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El Camino College  
Small Business  
Development Center  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250  
[www.southbaysbdc.org](http://www.southbaysbdc.org)

**New Entrepreneur Training  
Programs Now Available!**

## Helping Small Businesses Become More Successful



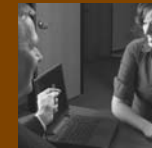
Access  
to Capital



Marketing



Contracting



Counseling



Training



Legal  
Structures

El Camino College  
**Small Business Development Center**

Fall/Winter Workshops  
September - December 2007

310.973.3177  
[www.southbaysbdc.org](http://www.southbaysbdc.org)



CALIFORNIA  
**SBDC**

Los Angeles Regional Network

# 1 INTRODUCTION

Welcome to the El Camino College Small Business Development Center (ECC SBDC). The ECC SBDC is a non-profit organization and one of eight SBDC service centers in the Los Angeles Region SBDC Network (Los Angeles, Ventura, Santa Barbara counties). The ECC SBDC is the premier and authorized small business technical assistance provider funded by the U.S. Small Business Administration, California Community Colleges Chancellor's Office, El Camino Community College District and local partners.

The ECC SBDC serves 23 cities within the South Bay and surrounding areas including Carson, Compton, El Segundo, Gardena, Harbor City, Hawthorne, Hermosa, Inglewood, Lawndale, Lennox, Lomita, Lynwood, Manhattan Beach, Palos Verdes, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, San Pedro, Torrance, Watts, and Wilmington.

The ECC SBDC staff includes business counselors with expertise covering, but not limited to, start-up and expansion, loan packaging assistance, accounting and QuickBooks, marketing and sales, taxation for small businesses, government and state and local contracting, import and export, human resources, and general business issues. The ECC SBDC also offers "No Cost" confidential one-on-one counseling, by appointment, to small business owners and entrepreneurs needing assistance in achieving financial/non-financial and operational success.

Additionally, the ECC SBDC offers affordable workshops that cover all aspects of business development and growth, mostly during convenient evening hours. The following pages list a wide variety of training events, including workshops in import/export. Workshops are listed in alphabetical order.

### How to Register for SBDC Workshops

**Pre-registration, and if applicable, pre-payment is required in order to attend a workshop.**

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

IN-PERSON: Visit the 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.

**Please see pages 6 & 9 for attendance/refund information.**

Business hours are Monday-Friday, 8:00 a.m. - 5:00 p.m., excluding holidays. Holiday closures: Monday, Sept. 3 & Nov. 12, 2007

Thursday & Friday, Nov. 22 & 23, 2007

Monday & Tuesday, Dec. 24 & 25, 2007

Monday & Tuesday, Dec. 31, 2007 & Jan. 1, 2008



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.



BUSINESS TRAINING CENTER

# WORKSHOP CALENDAR 2

Sun	2								
Mon	3	Closed Labor Day							
Tues	4								
Wed	5	EVERY WEDNESDAY Import/Export Orientation 1 pm-4pm FREE Hawthorne							
Thurs	6		5	Entrepreneur Assess 7pm-9pm FREE/ Credit Repair 6pm-9pm \$20 Hawthorne					
Fri	7								
Sat	8								
Sun	9		10						
Mon	10		11	Entrepreneur Assess 9am-11am FREE Inglewood					
Tues	11		12	How to Start a Successful Business 6pm-9pm \$20 Hawthorne					
Wed	12		13	PDR 6pm-9pm FREE Hawthorne					
Thurs	13		14	Federal/State Basic Payroll Tax 9am-3pm FREE Carson					
Fri	14		15						
Sat	15		16						
Sun	16		17						
Mon	17		18						
Tues	18		19						
Wed	19		20						
Thurs	20		21						
Fri	21		22						
Sat	22		23						
Sun	23		24						
Mon	24		25	How to Write a Business Plan \$20/Basic Accounting \$20 6pm-9pm Hawthorne					
Tues	25		26	Business Survival 6pm-9pm \$20 Hawthorne					
Wed	26		27	SDB & 8(a) 6pm-9pm FREE Hawthorne					
Thurs	27		28						
Fri	28		29						
Sat	29		30						

