



PASADENA SBDC UPDATE

Welcome to the "dog days of summer" and our continued efforts to help clients Respond, Recover, build Resiliency and Reinvent their businesses. Congress has gone on break without a new economic package, but we are optimistic about the initial proposals we have seen. Until then, we continue to provide no-cost, 1:1 counseling and workshops to help, regardless of your current business status. Whether that's re-applying for the EIDL, or piloting creative business models, or generating new revenue streams online, we are here to help.

See below for our updated webinars, and note the special warning from the SBA regarding phishing scams. Watch out for phony emails with SBA logos asking for your personal information, or to click on links. It's important to note that SBA email accounts always end in sba.gov, and nothing more, and the SBA will never use third party platforms to collect your personal information. There's a link with additional information [here](#), and you may always confirm any questionable emails by contacting SBA customer service at (800) 659-2955. Please be safe.

The PCC SBDC Team

626-585-3105

[REGISTER FOR ASSISTANCE](#)

[CONTACT US](#)



Latest News on Disaster Loans

Paycheck Protection Program (PPP)

The original PPP has ended. Congress is currently debating options, including a revised program with the ability to access a second PPP loan. Stay tuned.

The current focus is on PPP forgiveness, and we will have 2 more webinars next week for your questions. We do not know of any lenders processing forgiveness applications yet, and we are recommending that you use this time to organize your spending strategy and forgiveness paperwork. We have advisors available to help with both, and you may contact us [here](#).

Economic Injury Disaster Loan (EIDL)

The EIDL Advance program has ended. The \$20BB set aside for the grant portion of the EIDL has been exhausted, but the loan itself is still available for small businesses and non-profits that are facing economic disruption due to COVID-19 and are in need of working capital. If you are considering applying for the EIDL - don't hesitate! Funds are available on a first-come, first-served basis. [Apply now](#).

EIDL Reconsideration: If you were denied for an EIDL, you have 6 months to apply for reconsideration. Email updated information to... pdcrecons@sba.gov.

If you applied for an EIDL, and are waiting to hear, you may contact the SBA's Office of Disaster Assistance for an update on your application.

- DisasterCustomerService@sba.gov
- 1-800-659-2955 (SBA Customer Service Center)
- 1-800-877-8339 (TTY: Deaf and Hard-of-Hearing)



**Beware of Malicious
COVID-19 Phishing**

Protect yourself from identity theft and fraud during pandemic recovery.

Confirm any SBA disaster assistance emails by contacting **(800) 659-2955**, TTY **(800) 877-8339**, or disastercustomerservice@sba.gov.

Avoid scams and fraud, visit sba.gov/COVIDfraudalert

 U.S. Small Business Administration

In the wake of emergency assistance available to help small businesses in response to the Coronavirus pandemic (COVID-19), the SBA is urging disaster loan applicants seeking federal aid to be alert to phishing campaigns and scams. These malicious actors are impersonating the SBA and its Office of Disaster Assistance to collect personally identifiable information (PII) for fraudulent purposes.

[Learn More](#)

LA REGIONAL
COVID FUND

Round 3 is now Closed

Stay Tuned for Round 4 Open Date

The \$3 million Recovery Fund, established as a joint effort by the County of Los Angeles, the City of Los Angeles, and philanthropic partners, will provide **\$5,000 grants to micro-entrepreneurs, and \$15,000 grants to non-profits and small businesses**. To ensure equitable access to capital across various demographics throughout the region, grants will be distributed through an equitable lottery system over 6 rounds.

[Learn more and register here](#)

Upcoming Webinars

PPP Forgiveness Webinars

Please join us for a webinar to address questions about the EIDL and PPP loans, including PPP forgiveness. We'll cover questions such as:

- What is the new PPP Flexibility Act?
- Which application should I use to apply for forgiveness, and when?
- What is FTE and how does it affect forgiveness?



Wednesday, August 19th @ 1:00 PM

Thursday, August 20th @ 1:00 PM

[Register Here](#)

Post COVID-19 Business Plan Webinar

In the post-COVID-19 landscape, it is important to have a plan for your business.

This workshop will cover all aspects of updating your business plan, and emphasize the importance of creating strategies and tactics to help achieve your goals.



