

Northeastern California *Small Business* **Development Center (SBDC)** at Butte College

Fourth Quarter Newsletter (October, November, December 2008)

Northeastern California Small Business Development Center (SBDC) at Butte College provides one-on-one comprehensive business management consulting and training to existing business owners and potential entrepreneurs in Butte, Glenn & 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 & Promotional Strategies
- Business Feasibility Evaluation
- Marketing Plan Development
- Pricing
- E-Commerce

Financial Management

- Cash Flow Management
- Funding Options & Requirements
- Bookkeeping & Accounting
- Loan Application Assistance
- Financial Analysis, Projections and Management
- Government Contracting
- Business Valuation & Plan
- Tax Planning & Requirements
- Payroll Management

Manufacturing

- Cost Analysis
- Patent, Trademark, Copyright
- Manufacturing Process

Resources

- Information & Referrals
- Library & Computer Access

We are your tax dollars at work, helping you & your business achieve success!

Butte College SBDC Success Story

Butte College Small Business Development Center

Fiscal Year July 1, 2007 through June 30, 2008

Report Card on Performance in Butte, Glenn & Tehama Counties

During fiscal year July 1, 2007 to June 30, 2008, Butte College Small Business Development Center (SBDC) contributed positively to the business communities of Butte, Glenn & Tehama Counties, by providing direct one-on-one business consulting to 446 business owners & potential entrepreneurs and hosting 86 business management trainings for 1,079 entrepreneurs. Based on effective business management consultations & trainings provided by Butte College Small Business Development Center, the following impact was realized by business owners & potential entrepreneurs assisted:

CATEGORIES MEASURED	IMPACT/RESULTS
Total Number of Reported Business Expansions	5
Total Reported Dollars Used to Expand Businesses	\$1,026,504
Total Reported Increase in Profit	\$837,337
Total Reported Increase in Sales	\$6,666,502
Total Number of Net New Jobs Created	127
Total Number of Businesses Helped With Computerizing Their Accounting Systems	7
Total Number of Businesses That Improved Facilities	3
Total Dollars Used to Improve Facilities	\$50,310
Total Number of Businesses Helped With Moving from Home Based to Commercial Locations	4
Total Number of New Equipment Purchased	10
Total Dollars Used to Purchase New Equipment	\$99,100
Total Number of New Products to Market	2
Total Number of New Businesses Started	22
Total Dollars Invested in Starting New Businesses	\$900,345
Total Number of Loans Approved & Received	21
Total Dollars of Loans Approved & Received	\$2,476,504
Total Owners Cash Injected Into Businesses	\$536,600
Total Capital Investments (Loans & Owner's Cash Injection) in Businesses	\$3,013,104

For more information, to receive one-on-one business assistance, or to register for any Butte College SBDC Business Management Training please call, stop by or log on to:

Butte College Small Business Development Center

19 Williamsburg Lane, Chico, CA 95926

Phone: (530) 895-9017 • Fax: (530) 566-9851 • www.bcsbdc.org

Trainings for Starting, Running & Growing Your Business

Butte College Small Business Development (SBDC) provides up-to-date on-going and specialized trainings in all areas of business management for existing business owners and potential entrepreneurs. Topics range from the most basic start-up to sophisticated technical and management trainings. **Pre-Registration is required.** Seating is limited. Advance payment, where applicable, reserves your seat.

October

October 9

Thursday

9:00am - 12:00pm

Cost : \$ 25 per person

\$35 at the door

Location: Chico

Basic Bookkeeping For Profit

Unlock the mystery of those financial reports. Learn the easy steps to setting up an effective bookkeeping system, and how to create, read & use simple financial reports to manage your business cash flow. Discover the secrets of creating and using these important management tools. **Note:** This is also a prerequisite to *QuickBooks for Profit & Cash Flow Management*.

Location: Butte College SBDC, 19 Williamsburg Lane, Chico

Co-Sponsor: City of Chico

October 22 & 29

Wednesdays

9:00am - 12:00pm

Cost : \$50 per person

\$60 at the door

Location: Oroville

QuickBooks For Profit & Cash Flow Management

This 3-week course teaches you the basics of QuickBooks useful & flexible accounting & bookkeeping applications and the accounting principles behind the use of the program. Exercises include setting up the company; creating & using bank, cash and credit card accounts; reviewing profit & loss transactions; reconciling; Accounts Receivable - creating invoices & bills, receiving payments & making deposits; Accounts payable - paying bills, partial payments & credits; memorized transactions; payroll capabilities overview; running financial reports and understanding how to use your financial information to better manage your business.

