

## SBDC Workshop Schedule July - December 2009

### Access to Capital-How to Get Funds for Your Business (FREE)

This workshop provides an overview of the funding options that are available for start-up and existing businesses. An evaluation of the different funding sources, an overview of the loan process and how to improve your credit score will be discussed in this informative session. Upon completion of this session, you will have a checklist for completing a loan application. You will also be able to meet, by appointment, one-on-one with a SBDC business consultant for confidential assistance with your loan application.

Tuesday, July 28, 2009

Tuesday, September 1, 2009

Tuesday, November 10, 2009

6:00 p.m. - 9:00 p.m.

El Camino College Business Training Center

Presenter: Sharon Peterson

### Business Boot Camp for Start-Ups-\$199

If you're serious about starting a new business, sign up for the Business Boot Camp. This 10-week program is designed to provide you with the knowledge needed for success!

Our program uses NxLevel training and includes review sessions as needed at no charge to help you progress through the program. After every two to three sessions, one of our business advisors will review your progress and assist you with any areas that need extra attention. In addition, you will have a working business plan by the end of the course (based on program completion).

The NxLevel training program was originally developed by the University of Colorado and is now administered by Nxlevel, a non-profit foundation dedicated to the education of entrepreneurs. Since 1996, more than 80,000 participants have completed NxLevel training in the United States.

The training is definitely effective and has a proven track record!

Business Boot Camp covers the following:

- What it takes to be a successful entrepreneur
- How to develop and test your business concept
- How to select the best business entry option
- How to organize and manage your business
- How to research and market your business
- How to get your financials in order

How and where to get funding for your business

How to determine the feasibility of your business concept

Sessions are held on Tuesdays, 6:00 p.m. - 9:00 p.m., September 8 - November 3, 2009, El Camino College Business Training Center.

Presenter: Sharon Peterson

Boot Camp for Start-Ups is \$199 and includes all materials. Additional hours of business advising are available at no cost to help you complete your business plan and start your business!

### Business Boot Camp for Existing Businesses-\$250

If you're already in business but would like to increase your efficiency and sales, this course is for you. The Business Boot Camp for Existing Businesses is an in-depth 12-week course that covers:

Planning and research

Management and legal structure

Marketing analysis, strategies, tactics and implementation

Financial overview, books, records and controls; managing your money through financial planning, budgets and cash flow analysis, understanding and using your financial statements

Financing your business with alternative sources of money

The deal making process and negotiating in the real world


Your business future and managing growth

In addition, you will have a working business plan by the end of the course (based on program completion).

Sessions are held on Thursdays, 6:00 p.m. - 9:00 p.m., September 24 - December 17, 2009, El Camino College Business Training Center.

Presenter: Dr. Barbara Sweet

Boot Camp for Existing Businesses is \$250 and includes all materials. Additional hours of business advising are available at no cost to help you complete your business plan and increase your sales!

Co-sponsored by 

### Legal Structure-FREE

Do you know how your business should be structured? Do you know what's involved in forming a corporation? What about changing from a sole proprietorship to a partnership or an LLC? Business structure decisions have long-term implications, so it's important that you select the form of ownership that is right for your business. The pros and cons of corporations, LLCs, and limited partnerships will be reviewed. This workshop will be presented by an attorney who specializes in assisting small businesses.

Tuesday, July 28, 2009

Tuesday, September 29, 2009

6:00 p.m. - 9:00 p.m.

El Camino College Business Training Center

Presenter: Dan Hancuff, Esq.

### How to Start a Successful Home-Based Business-\$30

This workshop will take you through all the steps that are essential in starting a small business from your home. Learn what it takes to be an entrepreneur, ideas for businesses you can run from home, tax and license requirements, and more. You will also learn how to structure a business plan, which is critical in starting a small business and to obtain a business loan. Learn everything you need to start your home-based business in this information-packed session!

Tuesday, August 4

6:00 p.m. - 9:00 p.m.