Wednesday, Aug 19th 10:00 AM

Wednesday, Sept 2nd 10:00 AM

[Register Here](#)

[Register Here](#)

Basics of Search Engine Optimization (SEO)



Are you looking to get more traffic to your website from Google search? Curious how to measure the effectiveness of your SEO activity? Join us for a seminar on the two main types of SEO and which can have the biggest impact on your search rankings. We will provide vital techniques that any small business can use to attract more visitors, drive more leads, and ultimately drive sales. We'll help you find valuable keywords, optimize your

website for Google, and improve your backlink profile. These techniques can be used both for local businesses and e-commerce businesses alike.

In this seminar:

- What is SEO?
- On-page vs. off-page SEO
- The importance of rankings
- How to identify profitable keywords
- The difference between local and national SEO
- Link-building techniques
- Free must-have SEO tools

Thursday, August 27th 10:00 AM

[Register Here](#)

Facebook & Instagram Advertising Webinar

Get started with Facebook & Instagram and start running your first campaign this week. This webinar is for those who are just getting started, or have never advertised before.



- Audience Settings
- Setting Budgets
- Reviewing Insights
- How to Run Contests & Sweepstakes

Friday, August 21st 10:00 AM

Friday, August 28th 4:00 PM

[Register Here](#)

[Register Here](#)

Website and Social Media Content Creation



Do you struggle to create new content every week or month? A strong website or social media strategy are only as good as the content they contain, and this workshop will teach you the key parts of strong copy- Audience, Benefit and Call-to-Action, as well as give you tips on keeping your content fresh and impactful.

Wednesday, August 26th 4:00 PM

[Register Here](#)

Shopify Webinar

Shopify is one of the leading platforms for small business owners to sell their products and services online.

This is an entry-level course aimed at users who have minimal experience with e-commerce. This workshop will benefit those who already have products they wish to sell.



What you will get from this workshop:

- How to get started with Shopify
- How to design your online store
- How to ship your product and get paid
- How to create happy, repeat customers
- How to launch your store

You will also receive suggestions for how to kickstart your sales with a \$0 budget.

Friday, Sept 11th 10:00 AM

Friday, Sept 18th 10:00 AM

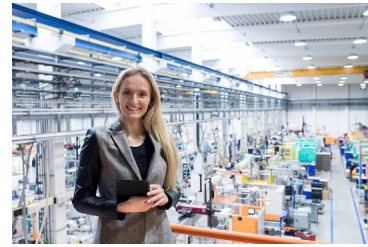
[Register Here](#)

[Register Here](#)



Webinar: SBA CARES Act Support for Manufacturers

For manufacturers and Manufacturing Extension Partnership (MEP) Centers working with supply chain manufacturers, this is an opportunity to hear directly from the SBA on the latest updates on Paycheck Protection Program (PPP) and Economic Injury Disaster Loans (EIDL).



The webinar will highlight the SBA Debt Relief component of the CARES Act, including benefits to SBA international trade finance products and other resources available to U.S. manufacturers.

With global markets beginning to re-open, now is a good time for U.S. small businesses to take advantage of SBA Debt Relief to increase international sales.

There will be also be time at the end of the webinar for attendees to ask SBA questions about these programs.

Wednesday, August 19th, 2020

2:00 PM EST

[Register Here](#)



Export Finance Strategies in Challenging Times

U.S. Commercial Service and World Trade Center Northern California, in partnership with Exim Bank and SBA, provide an opportunity to learn about financing tools for exporter resilience.

Webinar Discussion Topics:

- Assistance to help respond to both trade opportunities and challenges
- Pre-export financing for working capital to compete more effectively
- Export Credit Insurance to protect against nonpayment from a foreign buyer
- Ability to extend open account credit terms to your international buyers
- Finance tools to enter international markets
- Loan programs to assist international business retool or expand to better compete and react to changing business conditions

Presenters:

Jeff Deiss

Export Finance Director West

Office of International Trade

U.S. Small Business Administration

Sandra Donzella

Deputy Managing Director,

Export-Import Bank of the U.S.

Western Region

Moderated by Kevin Mather, CEO/President, World Trade Center Northern California

Tuesday, August 18th, 2020

11:00 AM PDT

[Register Here](#)



The Small Business Development Center at Pasadena City College

is part of the Los Angeles Regional SBDC Network.

Funded in part through a cooperative agreement with the U.S. Small Business Administration and through a grant with the Governor's Office of Business and Economic Development. Funding is not an endorsement of any product, opinion, or service. All opinions, conclusions and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.



Pasadena City College SBDC | 3035 E. Foothill Blvd., Rm. 122, Pasadena, CA 91107 Contact Us: sbdc@pasadena.edu