Location: Butte Community Employment Center, 78 Table Mountain Blvd, Oroville

Co-Sponsor: City of Oroville

Oct. 24 thru Nov. 21

Fridays

8:30am - 10:30am

Cost: \$50 per person

\$60 at the door

Location: Chico

Growing Your Business In A Slow Economy

A 5-week course that teaches you how to use the Primary Laws of Growth to double, triple or quadruple your business revenue. This growth system highlights key components that dictate how successful companies generate profitable & long-term revenue streams and maintain profitable customer base. These best business practices for growing your business will include: "How To": use customer metrics; develop good sound pricing strategies; approach past, existing & new customers; identify spending habits of existing customers; track customer retention; interpret financial tracking; maximize value and expectations; measure results of attracting new versus old customers; understand value added, perfect customer, competitive edge, & the pitfalls of growth.

Location: Butte College SBDC, 19 Williamsburg Lane, Chico

Co-Sponsor: City of Chico

November

November 5

Wednesday

9:00am - 11:00am

Cost: \$20 per person

\$30 per person

Location: Red Bluff

How To Read & Use Financial Statements

Get practical information on how to read basic financial statements for your business to succeed. Learn how to read and understand your Profit & Loss, Cash Flow and Balance Sheet Statements and how to use these financial reports & best bookkeeping techniques to monitor and grow your business.

Location: Business Connection, 332 Pine Street, Red Bluff

November 13

Thursday

9:00am - 4:00pm

Cost: \$110 per person

\$120 at the door

Location: Chico

ServSafe Food Safety Training & Certification

California Uniform Retail Food facility Law requires re-certification of competence in Food Safety & Sanitation every 3 years. Passing the ServSafe® exam is necessary to renew your certification. This training includes the National Restaurant Association ServSafe® exam, ServSafe® Essentials book, answer sheet, & certificate. This ServSafe® workshop is recognized by the California Health Department and fulfills State certification obligations. You will learn the importance of food safety practices and how to implement them in your food service establishment. The trainer, Tom Bruce, is a nationally known restaurant consultant and dynamic, certified trainer. Participants **must** register and purchase books 2 - 3 weeks prior to the class to allow time for book delivery & self-study. **Note:** New Edition.

Location: Butte College SBDC, 19 Williamsburg Lane, Chico

Co-Sponsor: City of Chico

December

December 3

Wednesday

10:00am - 12:00pm

Cost: Free

Location: Paradise

U.S. Small Business Administration Financing (SBA) & Loan Programs

The U.S. SBA offers a variety of loan programs for existing and start-up businesses. A representative from the SBA will cover various funding options for your business; loan requirements and application process, including a loan application checklist and step-by-step handout detailing information and explanation on completing loan applications.

Location: Paradise Library, 5922 Clark Road, Paradise

December 4

Thursday

9:00am - 11:00am

Cost: \$20 per person

\$30 at the door

Location: Orland

Market Analysis & Strategies

This workshop will focus on how to analyze and attract your target market for increased revenue and business success. You will learn how to evaluate your industry for growth, spending habits, trends & market potential; determine your target market including size, demographic & psychographic profiles, and reach; research your competition; and utilize key marketing strategies for your target market.

Location: Butte College Glenn County Center, 604 East Walker Street, Orland

Youth Entrepreneur Program (YEP)

Is Entrepreneurship For You?

Do you want to start your own business & pursue your career options?

Learn what it takes to start and manage a business...

AGES 18 to 27 ONLY

Join the Butte College SBDC Youth Entrepreneur Program (YEP) and turn your ideas, dreams and thoughts into reality. Develop your ideas to start thriving full-time or part-time businesses, become an independent contractor, acquire business management skills, or simply explore the world of entrepreneurship. This 8-hour training program offers practical, hands-on learning activities in technology, retail, service and other industries. The outcome of this program is the development of entrepreneurial skills that will provide individuals with a road map for starting a business and open your options for career growth. Both classes will be kept small to facilitate learning, networking and activities. Topics include:

- ▶ **Ideas & Innovation: Intro To Entrepreneurship & The Ideas Development Process**
- ▶ **Assessing Your Idea: Market & Financial Research and Analysis**
- ▶ **Starting & Growing Your Business - The Path To Business Success**
- ▶ **Examples of New Opportunities Through Product & Market Development**
- ▶ **Defining Your Competition; Competitive Advantage; Industry, Market Size, Potential & Environment; and Target Market**
- ▶ **Understanding the 4 P's (Product, Place, Price, & Promotion)**
- ▶ **Calculating Start-up Costs, Operating Expenses, Costs of Goods Sold & Mark-ups**
- ▶ **Financing Your Idea – Your Business Plan, and much more...**