El Camino College Business Training Center

Presenter: Sharon Peterson

### How to Write a Business Plan-\$30

A business plan provides a working document that gives structure to your business, describes your products or services and provides an analysis of economic viability. Often required by lending institutions, it is especially important for business owners who seek funding. The workshop covers how a business plan is structured and the information required.

Wednesday, August 5, 2009

Wednesday, October 7, 2009

6:00 p.m. - 9:00 p.m.

El Camino College Business Training Center

Presenter: Carlos Sol

### QuickBooks Series

Learn what you need to know to use QuickBooks effectively for your business. Each session consists of a two-hour presentation and a one-hour hands-on exercise. Take one or all the sessions based on your needs. Sign up for QuickBooks Levels 1-4 for \$100, or Levels 1-6 for \$150 (discount applies to sessions taken as part of the same series).

All sessions take place from 6:00 p.m. - 9:00 p.m. at the El Camino College Business Training Center/SBDC, 13430 Hawthorne Blvd., Hawthorne, CA 90250. Registration and pre-payment is required. Call 310.973.3177 for assistance. Presenter: Kevin Farmer

#### ■ Introduction to QuickBooks-\$30

Basic set-up functions and how the process affects your business will be discussed. Setting up accounts, customers, vendors, general preferences along with navigating through QuickBooks will be illustrated.

Series 1 Wednesday, July 8, 2009

Series 2 Wednesday, August 26, 2009

Series 3 Wednesday, October 7, 2009

#### ■ QuickBooks Level 2-\$30

Covers how to invoice customers, pay vendors, how to create a sales invoice, receive a customer payment, create a purchase order and how to pay a vendor.

Series 1 Wednesday, July 15, 2009

Series 2 Wednesday, September 2, 2009

Series 3 Wednesday, October 14, 2009

#### ■ QuickBooks Level 3-\$30

Learn how to track inventory, manage bank accounts, track inventory items, adjust physical counts, and reconcile a bank account.

Series 1 Wednesday, July 22, 2009

Series 2 Wednesday, September 9, 2009

Series 3 Wednesday, October 21, 2009

#### ■ QuickBooks Level 4-\$30

Learn how to prepare business reports. Topics include journal entries, general ledger, preparing financial statements, and budgeting.

Series 1 Wednesday, July 29, 2009

Series 2 Wednesday, September 16, 2009

Series 3 Wednesday, October 28, 2009

#### ■ QuickBooks Level 5-\$30

In-depth session on how to set-up and use the payroll function.

Series 1 Wednesday, August 12, 2009

Series 2 Wednesday, September 23, 2009

Series 3 Tuesday, November 3, 2009

#### ■ QuickBooks Level 6-\$30

In-depth session on how to analyze financial data and use Quick Reports and point-of-sale

Series 1 Wednesday, August 19, 2009

Series 2 Wednesday, September 30, 2009

Series 3 Tuesday, November 10, 2009



CALIFORNIA  
SBDC

**Small Business  
Development Centers**

Los Angeles Regional Network



## Dolce Vita European Gourmet Foods Opens with Help from the SBDC

After Melanie Strauss and her husband, Klaus, moved from Germany a few years ago, she missed the German cakes and cheeses she had grown up with. When she could find no specialty shop nearby that sold them, she decided to open her own delicatessen and restaurant, Dolce Vita ([www.dvgourmet.com](http://www.dvgourmet.com)). The Redondo Beach establishment was recently voted one of the top ten restaurants in the South Bay.

Strauss, who previously owned a retail clothing business in Frankfurt, credits the Small Business Development Center (SBDC) hosted by El Camino College with providing her a basic grounding and essential knowledge to open and run a business in the United States. "I knew how to open a business, but in a new country things are totally different," Strauss said. "I really took almost every class the SBDC offered and I had one-to-one meetings with several different advisors."

Among the classes Strauss attended were those on choosing a company structure, creating a business plan, marketing on a shoestring budget, accounting, human resources and even a class on running a restaurant. She also used the services of an SBDC attorney for advice on lease arrangements and SBDC advisor Dr. Barbara Sweet for specific rules and regulations about dealing with employees.

