

advance your business

Whether it's expanding your growing company or launching a start-up, the Orange County Small Business Development Center is here to help you advance to the next stage of success.

No-charge consulting!

The Orange County SBDC is a one-stop source for small business owners and entrepreneurs. Orange County SBDC offers complimentary, personalized business assistance in a confidential, one-on-one setting with professional business consultants who have the experience and knowledge to help you in several ways:

- **Business Planning** • **Loan Assistance** • **Marketing & Advertising** • **Expansion Strategies** • **Business Start-Ups**
- **Quickbooks** • **Financial Analysis** • **Government Contracting** • **E-Commerce** • **Web Technology**

For more information, please contact:
Orange County SBDC
2323 N. Broadway, Suite 201
Santa Ana, CA 92706
(714) 564-5200 • www.ocsbdc.com

Please call to inquire about eligibility for no-charge consulting.

www.ocsbdc.com

The Orange County SBDC is an economic development program of Rancho Santiago Community College District and is supported by the U.S. Small Business Administration, California Community Colleges Chancellor's Office, and California State University Fullerton, and is extended to the public on a non-discriminatory basis. SBA and CSUF cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact 2323 N. Broadway, Ste. 201, Santa Ana, CA 92706. (714) 564-5200.

small business

training

Seminar in Vietnamese offered in March

JANUARY / FEBRUARY / MARCH

JANUARY

14 Thursday
9 a.m. - 3:30 p.m.

In partnership with



Federal/State Basic Payroll Tax Seminar Presented by EDD and the IRS
This seminar will teach the basics of federal and state payroll taxes every business owner should know about! Learn **how to report taxes** and **how to distinguish between an employee and independent contractor**. You will also gather information on independent contractor reports and ways to get assistance on your payroll taxes.

Rancho Santiago Community College District Center
2323 N. Broadway
Board Room 107
Santa Ana, CA 92706

No Charge!

14 Thursday
6 - 8:30 p.m.

Essential Steps to Starting a Successful Business Presented by Orange County SBDC Consultant Linda Harasin
What are the **critical steps to starting a successful business**? Learn about **tax and license requirements**, the **importance of good credit**, **what is needed to secure financing**, and **how to write a business plan**. You will walk away with materials you can refer to as you move forward.

Rancho Santiago Community College District Center
2323 N. Broadway
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Santa Ana, CA 92706

\$20

27 Wednesday
6 - 8:30 p.m.

QuickBooks: Managing Cash Flow, Sales and Profit Presented by Orange County SBDC Consultant Mark McCallick, C.P.A.
This course is an introduction on **how to correctly install and use QuickBooks** to enter and retrieve important financial information you need to run your business. Learn how to conduct transactions relating to **Account Receivables** and **Accounts Payable**, how to make **deposits**, enter sales and **invoices**, enter and pay **bills**, **reconcile bank accounts** and get the reports that you need. You will also be introduced to the two most important financial statements, the **Income Statement** and **Balance Sheet**, which are **significant in managing your business**. By the end of the workshop, you'll know how QuickBooks can save time and help organize business finances. *Please note: This is not a hands-on workshop.*

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\$25

FEBRUARY

3 Wednesday
6 - 8:30 p.m.

In partnership with



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Irvine Chamber of Commerce
2485 McCabe Way # 150
Irvine, CA 92614-6293

\$20

4 Thursday
9 a.m. - 1 p.m.


Employee or Independent Contractor Tax Seminar *Presented by the Employment Development Dept. of California*

In this seminar, you will learn the factors that determine if a worker is an employee or independent contractor; the consequences of incorrectly classifying workers; the basics of statutory employment; and how to get help.

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No Charge!

In partnership with



4 Thursday
6 - 8:30 p.m.


The \$9 Billion Connection - Doing Business with the State of California *Presented by the State of California Department of General Services*

The State of California contracts out more than \$9 billion every year! Agencies are encouraged to award at least 25% of their annual contracting dollars to certified Small Businesses (SBs) and 3% to certified Disabled Veteran Business Enterprises (DVBEs). They also give a 5% bid preference to certified SBs and may offer up to a 5% incentive to DVBEs in the formal bid process. Attend this workshop to learn about the different contracting opportunities available to you!

