



The Pasadena SBDC Update

See below for upcoming events and webinars. Please note that the SBA has simplified the PPP forgiveness forms for those with loans under \$50,000. As always, SBDC advisors are available to review your application for PPP forgiveness and help with many other topics including:

- Disaster loan applications and follow up
- Re-opening Strategies
- Selling Online
- Social Media Messaging
- "Life After Covid" Business Planning
- And much more

Learn more at [our website](#), or contact us below.

[REGISTER FOR ASSISTANCE](#)

[CONTACT US](#)

[SIGN UP FOR THIS NEWSLETTER](#)



Pasadena City College SBDC
NEWSLETTER

Latest News on Disaster Loans

NEW Simpler PPP Forgiveness Form



The SBA and Treasury Department released a simpler loan forgiveness application for Paycheck Protection Program (PPP) loans of \$50,000 or less.

Read full press release [here](#).

View simpler loan forgiveness application [here](#).

Schedule a meeting with a Pasadena SBDC advisor [here](#).

LA REGIONAL COVID FUND

Round 6 Opens October 26, 2020

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](#)

Upcoming Events



Please join the PCC community for a timely conversation with state and national leaders on “Advancing Diversity, Equity and Inclusion in Workforce Development,” which will dive into discussion points on innovation in Career Technical Education, integrating best practices and models on diversity, equity and inclusion, and the future of work in a new COVID-19 normal. Free to attend. Register [Here](#)

**VIRTUAL
CONNECT WEEK 2020** ↗

October 18 - October 24, 2020 • www.connectweek.com

It's that time of year again...don't miss Innovate Pasadena's annual Connect Week! Connect is a festival of independently organized talks, workshops, and social events conceived by independent organizers and hosted **virtually** by companies representing Pasadena's innovative spaces. Events cover four main topics: design, science, technology, and entrepreneurship, and include panels, competitions, seminars, open houses, exhibitions, fairs, hackathons, lectures, meetups, investor pitches, speaker series, mixers and more! Learn more [here](#).

The Pasadena SBDC will be hosting an info session at this year's [Tea Tech and Tequila](#) event on Saturday the 26th. Come by and say hi!

Webinars

Small Business Town Hall

Disaster Loan Updates

Hosted by LA SBDC Associate Director Ted Hiatt, these webinars are an opportunity to learn about resources available through local and federal governments, as well as to ask questions about cash flow, PPP forgiveness, re-opening strategies, and more.



Wednesday's webinars will feature advice from Lori Williams, SBDC Business Advisor and Small Business Finance Expert, who will address your PPP/EIDL, EDD and cash-flow-related questions.

Thursday's webinars will feature advice from GB Bajaj, SBDC Business Advisor and CPA. Topics will include PPP/EIDL and tax-related information.

Wednesday, October 21st 1:00 PM

Thursday, October 22nd 1:00 PM

Wednesday, October 28th 1:00 PM

Thursday, October 29th 1:00 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, November 6th 10:00 AM

[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.

Friday, Nov 6th 10:00 AM

Friday, Nov 20th 10:00 AM

[Register Here](#)

[Register Here](#)

Business Launchpad - What You Need to Know!

This presentation is ideal for new businesses as well as existing companies.



What is covered:

- Choosing the right business structure
- Business licenses and other government regulations
- Accounting software options and considerations
- Hiring independent contractors and employees

Tuesday, Oct 20th 10:00 AM

Tuesday, Nov 3rd 10:00 AM

[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, Oct 21st 4:00 PM

Wednesday, Nov 4th 4:00 PM

[Register Here](#)

[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, October 23rd 4:00 PM

Friday, November 6th 4:00 PM

[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

Tuesday, October 27th 10:00 AM

Register Here

FREE LEGAL WEBINARS FOR SMALL BUSINESS OWNERS

TOPIC: INSURANCE LAW BASICS
DATE: WEDNESDAY, OCTOBER 21, 2020
TIME: 11:00 AM - 12:30 PM

TOPIC: CONTRACTS BASICS
DATE: WEDNESDAY, OCTOBER 28, 2020
TIME: 11:00 AM - 12:30 PM

INSURANCE LAW BASICS FOR SMALL BUSINESSES

PRESENTATION BY:

SUSAN PAGE WHITE, ESQ.
BUCHALTER

CONTRACTS BASICS FOR SMALL BUSINESSES

PRESENTATION BY:

MIHRET GETABICHA, ESQ.
RACHEL ALBERT, ESQ.
TRISTAN MULLIS, ESQ.
PETTIT KOHN
PETTIT KOHN INGRAMMA LITZ & DOLIN



RSVP FOR FREE: bit.ly/dcbaBizEvents

Our Small Business Legal Webinars are free events bringing together top lawyers to present on pertinent legal areas for LA's COVID-19 impacted small business community.

Insurance Law Basics for Small Businesses

Learn about basics of Small Business Insurance and bonds, including: contract terms, how to manage liability, as well as a summary of requirement and responsibilities under an insurance policy. Updates for COVID-19 are included as applicable.

Contracts Basics for Small Businesses

Learn about Contract Basics for Small Businesses including: the steps necessary to form and enforce a contract, definitions of basic contract terms, consequences of and remedies when a contract term is broken, and other practical considerations when entering into contracts. Impacts of COVID-19 on contract issues will be discussed as applicable.

Individuals who are interested in an intake session immediately following the presentation to see if they qualify for **free legal services** through Bet Tzedek, may sign up using this link <https://signup.com/go/uNiCxoV>. Space is limited to the first 5 people. Others who are interested may submit an application at bettzedek.org/smallbusiness and will be contacted to schedule an intake at a later time.

For more information on Small Business Legal Resources, go to: bettzedek.org/smallbusiness



LOS ANGELES COUNTY
**CONSUMER &
BUSINESS AFFAIRS**


BET TZEDEK
JUSTICE FOR ALL



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