooks; creating new company file, setting preferences, entering new customers, vendors, accounts and items; backing up data, basic accounting and reviewing the basic Balance Sheet, Profit & Loss, and Cash Flow reports. You will learn about working with bank accounts (and 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 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 file electronically with your accountant, exporting to Excel, using the Doc Center, entering budgets, and getting technical suggestions when problems exist). The trainer is a CPA and QuickBooks ProAdvisor. The training includes manual.

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

February 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, 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

February 22
Friday
8:30am - 10:30am
Cost: \$30 per person
\$40 at the door
Location: Chico

Introduction to Online Marketing

This training will introduce you to the beginning steps of online marketing. You will explore marketing fundamentals and how the new platforms of online exposure have changed the game. Gone are the days of outbound marketing, today marketers are embracing inbound tactics, hyper targeting, and custom audiences. You will learn how new technology shapes traditional marketing theory.

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

February 28
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. The training includes National Restaurant Association ServSafe® Exam, Essentials book, Answer Sheet and Certificate. This training is recognized by the California Health Department & fulfills State certification obligations. You will learn the importance of food safety practices and how to implement these practices 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

March

March 1

Friday

8:30am - 10:30am

Cost: \$30 per person

\$40 at the door

Location: Chico

Rapid Growth Using Facebook Ads Manager & Google AdSense

Google & Facebook have become the most reliable and insightful platforms producing the largest Return on Investments (ROI). While Google focuses on query-based marketing, Facebook uses a more interruptive approach. Each platform has its own set of rules and tactics. In this workshop you will gain a basic understanding about the two largest platforms in the marketing world, the differences between them, when to use either platform, and how to scale quickly.

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

Co-Sponsor: City of Chico

March 5, & 12

Tuesday Mornings

8:30am - 11:00am

Cost: \$50 per person

\$60 at the door

Location: Chico

QuickBooks Online

This workshop will focus on: Converting from QuickBooks Desktop to QuickBooks Online, Introduction to QuickBooks Online, Navigating QuickBooks Online, Chart of Accounts, Products and Services, Vendors' Expenses & Purchases, Time Tracking for Employees and Subcontractors, Customer Service Sales Transactions, Actual Versus Cash Basis Accounting, and other basic terminology. A live web-base test file provided by Intuit will be used. Training includes Federal & State e-filing. The trainer is a CPA & QuickBooks ProAdvisor. Online QB manual will be provided.

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

Co-Sponsor: City of Chico

March 6, 13, 20, & 27

Wednesday Mornings

9:00am - 11:00am

Cost: FREE

Location: Red Bluff

Financial Management Series for Existing Businesses - 4 Weeks Series

A 4-weeks series designed to teach you how to utilize your financial statements to better manage & understand your business operations, cash flow & profitability. Focus on: interpreting & understanding your financial statements (P&L, Balance Sheet) hands-on examples and case study; identifying 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 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 and budgetary tools and techniques to improve profit. Class is kept small for hands-on learning.

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

Co-Sponsors: Wells Fargo Bank; Red Bluff Chamber of Commerce

March 7, 14, 21, & 28

Thursday 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/e-paying with Employment Development Department, Market Analysis, Cost Analysis, Funding Your Business, and Overview of the Business Plan - bringing it all together. You will learn legal requirements for starting your business; how to: assess your market, plan for direction, obtain funding, and types of funding available, calculate start-up costs, and complete your business plan.

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):

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

- Jan. 8, 15, 22 & 29 - New Venture Series
- Jan. 9, 16, 23 & 30 - Camp Fire businesses
- Jan. 10 - Ideas to Assets - Patents, Trademark
- Jan. 31 - Basic Sales & Used Tax Seminar

- Feb. 5, 12, 19 & 26 - QuickBooks Series
- Feb. 6, 13, 20 & 27 - New Venture Series
- Feb. 22 - Introduction to Online Marketing
- Feb. 28 - ServSafe Food Safety Training

- Mar. 1 - Rapid Growth Marketing
- Mar. 5 & 12 - QuickBooks Online
- Mar. 6, 13, 20 & 27 - Financial Mgt.
- Mar 7, 14, 21 & 28 - New Venture

Name _____ Business Name _____ Phone _____

Mailing Address _____ City _____ Zip _____ Email _____

Funded in part through a cooperative agreement with the U. S. Small Business Administration (SBA). All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or HSU Sponsored Programs Foundation.

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.



U.S. Small Business Administration