

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



First Quarter Newsletter 2012 (January, February & March)

Northeastern California Small Business Development Center (SBDC) 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 & 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 Evaluation
- Marketing Plan Development
- Pricing
- E-Commerce & Social Media

Financial Management

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

Manufacturing

- Innovation Design
- Patent, Trademark, Copyright
- Intellectual Property
- New Product & Innovations
- Licensing & Partnering

Resources

- Information & Referrals
- Library & Computer Access

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

Taking Your Business To The Next Level – A Focus on Financial Management

Here we are again preparing for 2012 and still finding that small- and medium-sized businesses are exhibiting characteristics of limited vision relative to the true financial status of their business operations. This story is old, has not changed and will be the cause of many business failures, especially in these dire economic times. January is a good time to begin your business tune-up in order to ensure that effective financial management practices are in place for ongoing success during the coming months.

If you own a business or are thinking about starting a business, accurate recordkeeping is a MUST! It is the glue that keeps your business together. The backbone of your business, your business financials, is a critical part in managing your business successfully! The key ingredient that determines whether a business owner will be able to start and run an existing business in a profitable manner is the ability to make informed financial decisions in an accurate and timely fashion.

Inaccurate bookkeeping can cause major losses, create a myriad of problems including those with tax implications. Hiring and working with unskilled bookkeepers or those with very limited knowledge of your industry are the leading causes of business failures and bankruptcies. You do not need to be a CPA in order to maintain accurate bookkeeping, but you do need to know something about good bookkeeping practices to ensure the success of your business. Education is the key that unlocks this door. If bookkeeping is not your strength, it is still very important that you participate in the process by overseeing and managing your bookkeeper or accountant. Demand frequent meetings to get updates and monitor your financials at least monthly. Handing off your business bookkeeping to an accountant, bookkeeper or family member and never thinking about it again is a recipe for disaster.

Accounting is the big picture of how your business runs, providing you with an organized system for keeping track of how the money flows through your business. It defines the process of identifying, measuring, recording and communicating financial information about the business. Bookkeeping refers to the daily operation of an accounting system, recording routine transactions within the appropriate accounts. A good bookkeeping system keeps track of the basics - the real transactions that take place and provides the numbers for the accounting system. The bookkeeper collects the data that goes into the system and the accountant takes the data and analyzes it to provide you with useful information about your business. Your accounting system should be producing **Financial Statements**; learning to read financial statements is an important skill to acquire.

While there are software programs that are great tools for facilitating the bookkeeping process, you and your bookkeeper must always ensure that data and other information are accurately entered into the system in order to generate useful results. Remember the adage: "garbage in, garbage out!" Unfortunately, many business owners hurry to purchase software programs to utilize as their accounting system, install them and immediately think that they magically are turned into bookkeepers. You must make decisions to purchase financial control software with the input of a skilled bookkeeper or accountant.

Remember that you have a partner and staff at the SBDC at Butte College if you feel that you do not have the extensive resources to make prudent financial management decisions. We educate you through our business management trainings, and mentor and coach you individually to financially manage your business successfully. We are only a phone call away!

Sophie Konuwa, Director

For more information, to receive one-on-one business consulting, or to register for any Northeastern California SBDC at Butte College Business Management Trainings, please call, stop by or log on to:

Northeastern California SBDC at Butte College
19 Williamsburg Lane, Chico, CA 95926
Phone: (530) 895-9017 • Fax: (530) 566-9851
www.bcsbdc.org or www.buttecollegesbdc.com

Trainings for Starting, Running & 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 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.

January

January 11, 18 & 25

Wednesday Mornings
8:30am - 10:30am

February 1

Wednesday Evening
6:00pm - 8:00pm

Cost: \$50 per person
\$60 at the door
Location: Chico

New Venture Series for Start-Up Businesses

This 4-part training series provides essential information for individuals thinking about starting a new business and new business owners (in business for a year or less). Topics include: New Business Orientation, Market Analysis, Cost Analysis, and Business Plan Overview. You will learn the legal requirements for business start-up, how to assess your market and plan for direction, how to obtain funding, and calculate start-up costs and best practice for completing a business plan. Call or log on to our website for detailed information and flyer.