**3 WORKSHOP CALENDAR**

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
7	1	2	3	4	5	6
	<b>Oct</b>	Introduction to Federal Contracting 9am-12pm FREE Hawthorne	<b>EVERY WEDNESDAY</b> Import/Export Orientation 1 pm-4pm FREE Hawthorne	Start a Successful Business \$20/ QuickBooks Intro \$30 6pm-9pm Hawthorne	Gov Contracting 101/Federal Proposal Preparation 9 am-4 pm FREE Hawthorne	
	8	9	10	11	12	13
				Intro Strategies/ Marketing for Federal Contracts Free/ QuickBooks\$30 6pm-9pm Hawthorne		
14	15	16	17	18	19	20
		Free Resources 9am-11am FREE Inglewood How to Export Your Products/Services 6pm-9pm FREE Hawthorne	Forming the Right Legal Structure \$20 Hawthorne	QuickBooks 3 \$30 6pm-9pm Hawthorne		
21	22	23	24	25	26	27
		How to Buy a Business or Franchise 7pm-9pm FREE Torrance Library		QuickBooks 4 \$30 6pm-9pm Hawthorne		
28	29	30	31			30

**WORKSHOP CALENDAR 4**

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
4	5	6	7	8	9	10
		SB Certification 6pm-9pm	Credit Repair 6pm-9pm \$20 Hawthorne SB Certification 6pm-9pm	SDB & 8(a) 6pm-9pm FREE Hawthorne		NKLevel Training 9am-12pm
11	12	13	14	15	16	17
	<b>CLOSED</b> <b>Veteran's Day</b>	How to Conduct Market Research 9am-11am FREE Inglewood SB Certification 6pm-9pm	How to Write a Business Plan 6pm-9pm \$20 Compton SB Certification 6pm-9pm			NKLevel Training 9am-12pm
18	19	20	21	22	23	24
		E-Commerce for Government Contracting 9am-12pm FREE Hawthorne		<b>CLOSED</b> <b>Thanksgiving</b>	<b>CLOSED</b> <b>Thanksgiving</b>	
25	26	27	28	29	30	
		How to Conduct Market Research 7pm-9pm FREE Torrance Library	Start a Successful Business 6pm-9pm Hawthorne \$20			

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
2	3 Mastermind Training 8:00 am-9:30 am \$25 Hawthorne	4 SB Certification 6pm-9pm	5 Marketing on a Shoestring Budget 6pm-9pm \$20 Compton SB Certification 6pm-9pm	6 SB Certification 6pm-9pm	7 SB Certification 6pm-9pm	8 NxLevel Training 9am-12pm
9	10	11 SB Certification 6pm-9pm	12 SB Certification 6pm-9pm	13 Start a Successful Business 6pm-9pm \$20 Hawthorne SB Certification 6pm-9pm	14	15 NxLevel Training 9am-12pm
16	17	18 E-Commerce for Govern Contracting 9am-12pm FREE Hawthorne SB Certification 6pm-9pm	19	20	21	22
23 30	24 Closed Christmas Eve 31 Closed New Year's Eve	25 Closed Christmas Jan 1, 2008 Closed New Year's Day	26	27	28	29

### NEW! Small Business Certification Program for Owners of Existing Businesses

If you already own a business but want to learn how to run it more effectively, this program is for you! Our 12-week program covers everything you need to know to take your business to a higher level.

#### Section I Strategic Marketing

This course covers how to identify and select the appropriate target market, the four P's in the marketing mix: pricing, product/service, promotion and place/distribution channels. Learn the process and value of market research, define the types of information required for developing market strategies, and relate marketing research to the development of a strategic marketing plan.

Learn how to position products/ services in the marketplace in relationship to your competitors as well as increase market share and create value propositions.

This course also covers how to plan and execute promotional and advertising campaigns what will create excitement around your products and result in repeat purchases.

#### Module 1-Products & Services

Tuesday, 6:00 p.m. - 9:00 p.m.  
Date to be determined

#### Module 2-Pricing Strategies

Wednesday, 6:00 p.m. - 9:00 p.m.  
Date to be determined

#### Module 3-Promotion & Distribution

Thursday, 6:00 p.m. - 9:00 p.m.  
Date to be determined

#### Section 2 Effective Leadership

This course discusses how to hire employees with the most diverse skill sets plus covers best hiring practices to ensure fairness and excellence in all stages of the recruitment process. Learn how to develop an effective recruitment plan to evaluate applications, conduct interviews, perform reference checks, and determine the final selection for hiring. Learn to distinguish between legal and illegal lines of questioning and formulate methods to identify behaviors to hire and retain top talent. Motivational techniques focus on skills and practices that promote enthusiasm and optimism in the workplace and cover topics such as communicating a vision; delineating objectives and duties; understanding the impact of management styles; tapping talent and enhancing or expanding duties; fostering positive communications; giving and receiving feedback; enhancing and rewarding performance, and policy guidelines.

