

Calendar of Events

July 10, 2024

Effectively Using Your QuickBooks System to Manage Your Business

Butte College SBDC
2480 Notre Dame Blvd
Chico, CA 95928

08:30 AM - 10:30 AM PST

Sophie Konuwa, Director, 5308959017
konuwaso@butte.edu

QuickBooks is an effective accounting system when used to financially manage your business. To ensure success, you must understand how to effectively enter, use, and run reports. This 2-hour intensive workshop will show you how the QuickBooks system can go from just a recording system for taxes to a management tool to help direct and monitor your business to meet your goals. Training includes: the review process to ensure data is entered correctly, monthly accuracy check and key issues, exporting and comparing your reports to budgets and forecasts, and additional resources you can tap into if/when you get stuck.

July 17, 2024

Paid and Guerilla Marketing

Colusa City Hall
425 Webster St.
Colusa, CA

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017
konuwaso@butte.edu

Determine the right marketing strategy for your business, based on Paid marketing, or through low-cost Guerilla marketing. Learn the differences between the types of marketing based on paid or non-paid strategies, as well as expected results. You will learn about various aspects of both Paid and Guerilla marketing strategies, examples of each, and what activities are involved with each. This is a great opportunity to learn more about unique strategies to make your business stand out from the rest. Topics will include: Paid vs Guerilla marketing overview, best practices of Paid and Guerilla marketing strategies, costs involved, time expectations/work involved, creative vs consistent strategies and strategies to build your own marketing plan.

July 23, 2024

Using AI for Your Business Marketing

Paradise Chamber of Commerce
6161 Clark Road #1
Paradise, CA 95969

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017
konuwaso@butte.edu

Artificial Intelligence (AI) has become increasingly beneficial to businesses and our communities. However, very few people understand how to use AI to help them in their marketing and other business strategies. We will take a deep dive into using AI to develop marketing strategies, and contents, and will take a step-by-step approach to developing an AI generated marketing strategy for your business.

July 30, 2024

Introduction to Digital/Online Marketing

Butte College Glenn County Center

1366 Cortina Drive

Orland, CA 95963

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

This workshop will focus on discussing introductory methods of digital and online marketing. You will learn the basics about Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), as well as mobile, affiliate, and online ad marketing. In this class, you will be provided real-world examples of which type of marketing may best fit your marketing goals, as well as ideas for your future marketing needs. This class is perfect for individuals who are either first getting started in digital/online marketing, or those who would like a little more information on how to develop their current digital/online marketing.

August 8, 2024

- August 29, 2024

Practical QuickBooks for New Users - 4 weeks, 2 hours per week Series

Butte College SBDC

2480 Notre Dame Blvd.,

Chico, CA 95928

08:30 AM - 10:30 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

Accurate bookkeeping is critical to the success of any business. This QuickBooks Series is for entrepreneurs and business owners in the beginning stage of bookkeeping (i.e., planning, have not yet purchased their system, or have purchased but not using). The trainer will guide you through the basics of accounting from identifying the best QuickBooks version for your business, to setting up your system, managing accounts, and using financial reports to manage your day-to-day activities. This 4-weeks, 2 hours per week series includes 4 focus areas:

Week 1: Accounting Basics & Getting Started with QuickBooks - Training includes: Basics of accounting, identifying the QuickBooks version that is best for your business, and setting up your company and chart of accounts in QuickBooks.

Week 2: Setting up Items and Creating Forms - Training includes: Setting up items, using purchase orders, customizing invoices, and creating forms in QuickBooks.

Week 3: Accounts Receivable - Training includes: Setting up online bank feeds, creating estimates and invoices, sales receipts, receiving payments, and managing accounts payable reports.

Week 4: Accounts Payable, Banking Reconciliations, and Reports - Training includes: Accounts Payable, Bank Reconciliations, entering expenses and bills, paying bills, managing reports, Profit & Loss Statement, Balance Sheet, and more!