Location: Northeastern California SBDC at Butte College, 19 Williamsburg Lane, Chico
Co-Sponsor: City of Chico

January 24 & 31 and February 7, 14 & 21

Tuesday Evenings
6:00pm - 8:00pm

Cost: \$75 per person
\$85 at the door
Location: Chico

Financial Management Series for Existing Businesses

5-week, 2-hours a week series designed to teach existing business owners how to manage their business financials for success. Series will include: Interpreting financial statements; Identifying your cash flow cycle and how it impacts your business; Learning how to calculate & use financial ratios to troubleshoot fiscal dangers and improve performance; Using financial tools to make good business decisions; and Developing forecasts & budget techniques to improve profits.

Location: Northeastern California SBDC at Butte College, 19 Williamsburg Lane, Chico
Co-Sponsor: City of Chico

January 26

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 & Sanitation every 5 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 & fulfills State certification obligations. You will learn the importance of food safety practices & how to implement them in your food establishment. The trainer is a State certified & nationally known restaurant consultant. Participants **must** register & purchase books 3 weeks prior to class to allow for book delivery & self-study. **Limited Seating 15 attendees ONLY!**

Location: Northeastern California SBDC at Butte College, 19 Williamsburg Lane, Chico
Co-Sponsor: City of Chico

February

February 1

Wednesday
9:00am - 11:00am

Cost: \$25 per person
\$35 at the door
Location: Chico

Using Emerging Technologies to Market Your Business

In today's technological world it has become extremely important for small business to have a strong online presence. Learn how emerging technologies can help to get your business noticed! Workshop includes: website maximization strategies; search engine optimization; social media promotion including Facebook, Twitter & Blogging; video tools; & other low cost online promotion.

Location: Northeastern California SBDC at Butte College, 19 Williamsburg Lane, Chico
Co-Sponsor: City of Chico

February 2, 9, 16 & 23

Thursday mornings
7:30am - 9:30am

Cost: \$50 per person
\$60 at the door
Location: Chico

Retail Management for Success - (For Existing Businesses)

Effective retail store management is crucial for ensuring ongoing profit and the sustainability of your retail business. ***This workshop's focus is retail management only!*** It is a 4-weeks retail management series structured to teach you how to: Read and understand your financials; Increase profitability using inventory control methods; Measure success; Understand warning signs using common ratios; Evaluate your business against other retail businesses; Differentiate your business from the competition; Budget for success; and How to effectively use credit in your retail business.

Location: Northeastern California SBDC at Butte College, 19 Williamsburg Lane, Chico
Co-Sponsor: City of Chico

February continues...