#### Module 1-Recruiting & Retaining Top Talent/Interview Skills

Tuesday, 6:00 p.m. - 9:00 p.m.  
Date to be determined

#### Module 2-Motivational Techniques & Customer Service

Wednesday, 6:00 p.m. - 9:00 p.m.  
Date to be determined

Program information continued on page 7.

#### Registration & Refunds for Entrepreneur Programs

Registration with payment in full must be made three business days prior to the program start date. Checks are not accepted. Refunds made prior to the program start date will be minus the cost of materials. No refunds will be given on or after the program start date.

### Section 3 Accounting & QuickBooks

This course covers a system that measures business activities, processes information into reports, and communicates findings to “decision-makers.” The accounting system produces financial statements that report on an individual’s or an organization’s business in monetary amounts. Topics covered include basic accounting principles for small businesses; chart of accounts; basic bookkeeping entries, and an overview of basic financial statements. Learn basic set-up functions of QuickBooks and how the process affects business operations. Setting up accounts, customers, vendors, general preferences along with navigating through QuickBooks will be demonstrated in this course.

#### Module 1-Accounting & QuickBooks Overview

*Tuesday, 6:00 p.m. - 9:00 p.m.  
Date to be determined*

#### Module 2-Basic Accounting

*Wednesday, 6:00 p.m. - 9:00 p.m.  
Date to be determined*

#### Module 3-QuickBooks Level 1

*Thursday, 6:00 p.m. - 9:00 p.m.  
Date to be determined*

### Section 4 Writing a Winning Business Plan

This course provides a working document that gives structure to your business. Topics include developing and /or updating the four sections of the business plan: 1) Business Description, 2) Marketing Section, 3) Management Summary, 4) Financial Projections.

This business plan will be especially useful for owners who are seeking funding.

Learn the guidelines for developing the three financial statements that are critical for investors and determining the financial health of your business: 1) Profit and Loss (Income Statement), 2) Cash Flow, and 3) Balance Sheet.

#### Module 1-Vision/Mission, Business Description, and Management Team

*Tuesday, 6:00 p.m. - 9:00 p.m.  
Date to be determined*

#### Module 2-Marketing Strategy

*Wednesday, 6:00 p.m. - 9:00 p.m.  
Date to be determined*

#### Module 3-Financial Projections

*Thursday, 6:00 p.m. - 9:00 p.m.  
Date to be determined*

### Section 5-Access to Capital

This module provides an overview of funding options available to existing business owners. An evaluation of the different funding sources, an overview of the loan processes and the documentation required are discussed in this informative session.

Upon completion of this session, business owners will have a checklist for completing a loan application.

*Tuesday, 6:00 p.m. - 9:00 p.m.  
Date to be determined*

*Cost of Small Business Certification program is \$199 and includes all materials. Cost may be tax deductible. Check with your tax professional.*

*Program location is to be determined. Call the SBDC at 310-973-3177 for more information.*

*Pre-registration is required. See information on page 6.*

## New! NxLevel Entrepreneur Training Program for Start-Ups

If you’re interested in starting a business, the 10-week NxLevel Entrepreneur Training Program can help you get off to the right start. To give you an idea of the effectiveness of NxLevel training, a survey conducted by the University of Calgary shows that 40 percent of participants start a business within one year after completing the course. Another 20 percent continue to work on developing their business concept. When surveyed after three years, over 93 percent of the businesses were still in operation, whereas the national average was a mere 16.5 percent for the same time period. The majority of the NxLevel participants use the business plan created in the course to obtain financing for their business.

Since 1996, over 80,000 students have participated in NxLevel training. Over 2,000 trainings have been implemented in over 47 states and 600 communities.

### Session One - Introduction: Are You Entrepreneurial Material?

Gain an understanding of the importance of business planning, and assess personal and business aptitude.

*Saturday, 9:00 a.m. - 12:00 p.m.  
November 10, 2007  
December 1, 2007*



### Session Two - Developing Your Business Concept

Identify sources of ideas for business opportunities, and begin to develop concrete business concepts through mission statement and goals.

*Saturday, 9:00 a.m. - 12:00 p.m.  
November 17, 2007  
December 8, 2007*

### Session Three - Business Start-up Options 1 & Marketing Research

Explore business entry options, gain an understanding of research tools, begin industry research.

