



The Pasadena SBDC Update

FREE PPE!

The Los Angeles SBDC Network is working with the California Governor's Office of Emergency Services (CalOES) and the Office of the Small Business Advocate (CalOSBA) to distribute FREE PPE to businesses based on LA County that have less than 50 employees. See below for more details and to apply. Don't miss out!

As always, we have advisors available to help you respond to Covid-19. Whether it's applying for PPP forgiveness, adjusting your business model, or refreshing your marketing strategy, we have experts available to help. No-Cost and No-Catch!

If you would like to share this newsletter with other small business owners, they may sign up for our mailing list below.

[REGISTER FOR ASSISTANCE](#)

[CONTACT US](#)

[SIGN UP FOR THIS NEWSLETTER](#)



Pasadena City College SBDC
NEWSLETTER



The Los Angeles SBDC has launched a new PPE giveaway program called PPE Unite™ that will provide free Personal Protective Equipment to small businesses in Los Angeles County.

Businesses with fewer than 50 employees may apply to receive a one-month supply of face masks, hand sanitizer and face shields through the PPE Unite™ distribution program.

These supplies are offered on a first come, first served basis, so don't delay - sign up today!

[Sign up here to get your free PPE](#)



PPE Unite™ is a unique partnership between State, local and private entities created to distribute PPE to the LA small business community. For more information, contact the

LA County Disaster Help Center at 833.238.4450 or disasterhelpcenter@lacounty.gov.

This PPE has been made available to California small businesses through the California Governor's Office of Emergency Services (CalOES) in collaboration with the Office of the Small Business Advocate (CalOSBA). For additional resources, visit business.ca.gov.

Upcoming Events



PowerLunch
2.0

Proudly sponsored by
Bank of America.



Learn how some restaurants have retooled to outlast the pandemic.

We will hear from a pair of experts in the industry. Perfect for all restaurant owners, chamber members, investors, and the general public.

Contact 626-856-3400 | sgvcp.org/events | Please RSVP

Speakers provided by



Dr. Eric Zackrisson Kevin McVeary

PowerLunch 2.0: Restaurant Survival in the Age of COVID

Thursday, November 12: 12:00-1:00 PM

Partnership members, chamber members, and all SGV restaurant owners are invited to our next PowerLunch. We will hear from a panel of restauranteurs who successfully found ways to navigate the challenges of 2020.

The PowerLunch 2.0 series is proudly sponsored by Bank of America.

The speakers for this event, Dr. Eric Zackrisson and Kevin McVeary, are provided by the Small Business Administration. Both have extensive experience in the restaurant business - full bios can be found via the link below.

Register [Here](#)



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](#)



Ladies Who Launch Virtual Summit

Wednesday, November 18: 9:00AM-12:00PM

Thursday, November 19: 1:15PM-4:30PM

Ladies Who Launch, a nonprofit dedicated to supporting women entrepreneurs, is hosting their first *Virtual Summit* this month. This event will include two days of virtual programming including fireside chats, entrepreneurial networking sessions, workshops and keynote addresses.

More details can be found online at <https://www.ladieswholaunch.org/virtual-summit>

Webinars

Small Business Town Hall

(Financial Discussion including cash flow, taxes, PPP forgiveness & more)

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, EDD, 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. Topics will include PPP/EIDL and tax-related information.

Thursday, November 12th 1:00 PM

Wednesday, November 18th 1:00 PM

Thursday, November 19th 1:00 PM

[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

Thursday, Nov 19th 3:00 PM

Wednesday, Dec 9th 3:00 PM

[Register Here](#)

[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 20th 10:00 AM

[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

Wednesday, Dec 2nd 10:00 AM Wednesday, Dec 16th 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, December 3rd 10:00 AM

[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 on how to kickstart your sales with a \$0 budget.

Friday, December 4th 10:00 AM

[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.



Us: sbdc@pasadena.edu