

## Better Your Business

Whether it's expanding your growing company or turning around a struggling start-up, the Orange County Small Business Development Center is here to help you **Better Your Business**.

The center offers complimentary, personalized business assistance in confidential, one-on-one settings. Our experienced business consultants can help you **Better Your Business** in several ways:

- Business Planning
- Loan Assistance
- Marketing and Advertising
- Expansion Strategies
- Business Start-Ups
- Financial Analysis
- Accounting
- Government Procurement
- Personnel Management

If you want further information, please contact:

**Orange County SBDC, 2323 North Broadway, Suite 201, Santa Ana, CA 92706**  
**(714) 564-5200 • [www.ocsbdc.com](http://www.ocsbdc.com)**

*The Orange County SBDC, an economic development program of Rancho Santiago Community College District, is a program supported by the US Small Business Administration, the California Community Colleges Chancellor's Office, and California State University Fullerton and extended to the public on a non-discriminatory basis. SBA and California State University Fullerton 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 North Broadway, Suite 201, Santa Ana, CA 92706, (714) 564-5200.*

**SBDC**  
SMALL BUSINESS  
DEVELOPMENT CENTER  
ORANGE COUNTY  
2323 N. Broadway, Suite 201  
Santa Ana, CA 92706

**SPRING 2007**

April/May/June

Taller en español el mes de mayo

Seminar in Vietnamese offered in May

**SBDC**  
SMALL BUSINESS  
DEVELOPMENT CENTER  
ORANGE COUNTY

# SMALL BUSINESS TRAINING

## APRIL

**10** Tuesday  
6 - 8:30 pm

### Essential Steps to Starting a Successful Business *Presented by an OCSBDC Consultant*

This seminar will take you through the essential **steps that are critical in starting a successful business**. Learn about **tax and license requirements**, the **importance of good credit**, and **what is needed to secure financing**. We will cover **how to write a business plan**, an essential component in starting a business and in obtaining financing. You will walk away with materials you can refer to as you move forward.

Rancho Santiago Community (714) 564-5200  
College District Center  
2323 N. Broadway  
Board Room 107  
Santa Ana, CA 92706  
**\$20**

**17** Tuesday  
6 - 8:30 pm

### Increase Your Profits Through Web Analytics *Presented by John Gibson, OCSBDC Consultant*

This introductory seminar on web site metrics will review the **various services and software used to track web site effectiveness**. Participants will learn how to deal with **e-businesses competition**, how metrics are critical to **business success**, introduction to the **stages of the customer life cycle**, how to utilize **e-metrics** in your business plans, and understanding the implications of these metrics to the **bottom line**. We will also discuss best practices for e-businesses looking to realize significant **competitive advantages** and cost savings through the proper application of web metrics.

Rancho Santiago Community (714) 564-5200  
College District Center  
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Board Room 107  
Santa Ana, CA 92706  
**\$25**

**19** Thursday  
9 am - 3:30 pm

Co-sponsored by



### Federal/State Basic Payroll Tax Seminar *(Part 1 of 2-part series) Presented by EDD and the IRS*

Get information on federal and state payroll taxes in this informative seminar! Learn **how to report taxes**, and the **basics of how to distinguish between an employee and an independent contractor**. You will also gather information on independent contractor reports and ways you can get assistance on your payroll taxes. You are invited to attend this informative seminar **free of charge**. Don't wait, register now! Follow up with the hands-on workshop on April 26.

Rancho Santiago Community (714) 564-5200  
College District Center  
2323 N. Broadway  
Board Room 107  
Santa Ana, CA 92706  
**No-Cost!**

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Tuesday  
6 – 8:30 pm

Co-sponsored by

**Developing a Winning Business Plan – Your Roadmap to Success**

Presented by Alicia Maciel, OCSBDC Consultant

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**. Enroll now!

City of Anaheim (714) 564-5200  
Gordon Hoyt  
Conference Room  
201 S. Anaheim Blvd.  
Second Floor  
Anaheim, CA 92805

**No-Cost!**  
Dinner included

26

Thursday  
9 am – 3 pm

Co-sponsored by

**State Payroll Tax Workshop (Part 2 of 2-part series)**

Presented by EDD (Employment Development Department of CA)

This special, **hands-on** workshop is tailored for individuals who previously attended the Federal/State Basic Payroll Tax seminar. Learn what **employment records** and other information employers are **required to maintain by law**, **how to calculate and when to remit payroll taxes**, when, where and how to prepare and file **wage reports** and other required EDD forms. *Space is limited.*

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**No-Cost!****MAY**Thứ Năm, ngày 3 Tháng  
5 năm 2007