*Saturday, 9:00 a.m. - 12:00 p.m.  
December 1, 2007  
December 15, 2007*

### Session Four - Business Start-up Options 2

Continue exploring business entry options, develop product/services description for the selected businesses,

*Saturday, 9:00 a.m. - 12:00 p.m.  
December 8, 2007  
January 12, 2008*

### Session Five - Business Fundamentals

Evaluate legal structures of business, determine ways to minimize asset risk, identify management and employee relations strategies necessary for business success.

*Saturday, 9:00 a.m. - 12:00 p.m.  
December 15, 2007  
January 12, 2008*

*Program information continued on page 9.*

**Session Six - Testing The Idea: Market Research & Analysis**

Learn key concepts, terms, and "how-to's" of marketing.

Saturday, 9:00 a.m. - 12:00 p.m.  
January 5, 2008  
January 19, 2008

**Session Seven - Getting To The Market: Marketing Strategies**

Develop marketing strategies, explore differences between marketing and advertising, and learn to attract potential customers.

Saturday, 9:00 a.m. - 12:00 p.m.  
January 12, 2008  
January 26, 2008

**Session Eight - Understanding Budgets and Financials**

Understand budgets/cash-flow projections and their use as a management tool, develop "break-even" scenarios, and understand balance sheets and profit and loss statements.

Saturday, 9:00 a.m. - 12:00 p.m.  
January 19, 2008  
February 2, 2008

**Session Nine - Raising The Money**

Evaluate financing options and determine which is best for you.

Saturday, 9:00 a.m. - 12:00 p.m.  
January 26, 2008  
February 9, 2008

**Session Ten - Getting Started and Managing the Future**

Decide if your business is feasible and take the next steps.

Saturday, 9:00 a.m. - 12:00 p.m.  
February 2, 2008  
February 23, 2008

*Cost of NxLevel program is \$199 and includes all materials. Cost may be tax deductible. Check with your tax professional.*

*Program location is to be determined. Call the SBDC at 310-973-3177 for more information.*

*Pre-registration is required. See information on page 6.*

### Registration & Refund Information for Workshops with a Fee

*Registration with payment in full must be made by 5:00 p.m. on the day of the workshop. Cancellation with refund must be requested one business day prior to the workshop date. Checks are not accepted. No refunds or substitution of workshops will be made on or after the workshop start date.*

**Basic Accounting-\$20**

Accounting is the language of business. Learn to understand and speak the lingo in this informative workshop. Topics covered include basic accounting principles for small businesses, chart of accounts, basic bookkeeping entries and an overview of basic financial statements.

Tuesday, 6:00 p.m. - 9:00 p.m.  
September 25, 2007  
Business Training Center  
13430 Hawthorne Blvd.,  
Hawthorne, CA, 90250

*Note: If you plan to take QuickBooks, consider taking Basic Accounting.*

**Business Survival: Avoiding Common Mistakes-\$20**

Learn how you can avoid the common mistakes that many business owners make. From a financial perspective, learn how to manage cash flow, price your goods and services accordingly, and make sound procurement decisions. Learn what to consider when signing contracts and negotiating leases. Identify ways to limit liability through legal structure and insurance. This workshop is presented by an attorney who specializes in helping small businesses.

Wednesday, 6:00 p.m. - 9:00 p.m.  
September 26, 2007  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250

**Credit Repair for Small Businesses-\$20**

Good credit is an important tool to have when it comes to negotiating financing for your business. This workshop will cover the various aspects of credit including:

*Understanding the pitfalls of credit  
Lookout factors for credit traps  
Identifying credit blind spots  
How credit scoring works  
What to do to manage your credit  
Techniques and formulas to improve your credit  
Strategies to maximize credit scores  
Dealing with collection companies  
Credit life after bankruptcy  
Personal itemization plan to get out of debt  
Re-igniting your financial dreams*

A question and answer period will follow.

Wednesday, 6:00 p.m. - 9:00 p.m.  
September 5, 2007\*

Wednesday, 6:00 p.m. - 9:00 p.m.  
November 7, 2007\*

\*Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250

**E-Commerce for Government Contracting-FREE**

This introductory workshop covers the initial steps vendors must take to conduct e-commerce with the government. Learn about government web sites, federal bid opportunities, e-commerce procedures and use of e-commerce secure links.

Tuesday, 9:00 a.m. - 12:00 p.m.  
November 20, 2007

Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250

The E-Commerce workshop is co-sponsored by the Federal Technology Center. Please register online at: [www.theftc.org](http://www.theftc.org).

