



The Small Business Development Center is here for you

The Central CA SBDC Regional Network is doing everything on our power to help your business get through the economic hardship and prepare for a stronger reopen.

Get SBDC's Help

Phishing Scam Alert



The SBA is sending a cyber warning alert to loan applicants seeking federal aid in response to the Coronavirus (COVID-19) pandemic. Email phishing campaigns where malicious actors are impersonating the SBA and its Office of Disaster Assistance to collect personally identifiable information (PII) for fraudulent purposes have surfaced.

The SBA is particularly concerned about scam emails targeting applicants of the SBA's Economic Injury Disaster Loan Program asking them to verify their accounts using a third-party online platform to collect personally identifiable information. [Read more here.](#)

SBDC WEBINARS

You may not be able to attend in person, but we've made our workshops available online. See our upcoming webinars below or visit our website to view all events.

[Visit Website Calendar](#)

Missed a webinar? View on-demand webinars on our website.

[On-Demand Webinars](#)

[MANAGE YOUR SMALL BUSINESS THROUGH THE PANDEMIC](#)

Presented by [CSU Bakersfield SBDC](#)

Wednesday, Oct 21 | 12:00 pm

Join SBDC Director, Kelly Bearden, for updated guidance on how to use the short PPP forgiveness forms, plus the latest news on stimulus. Kelly will be joined by Kurt Friedmann, founder of KJF Group & co-founder of World Mentor to discuss resources to help businesses plan and work on reopening.

[Sign Up](#)

6TH ANNUAL BUSINESS WOMEN'S SYMPOSIUM

Presented by Valley Sierra SBDC

Thursday, Oct 22 | 8:30 am

The Valley Sierra Small Business Development Center (SBDC) was inspired to hold the first annual Business Women's Symposium in 2015 to provide women like you an opportunity to be inspired, learn new ideas and network with other professional women. This live, online-only event will inspire and connect you with like-minded women who can help you and your business grow and succeed.

BWS will be hosted by Emmy Award Winner & Valley Sierra SBDC Consultant Jessica Chang Irish and will feature speakers: Sally Gerbo, Wanda Bonnell, and Anna Eshoo.

Learn from the best in the biz, ask your questions in the Q&A session, and connect with others in networking breakout groups! Join us this year virtually! Tickets only cost \$10, Register Today!

[Sign Up](#)

QUICKBOOKS TAX REPORTING WORKSHOP

Presented by Cal Poly CIE SBDC

Friday, Oct 23 | 1:00 pm

Damon Watkins, the Director of Finance & Operations for Cal Poly Center for Innovation & Entrepreneurship, is a motivated, personable business professional with a 15+ year track record in multiple aspects of financial control, management and policies/procedures. QuickBooks Reporting lets you use your QuickBooks data to create interactive reports and gain better insight into your business. It quickly runs reports without sacrificing speed and performance for all QuickBooks users. Learn how to create and modify financial reports, handle records, and manipulate costs. Cost to register: \$20

Instructions:

There are two ticket options:

1. Attend in person - there are 5 in person seats available for this webinar. Please choose the "Attend in person" ticket. Strict social distancing and red level guidelines will be followed. In person event will take place at the Cal Poly CIE Hothouse (872 Higuera St., SLO, CA 93401).

2. Attend via Zoom - there are 10 zoom webinar seats available for this webinar. Please choose the "Attend via Zoom" ticket and you will receive Zoom login information one day before the event (Oct. 22).

[Sign Up](#)

PARTNER WEBINARS

Listed webinars may be produced by trusted resource partners who will not share information with third parties. Please register for a webinar if you would like to receive a link to the webinar on-demand.

[WEBINAR: SOLICITUD DE RESOLUCION ANTICIPADA PUEDEN AYUDAR A LAS PEQUEÑAS EMPRESAS](#)

Presentado por el [SBA Office of International Trade](#)

Miercoles, Oct 21 | 10:00 am

El Acuerdo Estados Unidos-México-Canadá (USMCA por sus siglas en Inglés o T-MEC en México) entró en vigor el 1 de julio reemplazando al TLCAN/NAFTA. Las pequeñas empresas pueden disminuir sus riesgos y aumentar la previsibilidad en cuanto al tratamiento que recibirán sus productos en la frontera, mediante la solicitud de resoluciones anticipadas sobre la

[EIDL LOAN RECONSIDERATION](#)

Presentado por el [SBA Fresno Office](#)

Thursday, Oct 22 | 11:00 am

Are you a small business owner who received a decline notification for an SBA Economic Injury Disaster Loan? Join us on our SBA Live: EIDL Reconsideration webinar as we discuss how to request reconsideration for funding. You will also have an opportunity to ask your EIDL reconsideration questions during the live Q&A session.

clasificación arancelaria, valoración en aduana, origen de los bienes, y cuota.