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10 Wednesday
6 - 8:30 p.m.


Ask the Experts: Financing for Small Businesses and Start-ups *Presented by Orange County SBDC Director Leila Mozaffari and panel of bankers*

Do you need capital to expand your business? Do you need a loan, private investors, or better financial and cash flow management systems? Fluctuating market conditions, aggressive competition, pricing pressures and rising costs can put a strain on the financial health of any business. Register now for an opportunity to meet with bankers and financial advisors. You will walk away with an understanding of how to best meet your company's financial needs.

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17 Wednesday
6 - 8:30 p.m.


Developing a Winning Business Plan - Your Roadmap to Success *Presented by Orange County SBDC Consultant Linda Harasin*

The number one reason why 80% of new businesses fail is due to lack of proper planning. Will your business be part of the 20% that succeed? Anyone planning to start a business or expand an existing enterprise should attend this informative and valuable seminar that will lead to developing a winning business plan. You will learn about the power of a business plan that covers the organizational strategy, the operations plan, marketing activity and financial statements. Register today!

City of Mission Viejo
200 Civic Center
Saddleback Room
Mission Viejo, CA 92681

\$25

In partnership with



Interested in doing business with Public Agencies (state, federal, local)

If you have been in business for over 3 years, Orange County SBDC consultants can help you:

- Obtain the appropriate certification(s)
- Develop a procurement strategy
- Market your business to appropriate Agencies
- Find opportunities to bid on
- Create a responsive proposal

Call the Orange County SBDC to meet with our procurement business consultant.

714 564 5200

Register online at www.ocsbdc.com, or for more information, please call (714) 564-5200.

MARCH

3 Wednesday
6 - 8:30 p.m.



FRANCHISING: How to Evaluate Franchise Opportunities *Presented by The Entrepreneur's Source*

This seminar will help you learn to make decisions based on information versus emotions. It will also help you understand business attributes and separate facts from fears. Consider evaluation as an educational journey. This workshop will allow you to study several concepts in depth.

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4 Thursday
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10 Wednesday
6 - 8:30 p.m.


Google Solutions for Small Business Success *Presented by a Google and Zoho Partner*

Come and learn how to manage and organize your business contacts online on an enterprise-class platform that's accessible anywhere there's a browser. Put Google's web-based communication, collaboration and security apps to work for your company. You will also learn how to switch to Google Apps which will help you save money and reduce IT hassles. Google's web-based messaging and collaboration apps require no hardware or software and need minimal administration, creating tremendous time and cost savings for businesses.

Rancho Santiago Community College District Center
2323 N. Broadway
Decision Room 340
Santa Ana, CA 92706

\$25

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17 Wednesday
6 - 8:30 p.m.


Developing a GREEN Business Plan for Ecopreneurism *Presented by Orange County SBDC Consultant Linda Harasin*

This seminar will guide you through the process of developing a business plan with a focus on eco-friendly components for entrepreneurs looking to enter the GREEN industry. You will learn about the power of a business plan that covers the organizational strategy, the operations plan, marketing activity and financial statements. Approximately 80% of new businesses fail due to lack of proper planning. Learn how to develop a business plan and position your business to be part of the 20% that succeed!

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Santa Ana, CA 92706

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Sustainable Business Leadership Council

18 Thursday
6 - 9 p.m.

Essential Steps to Starting a Successful Business *Presented by Orange County SBDC Consultant Katie KieuDung Nguyen*


What are the critical steps to starting a successful business? Learn about tax and license requirements, the importance of good credit, what is needed to secure financing, and how to write a business plan. You will walk away with materials you can refer to as you move forward.

Wells Fargo Bank
9550 Bolsa Ave.
Westminster, CA 92683

No Charge!

presented in Vietnamese

Co-sponsored by



25 Thursday
6 - 8:30 p.m.

Keeping the Seats Filled - Marketing Strategies for Restaurants *Presented by the Orange County SBDC Consultant Linda Hoitt*

Discover how to generate business for your restaurant by creating a marketing plan that covers market research, advertising, in-store marketing, and public relations. Participants will have materials to work with as they move forward with their restaurant's business strategies.

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\$25

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