### ■ Entrepreneur Assessment: Do You Have What it Takes to Start a Business?-FREE

If you're thinking of starting your own business, find out what it requires on a personal level before committing valuable time and resources. This session will focus on the personal characteristics that successful entrepreneurs possess, goal setting and strategies for goal attainment plus how to assess your capacity for executing your strategies.

*Wednesday, 7:00 p.m. - 9:00 p.m.*  
September 5, 2007  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250

*Tuesday, 9:00 a.m. - 11:00 a.m.*  
September 11, 2007  
Inglewood One-Stop  
110 S. La Brea Avenue, Rm 308  
Inglewood, CA 90301  
Parking validation is not available.

### ■ Federal/State Basic Payroll Tax-FREE

Get information on federal and state payroll taxes in this educational seminar presented by EDD and a representative of the IRS. Learn how to withhold, pay and report employment taxes, and how to distinguish between an employee and an independent contractor.

*Friday, 9:00 a.m. - 3:00 p.m.*  
September 14, 2007  
Carson Community Center Rm 107B  
801 E. Carson St.  
Carson, CA 90745

The Payroll Tax workshops are co-sponsored by the State of California & EDD. Register online at: [www.edd.ca.gov/taxsem/](http://www.edd.ca.gov/taxsem/).

**Additional tax workshops will be offered (check online at [www.edd.ca.gov/taxsem/](http://www.edd.ca.gov/taxsem/)).**

### ■ Forming the Right Legal Structure-\$20

One of the first decisions that you will have to make as a business owner is how your business should be structured. This decision will have long-term implications, so it's important that you select the form of ownership that is right for your business. Corporations, LLCs, and Limited Partnerships will be discussed. This workshop will be presented by an attorney who specializes in assisting small businesses.

*Wednesday, 6:00 p.m. - 9:00 p.m.*  
October 17, 2007  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250

### ■ Free Resources for Business Start-Ups-FREE

This workshop will cover where you can find free information to help get your business up and running

*Tuesday, 9:00 a.m. - 11:00 a.m.*  
October 16, 2007  
Inglewood One-Stop  
110 S. La Brea Avenue, Rm 308  
Inglewood, CA 90301  
Parking validation is not available.

### ■ Government Contracting/RFP-FREE

Learn about the county and federal procurement process and how to prepare federal proposals in this two-part workshop.

*Friday, October 5, 2007*  
Government Contracting 101  
9:00 a.m. - 12:00 p.m.  
Federal Government Proposal Prep  
1:30 p.m. - 4:00 p.m.

Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250

Co-sponsored by the LA County Office of Small Business. Register online at [www.laosb.org](http://www.laosb.org).

### ■ How to Buy a Business or a Franchise-FREE

Considering buying an existing business or a franchised business? Discover the advantages and disadvantages for both options as well as how to locate a viable business to purchase, how to thoroughly research the opportunity and the deciding factors on whether or not to make the purchase.

*Tuesday, 7:00 p.m. - 9:00 p.m.*  
October 23, 2007  
Torrance Library  
3301 Torrance Blvd.  
Torrance, CA 90503

### ■ How to Conduct Market Research-FREE

Learn how to conduct market research inexpensively for your product or service. This workshop covers how to define your objectives to determine the appropriate type of research to use, working with vendors versus the do-it-yourself approach, and where to find information and resources.

*Tuesday, 9:00 a.m. - 11:00 a.m.*  
November 13, 2007  
Inglewood One-Stop  
110 S. La Brea Avenue, Rm 308  
Inglewood, CA 90301  
Parking validation is not available.

*Tuesday, 7:00 p.m. - 9:00 p.m.*  
November 27, 2007  
Torrance Library  
3301 Torrance Blvd.  
Torrance, CA 90503

### ■ How to Export Your Products and/or Services-FREE

Get an overview of the basic considerations for getting started in export field. Topics include company structure and legal requirements, capital and time investments,

product strategy, finding suppliers/buyers, shipping and getting paid. This session is conducted by a qualified consultant in the field of international trade.

*Tuesday, 6:00 p.m. - 9:00 p.m.*  
October 16, 2007  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250

### ■ How to Start a Successful Business-\$20

This workshop will take you through all the steps that are essential in starting a small business. Learn what it takes to be an entrepreneur, tax and license requirements, what is needed to secure funding and general qualifying criteria. You will also learn how to structure a business plan, which is critical in starting a small business. It is also essential in obtaining a loan. Learn everything you need to start a small business in this information-packed session!