Sweet provided Strauss an overall view of labor regulations here that differ greatly from Germany. Information on hiring, what sorts of questions could and should be asked, overtime and holidays, how to reward and retain employees, good management practices, and due diligence in hiring were other areas covered by Sweet.

Strauss also took time to return to Germany and work in a delicatessen and a patisserie to learn how to bake the German cakes she loved. As a result, her restaurant opened last year as a combination European delicatessen and bistro. With 30 tables and eight employees, Strauss provides fresh prepared salads, artisan cheeses and homemade cakes and desserts made on the premises from scratch. Continued page 2.

“ I really took almost every class the SBDC offered and I had one-to-one meetings with several different advisors. ”

Melanie Strauss, Owner  
Dolce Vita Restaurant, Redondo Beach  
El Camino College SBDC Client



SBDC client Melanie Strauss and her chef Jenf Peters at Dolce Vita in Redondo Beach.

## Extreme Entrepreneurship Tour Coming this Fall to El Camino College

The spirit of American entrepreneurship is alive and well, and poised to take the South Bay's youth by storm on Tuesday, October 20, 2009!

The Extreme Entrepreneurship Tour - the first ever collegiate entrepreneurship tour - will be visiting the El Camino College campus at the Marsee Auditorium from 3:30 p.m. to 7:30 p.m.

The Extreme Entrepreneurship Tour was founded by two award-winning 25-year-olds, Michael Simmons and Sheena Lindahl of Extreme Entrepreneurship Education. The tour is comprised of many of America's top young entrepreneurs who have made, earned, or sold a company for millions and/or made a huge impact before the age of 30.

The vision of the tour is for all of America's college students to graduate with an entrepreneurial mindset.

This event will provide inspiration and practical advice. Both emerging entrepreneurs and students of all disciplines are invited to attend to learn how they can apply the entrepreneurial mindset to their lives regardless of career choice.

The event will feature dynamic keynote speakers from the Extreme Entrepreneurship Tour, a workshop, speed networking, a panel discussion, plus free food and exhibits.

Visit [www.extremetour.org](http://www.extremetour.org) for more information or to register for the event:

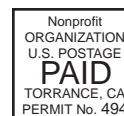
[www.extremetour.org/elcamino](http://www.extremetour.org/elcamino)



Los Angeles Regional Network



13430 Hawthorne Blvd.  
Hawthorne, CA 90250



### WHAT'S INSIDE

**Get Help for Your  
Business at No Cost!**

**FREE Training for  
Doing Business with  
Caltrans**

**FREE Email  
Marketing Seminar**

**FREE Department of  
Labor Workshop**

**FREE Federal  
Contracting Training**

**SBDC Workshops  
Including Quickbooks  
& Business Boot  
Camp for People  
Serious About  
Business**

## What is a Small Business Development Center?

Small Business Development Centers (SBDCs) exist to help new entrepreneurs realize their dream of business ownership and assist existing businesses to remain competitive in the complex marketplace of the changing global economy.

Hosted by leading universities, colleges and state economic development agencies, and funded in part through a partnership with the U.S. Small Business Administration, approximately 1,000 service centers are available across the United States to provide technical assistance through no-cost consulting and low-cost training.

The El Camino College Small Business Development Center (ECC SBDC) is one of eight SBDC service centers in the Los Angeles Region SBDC Network (Los Angeles, Ventura, and Santa Barbara counties). We serve 23 cities within the South Bay and surrounding areas and are

funded by the U.S. Small Business Administration, California Community Colleges Chancellor's Office, El Camino Community College District and local partners.

We offer "No Cost" confidential one-on-one advising, by appointment, to small business owners and entrepreneurs seeking assistance in the areas of start-up and expansion, loan packaging, accounting and QuickBooks, marketing and sales, small business legal issues, taxation for small businesses, government, state and local contracting, import and export, human resources, and general business issues.

In addition, the ECC SBDC provides affordable workshops that cover all aspects of business development and growth, mostly during convenient evening hours. For more information, visit [www.southbaysbdc.org](http://www.southbaysbdc.org) or call 310.973.3177 during business hours.

