

Butte College Small Business



2nd Quarter 2019 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!

Understanding Your Business Financial Health & Stability!

The backbone of your business is the business financials! Keeping accurate financials is extremely important to your business stability, and help you monitor progress, understand financials, identify expenses and income, prepare tax returns, recognize liabilities and assets, set goals, compare past performances to current and future, forecast direction, instill effective planning strategies, obtain loans when appropriate, and much more. Some important financial tips that are critical in defining your business financial health include:

Budget – Budget development on a regular basis (monthly, quarterly, and annually), helps you manage your business well. Your budget should be accurate and realistic, and must be monitored to help you keep track of your financials and goals.

Break-Even Analysis – Analyzing your Break-Even Point (BEP) will help you determine if your business is profitable, and the amount of revenue you will need to cover your expenses before you can make a profit. You must be able to identify your “Expenses” and “Sales Revenue” to determine your BEP. A simple example: divide your fixed costs by your gross profit percentage, and that will determine the amount of sales revenue you must bring in for the business to break even. If your BEP is not reached, you must explore avenues for changes in order to achieve that minimum BEP. This could include finding a less expensive supplier, cutting back on employees’ hours, working out of your home instead of a commercial location, or selling your product or services at a higher price.

Cash Flow Statement – Shows 4 significant details – Income, Expenses, Calendar, and Profit or Loss. Your “Income” is cash coming in from sales & other sources. “Expenses” are cash going out (i.e., costs, taxes). “Calendar” shows when the activity took place (i.e., month, quarter). “Profit” shows how much money is left after all expenses have been paid, and “Loss” indicates that you are bringing in less Income to meet your required Expenses.

Income Statement – Same as Profit & Loss (P&L), summarizes your business operations (revenue and expenses) for a specific period of time (i.e., month, quarter, or year). Your Income Statement is also utilized to identify the areas of business that are over or under budget. It identifies items that are causing unpredicted expenses (i.e., phone, taxes, supplies, entertainment), and tracks increases in product returns, or cost of goods sold as a percentage of sales. It also helps you plan for your tax liabilities/obligations (if any).

Balance Sheet – A snapshot of your business’s financial strength & weaknesses. It shows your business “Assets” – things of value (cash, accounts receivables, equipment, building); “Liabilities” - what your business owes others (suppliers, payables, loans); and “Owners’ Equity” - what your business is worth after subtracting the Liabilities from the Assets. It also helps determine if your business is in a position to expand, can handle the ups & downs in revenues & expenses, or if you should begin to plan for increase cash reserves in the near future. Knowing in advance that the business will need infusion of cash soon is a planning mechanism that gives you access to loans or lines of credit during good times to hold in reserves, rather than bad times when banks are less likely to loan.

The new normal is a business owner who is willing to think, act, implement, identify and promptly respond to opportunities. Be passionate about your business financials, and get educated on what it takes to start, develop, and manage your business. Contact your Butte College Small Business Development Center to help you through the process.

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

April

<p>April 2 Tuesday 9:00am - 10:00am Cost: FREE Location: Chico</p>	<p>QuickBooks Online or Desktop - Which One Is Right For Your Business? This is a 1-hour free seminar to review the features of both QuickBooks Online (QBO) and QuickBooks Desktop (QBD). We will review the 2019 QuickBooks Desktop version and the QuickBooks Online version during our session and focus on Intuit's comparative online tools with open discussion. The 2019 QuickBooks Desktop version will be demonstrated live; as well as the QuickBooks Online "test drive" using Chrome. There will be plenty of time for questions and answers. Accurate bookkeeping is critical for successfully managing your business; therefore, taking the time to select the correct accounting program is key for your business financial management success. This free seminar is being offered to provide you with an overview of each QuickBooks bookkeeping program in order to become better informed with selecting the best bookkeeping program for your business. Location: Butte College SBDC, 2480 Notre Dame Blvd., Chico Co-Sponsor: City of Chico</p>
<p>April 3, 10, 17, & 24 Wednesday Mornings 8:30am - 10:30am Cost: \$50 per person \$60 at the door Location: Chico</p>	<p>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 including 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, how to calculate your 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</p>
<p>April 9 Tuesday 9:00am - 11:00am Cost: \$30 per person \$40 at the door Location: Orland</p>	<p>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 Glenn County Center, 604 E. Walker St. (Rm. 202), Orland</p>
<p>April 30 Tuesday 9:00am - 11:00am Cost: FREE Location: Chico</p>	<p>Local, State, and Federal Contracting This workshop has been designed to assist Small Businesses prepare for and pursue Government Contracts. The workshop will include: an overview on State and Federally recognized certifications; Marketing techniques when considering Local, State and Federal opportunities; Market research to identify opportunities within the Local, State and Federal Government; and Responding to Local, State and Federal Government solicitations. Location: Butte College SBDC, 2480 Notre Dame Blvd., Chico Co-Sponsor: Valley Contractors' Exchange, California Capital (PTAC), City of Chico</p>