Location: Butte College Small Business Development Center (SBDC), 19 Williamsburg Lane, Chico

Dates:	Tuesdays September 30, thru October 21
Cost:	\$50 per person, \$60 at the door
Time:	8:30am - 10:30am (Morning)

Dates:	Wednesdays October 29, thru November 19
Cost:	\$50 per person, \$60 at the door
Time:	5:30pm - 7:30pm (Evening)

For additional information, please contact the SBDC: Butte College SBDC • 19 Williamsburg Lane, Chico

(530)895-9017

NxLevel is coming in January!



THE ENTREPRENEUR TRAINING PROGRAM
HELPING ENTREPRENEURS REACH THE NEXT LEVEL OF SUCCESS . . .
ISN'T IT TIME YOU CONSIDER YOUR OPTIONS?



TRAINING (Begins in January 2009)

NxLevel Business Start-ups: This course is a vigorous business development program designed for individuals who want to start a business or have been in business less than two years. Participants will develop the skills necessary to test the feasibility of their business concept; complete a thorough business plan; learn the art of business; and walk through the various stages of business start up, development and growth. Using the completed business plan as the blueprint for their new venture, participants will have a strong foundation for starting their business.

NxLevel for Existing Businesses: This dynamic business management program is tailored for business owners who want to expand, grow or financially analyze their existing business (must be in business for two years) and desire the skills and training necessary to implement growth. Participants complete a comprehensive business plan that position's their company to adjust to changing market needs; access new markets; increase operational efficiency; increase profits; improve financial management; and prepare the business for loan opportunities.

Both courses are offered over a 10-week period, 3 hours, once a week. Course cost is only \$250 per person. Limit two people per business (second person in same business only \$100). Classes are purposely kept small to facilitate learning and networking.

WHAT IS NxLevel?

The NxLevel Entrepreneurial Training Programs were developed by the Western Entrepreneurial Network at the University of Colorado in Denver under a grant from the U.S. West Foundation. The training materials and curriculum are based on feedback from more than 80,000 entrepreneurs in 47 states who have taken entrepreneurial training courses over the past ten years.

NxLevel Programs are designed to help both potential and existing entrepreneurs learn the skills needed to create, develop and strengthen successful business ventures. NxLevel addresses the special needs of entrepreneurs by providing a hands-on, common sense approach to developing a small business – whether just starting out or ready to grow.

NxLevel goal is to help foster and promote entrepreneurship in California. By combining education, counseling and networking, NxLevel helps aspiring entrepreneurs and small business owners plan their Next Level of success. It is the best, most comprehensive business-training program available.

WHO SHOULD TAKE NxLevel?

This dynamic and interactive 10-week business development program is tailored for entrepreneurs who want to start a business or expand an existing business. Participants complete a comprehensive business plan that will position their company for a strong and effective start; adjust to changing market needs; increase operational efficiency; increase profits; business development and prepare the business for loan opportunities, if that is a goal. The course includes the following:

- Overview & Entrepreneurship
- Planning & Research
- Management & Legal Structure
- Marketing Analysis
- Marketing Strategies and Tactics
- Writing the Marketing Plan
- Managing Your Money: Financial Planning and Budgeting
- Developing and Using Cash Flow Projections
- Bookkeeping, Records & Controls
- Understanding & Using Your Financial Statements
- Tax Planning
- Financing: Alternative Sources of Money
- Your Business Future: Starting, Managing Growth & Completion

EASY REGISTRATION FORM - Please select training(s), complete form and mail, or drop off with check or cash to:
Butte College SBDC, 19 Williamsburg Lane, Chico, CA 95926 • Fax (530) 566-9851 • Phone (530) 895-9017 • www.bcsbdc.org

Please check here to be removed from the mailing list.

- Sept.. 30 thru Oct. 21 - Youth Program
- October 9 - Basic Bookkeeping
- October 22 & 29 - QuickBooks
- Oct. 24 thru Nov. 21 - Grow Your Business

- Oct. 29 thru Nov. 19 - Youth Program
- November 5 - Read & Use Financials
- November 13 - ServSafe
- December 3 - U.S. SBA Financing
- December 4 - Marketing Strategies

YES. I would like more information about the NxLevel Entrepreneur Training Program. Please send me a detail brochure.

Name _____ Business Name _____

Mailing Address _____ City _____ Zip _____ Phone _____



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