## Get Help for Your Company with Confidential Expert Business Assistance from the SBDC

One of the most valuable services offered by the ECC SBDC is our no-cost business advising available by appointment. Our advisors include:

**A.B. Bonner** is a consultant with The Federal Technology Center and provides government contract consulting to SBDC clients. He worked for the Defense Contract Management District West for 20 years in various capacities and served in the Navy as a procurement officer/command contracting officer.

**Greg Cash** is an Enrolled Agent licensed by the Department of the Treasury, Internal Revenue Service, to prepare taxes and represent his private clients in tax matters before the IRS. He graduated from CSULB with a B.S. in accounting and holds an M.S. in taxation from Golden Gate University. Greg is available to assist SBDC clients with accounting, bookkeeping, QuickBooks and tax questions.

**Kevin Farmer's** expertise includes QuickBooks and small business accounting, bookkeeping, and general business training activities. He has many years of experience in the field of accounting and finance.

**Daniel Hancuff, Esq.** is president of his own legal firm specializing in business entity formation and contracts.

He advises SBDC clients in regards to legal issues for small businesses such as for profit business formation, corporate structures, contract review, lease agreement review for commercial space, intellectual property, and business dissolutions.

**Bob Hobbs** has 36 years of government contract administration experience. He provides assistance with the California Construction Contracting Program. Bob provides assistance to businesses who want to successfully bid on transportation-related projects or obtain DBE certification

**Nate Jemison** is the founder of a small business and financial consulting company. He has in-depth experience in financing for small businesses. He provides assistance with business start-ups, business plans and loan packaging.

**Charlie Lowe** has 20 years of experience in international trade and small business ownership and consulting. He currently provides assistance with the California Construction Contracting Program in addition to offering consulting in the areas of business start-ups, marketing and strategy development, business plans, international trade and e-commerce. Charlie speaks fluent Spanish and English.

**Sharon Peterson** has more than 15 years of experience in various marketing and sales roles with several Fortune-rated companies. She provides marketing services to growing business as part of her consulting practice in addition to consulting at the ECC SBDC.

She specializes in helping ECC SBDC clients put together their loan documentation and business plans for small business loans. She also assists clients with all aspects of marketing and business development.

**Carlos Sol** started his own company in 1992 focusing on manufacturers and distributors of products to Latin America and Asia. He is fluent in Spanish and English. His areas of expertise includes start-ups, business plans, marketing and sales, and import/export.

**Dr. Barbara Sweet, SPHR** has senior management experience in all facets of human resources and training development. She is the President/CEO of her own consulting firm with a specialization in companies seeking to out-source their human resources functions.

Her expertise includes general business advising and business plan development plus recruitment/staffing, employee relations, organizational learning, performance management, sexual harassment prevention, compensation and benefits.

If you're currently in business, call the ECC SBDC at 310.973.3177 during business hours to schedule an appointment. Evening appointments are also available.

If you are not yet in business, attendance at one of our New Business Owner Orientations is required prior to meeting with a business advisor. Please call 310.973.3177 for more information and a reservation.

### How to Register for ECC SBDC Workshops

PHONE: Call 310.973.3177. Have your program information ready. Visa/MasterCard credit/debit cards are accepted for payment.

IN-PERSON: Visit the ECC SBDC at 13430 Hawthorne Blvd., Hawthorne, CA, 90250. Visa/MasterCard, money orders, or cash (exact change please), are accepted for payment. Sorry-checks are not accepted. Business hours are Monday-Friday, 8:00 a.m. - 5:00 p.m., excluding holidays.

Pre-registration, and if applicable, pre-payment is required in order to attend a workshop. Registration with payment in full must be made by 5:00 p.m. on the day of the workshop unless otherwise noted.

Cancellation with refund must be requested one business day prior to the workshop date. No refunds or substitution of workshops will be made on or after the workshop start date.