<p>February 8 Wednesday 9:00am - 1:00pm Cost: \$50 per person \$60 at the door Location: Paradise</p>	<p>Basic QuickBooks For Profit & Cash Flow Management This interactive workshop teaches the basics of QuickBooks accounting & bookkeeping applications. Exercises include setting up the company; creating & using bank, cash & 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. Includes manual. The trainer is a Certified Public Accountant and QuickBooks ProAdvisor. Location: Paradise Ridge Family Resource Center, 6249 Skyway, Paradise</p>
<p>February 8, 15 & 22 Wednesday Mornings 8:30am - 10:30am February 29 Wednesday Evening 6:00pm - 8:00pm Cost: \$50 per person \$60 at the door Location: Chico</p>	<p>New Venture Series for Start-Up Businesses This 4-part training series provides essential information for individuals thinking about starting a new business and new business owners (in business for a year or less). Topics include: New Business Orientation, Market Analysis, Cost Analysis, and Business Plan Overview. You will learn the legal requirements for business start-up, how to assess your market and plan for direction, how to obtain funding, and calculate start-up costs and best practice for completing a business plan. Call or log on to our website for detailed information and flyer. Location: Northeastern California SBDC at Butte College, 19 Williamsburg Lane, Chico Co-Sponsor: City of Chico</p>
<p>February 13 Monday 8:30am - 11:00am OR 12:00pm - 2:30pm Cost: \$30 per person \$40 at the door Location: Chico</p>	<p>California Food Handler Program & Certification This is a new California law that requires all food handlers to have a California Food Handler card. A food handler is defined as a person who works in a food facility and performs duties that involve the preparation, storage or service of food. This workshop meets California's legal requirements & includes the Food Handler Guide, exam, answer sheet & certificate. Topics include basic food safety, personal hygiene, cross contamination & allergens, time & temperature, and cleaning & sanitation. Location: Northeastern California SBDC at Butte College, 19 Williamsburg Lane, Chico Co-Sponsor: City of Chico</p>
<p>February 22 Wednesday 9:00am - 12:00pm Cost: \$50 per person \$60 at the door Location: Oroville</p>	<p>QuickBooks Beyond Basics & Advanced Features Workshop focus is advanced QuickBooks functions. Learn to work with Portable Company & Accountant's Copy files; record & use Adjusting Journal Entries; use Working Trial Balance feature to assist in closing books; leverage tools in Client Data Review; troubleshoot beginning balances; create custom reports; use Statement Writer to create GAAP-compliant financial statements & custom management reports; & use Fixed Asset Tracker & Manager to depreciate assets. Includes manual. Location: Butte Community Employment Center, 78 Table Mountain Blvd., Oroville</p>
<p>February 29 Wednesday 9:00am - 10:00am Cost: \$20 per person \$30 at the door Location: Orland</p>	<p>Introduction to Facebook Facebook can be a great marketing platform for businesses, but in order to be successful, you must learn the basic elements of how customers use Facebook. Since starting with a personal profile on Facebook is recommended for business success, this workshop will cover how to: Build a personal profile; Find friends, post pictures and links and; Interact successfully with others. Key terms will be explained including groups, pages, fans, tagging, & newsfeeds. After attending this workshop, you will be ready to take our more advanced class, <u>Advanced Facebook Marketing For Business</u>. Location: Butte College Glenn County Center, 604 East Walker Street, Orland</p>

March

<p>March 6 Tuesday 9:00am - 4:00pm Cost: \$50 per person \$60 at the door Location: Chico</p>	<p>From Patent to Profit—Innovators & Inventors This is one workshop inventors and innovators cannot afford to miss! The trainer, an inventor extraordinaire with 20 U.S. patents & licensed sales exceeding 1 billion dollars, is an in-demand featured speaker & the author of best selling inventor books & patents. Learn about the patent process, trademarks, copyrights, how to mass produce your invention, intellectual property, and about a development system that guarantees you will make money from your patents and ideas. Location: Northeastern California SBDC at Butte College, 19 Williamsburg Lane, Chico Co-Sponsor: City of Chico</p>
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<p>March 8 Thursday 9:00am - 11:00am Cost: \$25 per person \$35 at the door Location: Red Bluff</p>	<p>Loan Opportunities for Existing Businesses This workshop provides an overview of funding opportunities available for <u>Existing Businesses ONLY</u>. Topics include: SBA Loan requirements & application, traditional bank loans, line of credit, strategies for obtaining funding in a tight economy, and other funding options. The trainer is a banker with expertise in the banking industry including SBA lending requirements & procedures. Location: Northeastern California SBDC at Butte College, 332 Pine Street, Red Bluff</p>
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March continues...