*Wednesday, 6:00 p.m. - 9:00 p.m.*  
September 12, 2007\*

*Thursday, 6:00 p.m. - 9:00 p.m.*  
October 4, 2007\*

*Wednesday, 6:00 p.m. - 9:00 p.m.*  
November 28, 2007\*

*Thursday, 6:00 p.m. - 9:00 p.m.*  
December 13, 2007\*

\*Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250

### ■ How to Write a Business Plan-\$20

A business plan provides a working document that gives structure to your business, describes the 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.

*Tuesday, 6:00 p.m. - 9:00 p.m.*  
*September 25, 2007*  
*Business Training Center*  
*13430 Hawthorne Blvd.*  
*Hawthorne, CA 90250*

*Wednesday, 6:00 p.m. - 9:00 p.m.*  
*November 14, 2007*  
*Compton Worksource Center*  
*700 North Bullis Road*  
*Compton, CA 90221*

### ■ Introduction to Federal Contracting-FREE

Learn where your company fits into the federal government market, the federal government purchasing process, how to research government contract opportunities, certification programs for small businesses and where to go for assistance.

*Tuesday, 9:00 a.m. - 12:00 p.m.*  
*October 2, 2007*  
*Business Training Center*  
*13430 Hawthorne Blvd.*  
*Hawthorne, CA 90250*

The Introduction to Federal Contracting workshop is co-sponsored by the Federal Technology Center. Please register online at: [www.theftc.org](http://www.theftc.org).

**Be sure to check our web site [www.southbaysbdc.org](http://www.southbaysbdc.org) for workshop updates and new events!**

### ■ Introduction to Strategies and Marketing for Federal Contracting-FREE

This workshop will provide a step-by-step approach on how your company can win contracts from federal, state and local agencies.

Regulatory requirements will be discussed along with how to develop and implement a strategic game plan for successful contracting.

*Thursday, 6:00 p.m. - 9:00 p.m.*  
*October 11, 2007*  
*Business Training Center*  
*13430 Hawthorne Blvd.*  
*Hawthorne, CA 90250*

### ■ Marketing on a Shoestring Budget-\$20

Learn the secret to creating a high-impact marketing plan with a limited budget. This workshop will show you how to develop a marketing plan. You will also gain insight into how to use low-budget marketing to get your message out to your customers on a regular basis while you sit back and watch sales revenue grow!

*Wednesday, 6:00 p.m. - 9:00 p.m.*  
*December 5, 2007*  
*Compton Worksource Center*  
*700 North Bullis Road*  
*Compton, CA 90221*

### ■ PDR (Government Contract Acquisition)-FREE

This workshop covers successful techniques for government contract acquisition. You will learn how to identify and implement a process for winning state, local and federal contracts; establish a methodology for competitive sustainability; establish and replicate your company's first standard operating

procedures; establish and implement position descriptions, evaluations, awards, and reward systems, and implement bottom-up management and top down leadership concepts.

*Thursday, 6:00 p.m. - 9:00 p.m.*  
*September 13, 2007*  
*Business Training Center*  
*13430 Hawthorne Blvd.*  
*Hawthorne, CA, 90250*

### ■ Small Disadvantage Business (SDB) Certification and 8(a) Program Overview-FREE

This workshop covers eligibility criteria for the SDB and 8(a) programs. Learn how to get certified as a SDB, the advantages of SDB certification, and a review of the application form. The 8(a) section reviews the certification timeline, how 8(a) contracts operate, timeline and stages of program participation, and how the program is exited.

*Thursday, 6:00 p.m. - 9:00 p.m.*  
*September 27, 2007*  
*November 1, 2007*  
*Business Training Center*  
*13430 Hawthorne Blvd.*  
*Hawthorne, CA, 90250*

### QuickBooks Workshop Series

Learn what you need to know to use QuickBooks effectively for your business. Workshop consists of a two-hour presentation and a one-hour hands-on exercise. Take one or all the workshops based on your needs. Sign-up for all four workshops for \$100 and save \$20!