## FREE Power of E-Mail Marketing Seminar from Constant Contact

Building relationships with your current customers is key to growing your business. Reach them with professional communications that make you look great! This seminar covers the basics of what email marketing is, why it works so well, and how to use it in your business planning and strategy to achieve specific goals. Master email communications with this comprehensive look at winning strategies for getting and keeping quality subscribers, increasing deliverability and open rates, how to avoid being a spammer, tips for scheduling and examples of successful email campaigns and how they were set up to build businesses and drive sales.

Wednesday, October 14, 2009  
10:00 a.m. - 12:00 p.m.

El Camino College Business Training Center  
Registration is required. Call 310.973.3177 to reserve your seat.

### Strauss, from page 1.

She has earned rave reviews through word of mouth, articles in local weekly papers and the announcements she emails to about 400 customers. She also provides catering to individuals and businesses, plus international airlines and travel agencies.

Strauss is pleased that business has been steady for her, thanks, in part to the groundwork provided by the SBDC. "I thought it was such a great thing," she says of the training she received, "nothing to lose and I can get as much information as possible."



Los Angeles Regional Network



Your Small Business Resource



The Small Business Development Centers are funded by the U.S. Small Business Administration, the California Economic & Workforce Development Program, and center host institutions. Funding is not an endorsement of any product, opinion, or service. All Federal and State funded programs are extended to the public on a nondiscriminatory basis. Special arrangements for individuals with disability will be made if requested in advance.

The El Camino Community College District is committed to providing equal opportunity in which no person is subjected to discrimination on the basis of ethnic group identification, national origin, religion, age, sex, race, color, ancestry, sexual orientation, physical or mental disability, or retaliation.

## Caltrans Training Can Help You Win Bids!

The California Construction Contracting Program (CCCP) is a cost-free program designed to increase the number of small businesses and Disadvantaged Business Enterprises (DBE) that bid on Caltrans and transportation-related projects.

### Free CCCP Orientation Held Monthly

Learn about what the CCCP has to offer at one of our orientations! The CCCP will host a free orientation session the 2nd Monday of each month from 3:00 p.m. to 5:00 p.m. as follows:

July 13      August 10      September 14

Each session will provide a complete overview of the Caltrans Construction Program to those who qualify to be certified as small businesses and/or Disadvantaged Business Enterprises, and stakeholders.

### Free CCCP Training Programs

You are encouraged to attend and learn first-hand, from an expert team of training consultants, the Caltrans bid and RFP process utilizing Caltrans' Construction Site Best Management Practices Manual.

The course objectives are designed to provide attendees with the necessary understanding of the requirements and tools needed to successfully navigate the bid and RFP process, as well as provide tips for partnering, winning and executing a strong management plan.

This is a FREE program that consists of seven modules, three courses each, for a total of 21 different courses, all designed to assist business owners obtain Caltrans work. All classes take place at the El Camino College Business Training Center/SBDC unless otherwise noted.

Modules 1-4 were held earlier this year and will repeat again in spring 2010.

### Module 5 – Project Management for Contractors from A to Z

Course 1- Project Management for Contractors  
Monday, July 20, 2009  
9:00 a.m. - 12:00 p.m.

Course 2 - Bid Estimating  
Monday, July 20, 2009  
1:00 p.m. - 4:00 p.m.

Course 3 - Navigating the Caltrans Web Site (with computer lab)\*  
Tuesday, July 21, 2009  
9:00 a.m. - 12:00 p.m.

\*This workshop takes place at the El Camino College Inglewood Center, 110 S. La Brea, Suite 200, Inglewood, CA 90301. Parking validation is not available.

### Module 6 – Combined Safety and Bonding

Course 1- Safety  
Wednesday, August 12, 2009  
9:00 a.m. - 12:00 p.m.

Course 2 - Safety Continued  
Wednesday, August 12, 2009  
1:00 p.m. - 4:00 p.m.

Course 3 - Bonding  
Thursday, August 13, 2009  
9:00 a.m. - 12:00 p.m.

### Module 7 – Business Connections, Marketing and Networking

Course 1-Prime Panel  
Wednesday., September 16, 2009  
9:00 a.m. - 12:00 p.m.