[Regístrate](#)

[Join Here](#)

[BUSINESS BASICS: MARKETING](#)

Presented by [NorCal SBDC](#)

Thursday, Oct 22 | 10:00 am

- Learn what it takes to start a business and succeed! This series of 3 classes is perfect for those exploring business ownership and want more information about what it takes to run a business.
- This marketing workshop gives you an overview of how to get a business going and what to do in the early years of starting. In this class you will learn: How you will attract customers, techniques to build customer loyalty, and how to build your brand.

[Sign Up](#)

[RECURSOS PARA PEQUEÑOS NEGOCIOS](#)

Presentado por el [NorCal SBDC](#)

Cada jueves | 10:30 am

- Únase a Oscar García y la Cámara de Comercio Hispana de California para ASK SBDC Live Q/A en español.

[Regístrate](#)

[\(FETA\) FOOD BUSINESS](#)

[TIPS ON EFFECTIVE](#)

**FOUNDATION 003:
BUSINESS MODEL & SWOT
ANALYSIS - MISSION,
VISION, VALUES**

Presented by **NorCal SBDC**

Monday, Oct 26 | 5:30 pm

Thinking of launching a food product or opening a restaurant/cafe? Learn the critical aspects of how to start and succeed in the specialty food business!

- In this series, you will learn the basics to start and grow your own food business, cookbook, catering, and so much more. This series will help turn your idea into reality.
- Our FETA instructors and advisors are looking forward to having you in the FETA 2020-2021 Program. Welcome - NEW TRAINING SESSIONS, NEW ADVISORS, NEW INSTRUCTORS, and a whole lot MORE!

Sign Up

**EMPLOYEE RECRUITMENT &
HIRING**

Presented by **NorCal SBDC**

Tuesday, Oct 27 | 9:00 am

Small businesses often face challenges in finding and hiring new employees.

- In this webinar learn practical and required steps in determining the most important characteristics in your employees, creating job descriptions, finding potential candidates, pre-screening, interviewing, and hiring compliance requirements. Learn about business resources from the SBA and assistance from the Small Business Development Center to help you with your hiring needs.
- David Castaneda from Sacramento SBA District Office will provide a brief update of the latest business assistance/funding information including the following and a time for Q&A!

Sign Up

**RETURNING STRONGER -
UNDERSTANDING YOUR
MARKET AND COMPETITION**

**WEBINAR: U.S
GOVERNMENT AND
CALIFORNIA STATE/LOCAL
EXPORT PROGRAMS**

Presented by NorCal SBDC

Tuesday, Oct 27 | 11:00 am

As businesses continue to pivot and update their business models to return stronger and more resilient, accurately identifying and analyzing your business' target market and your competition, both during and post-COVID, should be part of the process. During this webinar, we will outline the basics of conducting market research, the key areas to research and how to use the data to guide your planning process as you align your business goals and objectives for 2021.

- Instructors: Lani Lott and David Walker
- For the last two decades Ms. Lani Lott has been assisting business owners with their marketing strategy to creating sales and driving profit. Mr Walker has 35 years of entrepreneurial and business management experience, including several years in the tech industry.

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Presented by U.S. Commercial Service

Wednesday, Oct 28 | 10:00 am

The U.S. Commercial Service offices in San Francisco and Los Angeles invite you to learn about U.S. Government and California State/Local Export Programs.

- This free webinar will provide California exporters with the latest updates on U.S. Commercial Service export programs, Small Business Administration (SBA) and Export-Import Bank of the U.S. (EXIM) finance/export insurance programs, California State Trade Expansion Program (STEP) and export services offered by Global SF.
- California exporters can grow their international sales by identifying new overseas distributors, securing export financing/insurance and obtaining California STEP funds for reimbursement of international marketing expenses.

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Find the SBDC Nearest You

The Central CA SBDC Regional Network is made up of 6 service centers dedicated to helping small businesses on a local level.



Cal Coastal SBDC

Serving San Benito & Monterey Counties

sbdc@calcoastal.org

(831) 676-2017

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Cal Poly CIE SBDC

Serving San Luis Obispo County

slosbdc@gmail.com

(805) 756-5171

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CSU Bakersfield SBDC

Serving Kern, Inyo & Mono Counties

sbdc@csub.edu

(661) 654-2856

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UC Merced SBDC

Serving Merced & Mariposa Counties

ucmsbdc@ucmerced.edu

(209) 228-3506



Valley Community SBDC

Serving Fresno, Madera, Tulare & Kings Counties



Valley Sierra SBDC

Serving Stanislaus & Tuolumne Counties

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