### ■ 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.

*Thursday, 6:00 p.m. - 9:00 p.m.*  
*October 4, 2007*  
*Business Training Center*  
*13430 Hawthorne Blvd.*  
*Hawthorne, CA 90250*

### ■ QuickBooks Level 2-\$30

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

*Thursday, 6:00 p.m. - 9:00 p.m.*  
*October 11, 2007*  
*Business Training Center*  
*13430 Hawthorne Blvd.*  
*Hawthorne, CA 90250*

### Sign-up for the New Entrepreneur Training Program!

The El Camino College Small Business Development Center now offers two types of in-depth entrepreneur training programs:

The Small Business Certification Program is for existing businesses. It covers everything you need to know to run your business more effectively!

The NxLevel Entrepreneur Training Program is for start-up businesses. It provides the tools you'll need to launch a successful business. See pages 6-8 for more information.

**■ QuickBooks Level 3-\$30**

Learn how to track inventory, manage bank accounts and make payroll decisions. Topics include tracking inventory items, adjusting physical counts, reconciling the bank account, and setting up the payroll function.

Thursday, 6:00 p.m. - 9:00 p.m.  
October 18, 2007  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250

**■ QuickBooks Level 4-\$30**

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

Thursday, 6:00 p.m. - 9:00 p.m.  
October 25, 2007  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250

Each workshop consists of a two-hour presentation and a one-hour hands-on exercise. Workshop limited to 16 attendees.

A certificate of completion will be awarded upon attendance of all four workshops.

**New Program!****Masterminds Monthly Training**

SBDC MasterMinds is a one-hour intense business training session in an intimate group setting. Master-Mind group goals are achieved through monthly sessions where highly motivated small business owners are able to share and exchange business ideas, develop strategic alliances with other business owners, gain helpful business knowledge and discuss and learn about relevant and specific small business topics.

December 2007 Masterminds monthly training covers:

**Attitude!**

Explore how attitude, as a habit of thought, can be changed to help improve employee relationships, customer experiences, sales and marketing successes, etc.

**Living and Breathing Your Brand**

We look at branding as "the customer's experience" not only as advertising, marketing, etc.

Monday, 8:00 a.m. - 9:30 a.m.  
December 3, 2007  
Business Training Center  
13430 Hawthorne Blvd.  
Hawthorne, CA 90250

**Cost is \$25 and includes a continental breakfast. Preregistration is required.**

**Import Seminar Series**

This workshop series will teach you how to expand your markets and take your business to a profitable new dimension in today's global economy. Workshops include:

- *Fundamentals of Import*
- *Import Regulations, Customs Clearance and Product Labeling*
- *Importing Products from China and Mexico*
- *Marketing Your Product in the USA*

The import workshops are \$45 each and are held at the Business Training Center, 13430 Hawthorne Blvd., Hawthorne, CA, 90250.

**Call the CITD at 310.973.3173 for more information including workshop dates and to register. Seating is limited.**

**Export Seminar Series**

The CITD in conjunction with the Los Angeles Chamber of Commerce offers an export seminar series on topics such as:

- *Developing & Expanding Export Markets*
- *Internet Resources for Exporters*
- *International Matchmaking*
- *Getting Paid for Export Sales*
- *Legal Do's and Don'ts for Exporters*
- *Freight and Logistics-Delivering Export Goods*

The series is held at the LA Chamber of Commerce, 350 South Bixel Street, Los Angeles, CA, 90017. Certification is awarded for classes taken as an entire series.

Classes are \$55 each or \$375 for the series. Call 310.973.3173 for more information.

The Center for International Trade Development (CITD) is a full-service trade assistance center. Funded by the Chancellor's Office of the State of California, it's one of 14 CITDs throughout California created to promote the state's international trade and competitiveness, assist exporters and importers, and advance economic and job growth. Assistance includes:

**Exporting/Importing Basics****Orientation-FREE\***

Alternating orientation sessions are held each week on Wednesdays, 1:00 p.m. - 4:00 p.m. at the Business Training Center, 13430 Hawthorne Blvd., Hawthorne, CA, 90250. Call 310.973.3173 for more information.

**Low Cost Export/Import Workshops****Free Export-Import Consultation****Free Export Readiness Assessment****Customized Market Research/Marketing Plan****Free Listing in CITD Export-Import Directory****Trade Finance****\$\$\$\$ Export Enabler Program \$\$\$\$**

A comprehensive turnkey program offering customized, hands-on assistance at every phase of your export development, from getting ready to getting paid. **Ask about our program designed for Aerospace manufacturers!**



<http://elcamino.citd.org>  
E-mail: [elcamino@citd.org](mailto:elcamino@citd.org)  
310.973.3173

The classes offered below are held in partnership with El Camino College Community Education & Professional Development and the SBDC.