Course 2 - Resources Partners Panel  
Wednesday, September 16, 2009  
1:00 p.m. - 4:00 p.m.

Course 3 - Strategic Marketing and Networking  
Thursday, September 17, 2009  
9:00 a.m. - 12:00 p.m.

Registration is required. Please call the ECC SBDC at 310.973.3177 to reserve your seat. For more information on the program, visit [www.buildcalifornia.org](http://www.buildcalifornia.org).

### Have Questions or Need Help Bidding on Caltrans Contracts?

No-cost construction management and business management advising services are available on Mondays at the ECC SBDC. Please call the 310.973.3177 for details and to schedule an appointment.



## Payroll Tax Workshops Can Save You Time and Money

Knowing how payroll tax laws applies to your business can save you money and time not to mention grief.

Educate yourself for free with help from the SBDC, the State of California Employment Development Department (EDD) and the IRS. Payroll-related workshops are held at the El Camino College Business Training Center/SBDC office and the Carson Community Center in the City of Carson. Additional workshops are held by EDD throughout the area.

### Discover How the Latest Labor Rules Can Improve Your Bottom Line

Understanding the latest labor rules and regulations can strengthen your business and improve your bottom line. Learn how at the Employer Compliance Assistance Forum:

#### Understanding Department of Labor Rules and Regulations

Thursday, July 30, 2009  
9:00 a.m. - 1:00 p.m.  
Registration: 8:30 a.m.  
Los Angeles Urban League  
WorkSource Business & Career Center  
12700 S. Avalon Blvd., Los Angeles, CA 90061

Get expert information on the U.S. Department of Labor rules regarding minimum wage, overtime, fair labor standards, workplace safety, and employee health and pension benefits. This event is offered at no cost to you.



## Federal Contracting Workshops Offered at the ECC SBDC

### Government Contracting 101-Free

Thursday, September 24, 2009  
8:30 a.m. - 11:30 a.m.

Presenter: LA Office of Small Business

A course description and online registration available at [www.laosb.org](http://www.laosb.org).

### Federal Government Subcontracting-Free

Thursday, September 24, 2009

1:30 p.m. - 4:00 p.m.

Presenter: LA Office of Small Business

A course description and online registration available at [www.laosb.org](http://www.laosb.org).

### Introduction to Federal Contracting-Free

Tuesday, July 7, 2009

9:00 a.m. - 12:00 p.m.

Presenter: The Federal Technology Ctr

A course description and online registration available at [www.theftc.org](http://www.theftc.org).

## Need Help with Federal Contracting? Ask Us!

No-cost federal contracting business advising is available at the ECC SBDC the second and fourth Thursday of every month. Call 310.973.3177 for an appointment.

Here are some of the workshops available at the SBDC and at the Carson Community Center:

### Federal and State Basic Payroll Tax

Thursday, July 9, 2009-Hawthorne

Friday, July 10, 2009-Carson

Tuesday, September 8, 2009-Hawthorne

Friday, September 18, 2009-Carson

Wednesday, November 4, 2009-Carson & Hawthorne

9:00 a.m. - 3:00 p.m.

### State Payroll Tax

Tuesday July 14, 2009-Hawthorne

Thursday, September 17, 2009-Hawthorne

Tuesday, November 17, 2009-Hawthorne

9:00 a.m. - 2:00 p.m.

### How to Manage Unemployment Insurance Costs

Tuesday, October 20, 2009-Hawthorne

9:00 a.m. - 12:00 p.m.

### State Labor & Payroll Tax

Friday, August 14, 2009-Carson

9:00 a.m. - 3:00 p.m.

Hawthorne workshops take place at the El Camino College Business Training Center, 13430 Hawthorne Blvd. in Hawthorne.

Carson workshops take place at the Carson Community Center located at 801 East Carson St., in Carson.

Visit [www.edd.cahwnet.gov/Payroll\\_Tax\\_Seminars](http://www.edd.cahwnet.gov/Payroll_Tax_Seminars) for a complete list of seminars along with seminar descriptions and to register online. Please register in advance. Classes with less than 10 people are subject to cancellation.