May

May 1, 8, & 15

Wednesday Mornings

8:30am - 11:00am

Cost: \$120 per person

\$130 at the door

Location: Chico

QuickBooks Desktop Series - 3 Weeks Series

This 3-part QuickBooks Desktop (QBD) series begins with how QuickBooks 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, 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 and credit card activities, issuing 1099s, and memorizing transactions. 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. Training includes QuickBooks manual.

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

Co-Sponsor: City of Chico

May 2, 9, 16, & 23

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 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 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 4-weeks series is 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 (Profit & Loss, and 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 your business performance; using financial tools to make good business decisions for effective spending and break-even analysis; knowing how to think critically when looking at pricing and costs; and developing forecasts and budgetary tools and techniques to improve profit. The class is kept small for hands-on learning.

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

Co-Sponsor: Wells Fargo Bank, City of Chico



May 31

Friday

9:00am - 11:00am

Cost: FREE

Location: Red Bluff

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

Co-Sponsor: Red Bluff Chamber of Commerce



June

<p>June 5, & 12 Wednesday Mornings 8:30am - 11:00am Cost: \$50 per person \$60 at the door Location: Chico</p>	<p>QuickBooks Online This workshop will focus on: Introduction to QuickBooks Online, Navigating QuickBooks Online, Chart of Accounts, Products and Services, Vendors' Expenses and Purchases, Time Tracking for Employees and Subcontractors, Customer Service Sales Transactions, Accrual Versus Cash Basis Accounting, and other basic terminology. A live web-base test file provided by Intuit will be used. The trainer is a CPA and QuickBooks ProAdvisor. QuickBooks Online manual will be provided. Location: Butte College SBDC, 2480 Notre Dame Blvd., Chico Co-Sponsor: City of Chico</p>
<p>June 11 Tuesday 8:30am - 12:00pm Cost: \$50 per person \$60 at the door Location: Chico</p>	<p>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, and discussion on 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: Butte College SBDC, 2480 Notre Dame Blvd., Chico Co-Sponsor: City of Chico</p>
<p>June 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</p>	<p>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. The training is recognized by California Health Department and fulfills State certification obligations. You will learn the importance of food safety practices and how to implement them in your business. The trainer is State certified. Participants must register and purchase books 3 weeks before class for delivery and self-study. Location: Butte College SBDC, 2480 Notre Dame Blvd., Chico Co-Sponsor: City of Chico</p>

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

Please check box to be removed from mailing list

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| <input type="checkbox"/> April 2 - QBO and QBD Overview | <input type="checkbox"/> May 1, 8, 15, & 22 - QuickBooks Desktop | <input type="checkbox"/> June 5 & 12 - QuickBooks Online |
| <input type="checkbox"/> Apr. 3, 10, 17 & 24 - New Venture Series | <input type="checkbox"/> May 2, 9, 16, & 23 - New Venture Series | <input type="checkbox"/> June 11 - Understanding Payroll & Taxes |
| <input type="checkbox"/> April 9 - Intro to Online Marketing | <input type="checkbox"/> May 7, 14, 21 & 28 - Financial Mgt. | <input type="checkbox"/> June 27 - ServSafe Food Safety Training |
| <input type="checkbox"/> April 30 - Local, State, Federal Contract | <input type="checkbox"/> May 31 - Rapid Growth Using Facebook | |

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.