August 14, 2024

Step-By-Step Guide on How to Buy or Sell a Business

Butte College SBDC

2480 Notre Dame Blvd.,

Chico, CA 95928

08:30 AM - 10:30 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

Buying or selling a business can be overwhelming and costly if you do not plan ahead. Do you have an Exit Strategy or plan in place to sell your business in the near future, or 1 or 2 years? Have you considered buying a business instead of starting one? This workshop is for business owners looking to sell their businesses as well as people interested in purchasing businesses instead of starting their own. We will guide you through a checklist of requirements for successfully buying or selling a business. Topics will include: How to value your business, the due diligence process, structuring the deal, good and bad timing, what not to do, loan requirements and options, owner carry, and more.

August 20, 2024

The Basics of Bookkeeping

The Barrel Room

1566 Huntoon St.

Oroville, CA 95965

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

Learn basic concepts for setting up your bookkeeping and develop an understanding of financial statements to better manage your business. Learn and understand common terms used in bookkeeping so you can converse confidently with lenders and financial advisors. Learn key concepts for good record keeping for your business.

August 27, 2024

First Steps to Successfully Opening a Restaurant or Food Business

Butte College Glenn County Center

1366 Cortina Drive

Orland, CA 95963

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

If you are a first-time start-up restaurateur, a food entrepreneur who is looking for help with putting together a road map for successfully opening your business, or you are a new startup (less than 6 months) this workshop is for you! We will guide you through an overview of organizational strategies and timelines required from concept, to finding a location and working through the permit process up to opening day. Topics include: Organizational Timelines, Strategies and Resources; Business Plan Overview; Investors and Funding Options; Entity/Bookkeeper or Accountant; Location & Lease; Permits and Licenses Overview; Opening checklists; and other keys to success.

September 5, 2024

- September 26, 2024

Financial Management Series for Existing Businesses - 4 Weeks Series

Butte College Glenn County Center

1366 Cortina Drive

Orland, CA 95963

01:00 PM - 03:00 PM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

This 4-weeks series is designed to teach you how to utilize your financial statements to better manage and understand your business operations, cash flow, and profitability. Focus includes: interpreting and understanding your financial statements (Profit & Loss, Balance Sheet) hands-on exercise and case study; identifying cash flow cycle and how it impacts your business; learning how to calculate and use financial ratios to troubleshoot fiscal dangers, and analyzing trends to improve business performance; using financial tools to make good business decisions for effective spending and break-even analysis; knowing how to think critically when looking at pricing and costs; and developing forecasts and budgetary tools and techniques to improve profit.

September 10, 2024

ServSafe Food Safety Training & Certification

Butte College SBDC

2480 Notre Dame Blvd.

Chico, CA 95928

09:00 AM - 05:00 PM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

California Uniform Retail Food Facility Law requires re-certification of competence in Food Safety and Sanitation every 5 years. Passing the ServSafe® exam is necessary to renew your certification. Training includes National Restaurant Association ServSafe® Exam, Essentials book, Answer Sheet and Certificate. This training is recognized by the California Health Department and fulfills the State of California certification obligations. Learn the importance of food safety practices and how to implement them. The trainer is State certified. Participants must register and purchase books 3 weeks before training, to allow for book delivery and self-study. Seating is limited. Prepayment reserves your seat.

September 17, 2024

Branding Your Business

The Barrel Room

1566 Huntoon St.

Oroville, CA 95965

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

If you are planning to grow your business, brand clarity is a must! Focusing on your customers and target audience are vital to the success of your branding. We will define the meaning of branding, discuss branding ideas and tips, the difference between branding and marketing, why branding is important to your business and customers, how to create your brand and a branding plan, and how to successfully measure the results.

September 25, 2024

The Basics of Bookkeeping
Paradise Chamber of Commerce
6161 Clark Road #1
Paradise, CA 95969

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

Learn basic concepts for setting up your bookkeeping and develop an understanding of financial statements to better manage your business. Learn and understand common terms used in bookkeeping so you can converse confidently with lenders and financial advisors. Learn key concepts for good record keeping for your business.