<p>March 7, 14 & 21 Wednesday Mornings 8:30am - 10:30am</p> <p>March 28 Wednesday Evening 6:00pm - 8:00pm Cost: \$50 per person \$60 at the door Location: Chico</p>	<p>New Venture Series for Start-Up Businesses</p> <p>This 4-part training series provides essential information for individuals thinking about starting a new business and new business owners (in business for a year or less). Topics include: New Business Orientation, Market Analysis, Cost Analysis, and Business Plan Overview. You will learn the legal requirements for business start-up, how to assess your market and plan for direction, how to obtain funding, and calculate start-up costs and best practice for completing a business plan. Call or log on to our website for detailed information and flyer.</p> <p>Location: Northeastern California SBDC at Butte College, 19 Williamsburg Lane, Chico Co-Sponsor: City of Chico</p>
<p>March 12 Monday 8:30am - 11:30am Cost: \$75 per person \$85 at the door Location: Chico</p>	<p>Restaurant Management: Controlling Costs & Surviving Lean Times</p> <p>This workshop is designed to help restaurateurs thrive in the current economic environment with sound financial decision making. It focuses on "Running your Restaurant by the Week" ~ using Weekly Flash Reports, forecasting & budgeting; Reducing your Controllable Costs ~ Cost of Goods & Labor; Make or Buy Analysis; & Vendor Relations. The trainer, a certified nationally known restaurant consultant will provide customized one-on-one business consulting <u>by appointment only</u>.</p> <p>Location: Northeastern California SBDC at Butte College, 19 Williamsburg Lane, Chico Co-Sponsor: City of Chico</p>
<p>March 15 Thursday 9:00am - 12:00am Cost: \$40 per person \$50 at the door Location: Chico</p>	<p>Understanding Your Business Taxes</p> <p>Tax planning can save you time & money. Learn the tax aspects of operating a business; filing requirements; estimating taxes for auto, home office, travel & entertainment expenses; depreciation; record keeping systems; and overall tax planning strategies & best tax practice methods for your business. The trainer is a CPA with knowledge of tax procedures & requirements. Includes manual.</p> <p>Location: Northeastern California SBDC at Butte College, 19 Williamsburg lane, Chico Co-Sponsor: City of Chico</p>
<p>March 22 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</p> <p>California Uniform Retail Food Facility Law requires re-certification of competence in Food Safety & Sanitation every 5 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 & fulfills State certification obligations. You will learn the importance of food safety practices & how to implement them in your food establishment. The trainer is a State certified & nationally known restaurant consultant. Participants must register & purchase books 3 weeks prior to class to allow for book delivery & self-study. Limited Seating 15 attendees ONLY!</p> <p>Location: Northeastern California SBDC at Butte College, 19 Williamsburg Lane, Chico Co-Sponsor: City of Chico</p>
<p>March 28 Wednesday 9:00am - 11:00am Cost: \$25 per person \$35 at the door Location: Chico</p>	<p>Advanced Facebook Marketing For Business</p> <p>Learn how to use Facebook in your marketing plan. You must currently be using Facebook personally and/or professionally, and need to use it for increase marketing effectiveness. Topics will include best practices for creating a "page" for your business & finding "fans;" using photos, posts, tagging, check-ins & other engagement tools to connect with current customers & reach out to new ones; and advertising opportunities including pay-per-click-ads and sponsored stories.</p> <p>Location: Northeastern California SBDC at Butte College, 19 Williamsburg Lane, Chico Co-Sponsor: City of Chico</p>

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

Please check here to be removed from the mailing list

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| <input type="checkbox"/> Jan. 11, 18, 25 & Feb. 1 - New Venture | <input type="checkbox"/> February 8 - QuickBooks Basics | <input type="checkbox"/> March 8 - Loan Opportunties |
| <input type="checkbox"/> January 24 & 31 and Feb. 7, 14 & 21 - Financial Management Series | <input type="checkbox"/> February 8, 15, 22 & 29 - New Venture Series | <input type="checkbox"/> March 7, 14, 21, 28 - New Venture |
| <input type="checkbox"/> January 26 - ServSafe Food Safety | <input type="checkbox"/> February 13 - Food Handler (8:30am or 12pm) | <input type="checkbox"/> March 12 - Restaurant Mgt. |
| <input type="checkbox"/> February 1 - Emerging Technologies | <input type="checkbox"/> February 22 - QuickBooks Advanced | <input type="checkbox"/> March 15 - Business Taxes |
| <input type="checkbox"/> February 2, 9, 16 & 23 - Retail Mgt. | <input type="checkbox"/> February 29 - Introduction To Facebook | <input type="checkbox"/> March 22 - ServSafe Food Safety |
| | <input type="checkbox"/> March 6 - Patent To Profit | <input type="checkbox"/> March 28 - Advanced Facebook |

Name _____ Business Name _____ Phone _____

Mailing Address _____ City _____ Zip _____ Email _____



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