For information and to register, please call Community Education at 310.660.6460 or visit [www.ECCCommunityEd.com](http://www.ECCCommunityEd.com). Classes are held at on the campus of El Camino College.

#### **Small Business Success: Steps to Start-Up Certificate Series**

##### ■ **Business Overview: Getting Started--Course 1 of 5**

##### ■ **Marketing, Sales and Promotion--Course 2 of 5**

##### ■ **Planning for Success: Your Business Plan--Course 3 of 5**

##### ■ **Operations & Management--Course 4 of 5**

##### ■ **Finances & Record Keeping--Course 5 of 5**

Sign up for individual classes for \$39 or all 5 at the same time for \$165 + \$25 materials fee to the instructor, same material all classes. No other discounts apply.

Instructor Kevin Farmer is a dedicated professional with many years of teaching experience in accounting and business subjects at the college level and is the administrative accountant for a local city.



#### **Leadership Development for Women**

*Cost: \$49 plus \$10 material fee due to the instructor.*

#### **Supervision Series I**

##### ■ **Introduction to Supervision--Course 1 of 3**

##### ■ **Effective Communication for Supervisors/Mgrs--Course 2 of 3**

##### ■ **Performance Management--Course 3 of 3**

*Cost: \$49 each or all three classes at the same time for \$129, plus \$10 material fee per session due to the instructor. No other discounts apply.*

Instructor Shirley Harris has 20 years of experience as a management/supervisory trainer and has a master's degree in business administration.

For a complete list of classes, offered by Community Education, visit [www.ECCCommunityED.com](http://www.ECCCommunityED.com). Classes offered by Community Education are held at El Camino College, 16007 Crenshaw Blvd., Torrance, CA 90506

El Camino College also offers for credit classes in business and other related areas at [www.elcamino.edu](http://www.elcamino.edu) or call 310.532.3670.

*The policy of the El Camino Community College District is to provide an educational and employment environment in which no person shall be unlawfully denied full and equal access to, the benefits of, or be unlawfully 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 in any program or activity that is administered by, funded directly by, or that receives any financial assistance from the State Chancellor or Board of Governors of the California Community College.*

The South Bay Workforce Investment Board, in cooperation with the South Bay Business and Career Centers, and the El Camino College Small Business Development Center, is sponsoring a series of business assistance workshops to help businesses in the South Bay. A public, nonprofit organization, the South Bay Workforce Investment Board funds five business and career centers in Inglewood, Hawthorne, Redondo Beach, Gardena, and Westchester. These career centers provide staffing and worker training assistance to area businesses. Each business assistance workshop will focus on a different business challenge and provide information on the staffing resources available at each South Bay Business and Career Center as well as information on workplace performance improvement funding opportunities.

Entrepreneur Assessment: Do You Have What it Takes to Start a Business? Tuesday, 9:00 a.m. - 11:00 September 11, 2007

Free Resources to Help You Start a Business Tuesday, 9:00 a.m. - 11:00 a.m. October 16, 2007

How to Conduct Market Research Tuesday, 9:00 a.m. - 11:00 a.m. November 13, 2007

The above workshops will be offered free of charge at the Inglewood One-Stop, 110 S. La Brea Avenue, Inglewood, CA 90301 (Parking validation is not provided). Pre-registration is required. Please call the El Camino College Small Business Development Center at 310.973.3177 for information and to register.



#### **Rapid Response Services for Businesses**

When a business has to lay off workers, both the employer and the employees face traumatic upheaval. The economic consequences may be widespread. To lessen the impact, the U.S. Department of Labor and your state and local officials have designed a system to help workers find new jobs or get training for new careers—the Rapid Response System.

Rapid Response assistance is triggered by a WARN notice and is designed to assist employers and their employees in the case of a layoff or facility closure. A Rapid Response Team including representatives from the South Bay Workforce Investment Board, its One-Stop Career Centers, and the California Employment Development Department (EDD), will work with company representatives and employees in advance of the layoff date to develop employment transition service plans. Rapid Response services and activities include informational briefings, workshops, on-site employee registration for training programs and Unemployment Insurance (U.I.) benefits, and links to community services.

Rapid Response assistance is provided by the South Bay Business Resource Network (the Network) as one of a variety of "Corporate Services." Some eligibility guidelines apply. For more information on Rapid Response or other Corporate Services provided by the Network, please contact the South Bay Workforce Investment Board at 310.970.7700 or call the Network at 310.970.7799.