Co-sponsored by

**PR, chìa khóa thành công của các doanh nghiệp**

Presented by Katie KieuDung Nguyen, OCSBDC Consultant

**Doanh nhân phải biết tạo quan hệ chiến lược với giới truyền thông.** Cá nhân từng doanh gia cũng phải biết viết thông cáo báo chí. **Quảng cáo là điều tối quan trọng;** và bạn cần biết cách thương lượng với giới truyền thông trong quá trình viết bài giới thiệu doanh nghiệp của mình. Tổng quát, bạn cần **gia tăng tối đa sự đề ý của giới truyền thông đến doanh nghiệp;** nhờ đó có thể gia tăng được số lượng bài viết đề cập về mình. Chiến lược quan hệ như thế này có thể tốn phí hàng ngàn đô la. Trên thực tế, bạn có thể tiết kiệm số tiền này mà không hề làm giảm mối quan hệ với giới truyền thông. **Public Relations (PR) là yếu tố quan trọng của doanh nghiệp để đưa thông tin sản phẩm và dịch vụ đến người tiêu dùng.**

\* Xin đến trước 15 phút để check-in.

Phòng Sinh Hoạt (714) 564-5208  
Tòa Soạn Báo  
Người Việt  
14771 Moran St.  
Westminster,  
CA 92683

Ghi Danh online:  
[www.ocsbdc.com](http://www.ocsbdc.com)**Hoàn Toàn Miễn Phí!**

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Tuesday  
6 – 8:30 pm**Essential Steps to Starting a Successful Business**

Presented by an OCSBDC Consultant

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Wednesday  
6 – 8:30 pm

Patrocinado por

**Lleve Su Negocio a Mejores Niveles**

Presented by Elisabeth Pechs, OCSBDC Consultant

Este seminario ayudará a los negocios ya existentes a **alcanzar sus nuevas metas de crecimiento**, **organizar mejor sus operaciones para reducir costos** y buscar formas de **financiamiento** para expandirse. Le ayudaremos a escribir un **plan de negocios** que le permita evaluar donde se encuentra hoy y a donde le gustaría llegar en los próximos 3-5 años.

Orange County Hispanic (714) 564-5200  
Chamber of Commerce  
888 W. Santa Ana Blvd.  
Suite 150  
Santa Ana, CA 92701

**\$25**

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Thursday  
6 – 8:30 pm

Co-sponsored by

**Quickbooks: An Overview for Beginners**

Presented by Danielle Hewitt, OCSBDC Consultant

Every business owner needs to learn the **basics of how to setup QuickBooks!** In this seminar participants will learn how to setup computerized bookkeeping with QuickBooks software at their home or business. Seminar covers instruction on **setting up a business on QuickBooks**, **entering sales and invoices**, **making deposits**, **entering and paying bills**, **reconciling bank accounts** and producing basic **financial statements**.

City of Mission Viejo (714) 564-5200  
200 Civic Center  
Saddleback Room  
Mission Viejo, CA 92691

**\$25****JUNE**

6

Wednesday  
6 – 8:30 pm**Quickbooks: An Intermediate Guide**

Presented by Danielle Hewitt, OCSBDC Consultant

Take your understanding of QuickBooks to an intermediate level! Instruction will include **analyzing financial data**, **setting up inventory**, **tracking and paying sales tax**, **payroll**, **estimating and progress invoicing**, **time tracking and customizing forms and letters**. Learn how to run reports that can be useful! Empower yourself with **advanced accounting skills**, **save money and time**...attend this quality training seminar!

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Wednesday  
5:30 – 9:30 pm

Co-sponsored by

**Keys to Accelerated Sales**

Presented by Jo Javier, Carter &amp; Smith Consultancy, Inc.

This is a high-energy, interactive **sales training** workshop where attendees will easily learn and grasp **selling techniques** that lead to the achievement of significant **sales results**. Learn to focus on executing your goals and energizing yourself to be successful in business.

Je-Jao Center (714) 564-5200  
14120 All American Way  
(formerly Monroe Street)  
Westminster, CA 92683

**No-Cost!**  
Dinner included

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Wednesday  
5:30 – 8:30 pm

Co-sponsored by

**Successful Negotiations**

Presented by Jo Javier, Carter &amp; Smith Consultancy, Inc.

This workshop involves a multitude of interactive role-play negotiation scenarios, wherein, you will learn how to successfully **close negotiations** and arrive at **win-win situations**. Learn to effectively **create a plan and strategy to win contract/sales negotiations**, **handle obstacles** during your negotiations, and **deploy tactical techniques** that shorten the negotiation cycle.

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Westminster, CA 92683

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Thursday  
6 – 8:30 pm

Co-sponsored by

**Financial Essentials for Successful Businesses**

Presented by Danielle Hewitt and Pilar Jacobs, OCSBDC Consultants

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, especially manufacturers and distributors. In this seminar you will learn to make an assessment of **your company's financial health**. 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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**\$25**To register visit our website [www.ocsbdc.com](http://www.ocsbdc.com) or for more information, please call (714) 564-5200.