



To our Valued Clients, Partners and Friends:

It will hit 90 degrees today in Pasadena, so we seem to have skipped spring and gone right to summer. Things are also heating up for SGV businesses as covid restrictions loosen and customers emerge. Things are still precarious for many small businesses, and we encourage you to contact us to see an advisor or attend a workshop.

In addition to information about the California Dream Fund, you can read about the recent changes in the Community Advantage Loan program. This is specifically targeted for businesses in underserved markets, and has raised the amount of unsecured loans from \$25,000 to \$50,000. We have advisors who can help you determine if this is a good loan for your business, so please contact us if you are interested.

Veterans and military-connected family members who are interested in starting a business should check out the upcoming workshop from our partners at the VBOC. This is a comprehensive program that will jumpstart any new business, and we are proud to co-sponsor it.

Workshops - Check out PCC Advisor Lori Williams' Small Biz Talk on Wednesday's at 10 am. It is full of great information from small business owners like you. The HR workshop on employment laws is back, by popular demand. If you have not updated your employee handbook in a while, you should attend this workshop!

In this month's Tech Corner, you will find information on the NSF's Innovation Corp Program. This is for tech startups that could use seed funding, and they are grants, not loans. The Pasadena SBDC has advisors who are experts in this type of non-dilutive funding. Contact us to learn more about how we can help you start, or grow, your tech business.

Thanks for your partnership with us, and please share this information with your friends and colleagues.

The Pasadena SBDC Team

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PASADENA CITY COLLEGE SBDC NEWSLETTER

Important News & Resources



Biden-Harris Administration Expands SBA Pilot Program Targeting Access to Capital for Underserved Entrepreneurs

Vice President Kamala Harris and [Administrator Isabella Casillas Guzman](#), head of the [U.S. Small Business Administration \(SBA\)](#) and the voice for America's 32.5 million small businesses in President Biden's Cabinet, will announce impactful reforms to the agency's Community Advantage (CA) loan program, a key SBA tool for Community Development Financial Institutions (CDFIs), Community Development Companies (CDCs), microlenders and other critical mission-based lending partners, that prioritizes equitable access to capital for low-income borrowers and those from underserved communities.

Among the reforms being announced today for the Community Advantage program, the SBA will:

- Extend the pilot program to September 30, 2024, providing more certainty for the Community Advantage program, which was set to end in September 2022.
- Lift the four-year lender moratorium and enable the SBA to grow this important lender network, opening up a critical capital program to more mission-based lenders across the country.
- Increase the maximum loan size, the new expanded number of lenders will be allowed to access the SBA's [7\(a\) government-guaranteed loan program](#) at lending levels up to \$350,000, which represent an increase over the current levels of \$250,000.
- Remove the restrictions that can keep individuals with criminal backgrounds from accessing the Community Advantage program.
- Simplify underwriting and collateral requirements for borrowers and lenders, including increasing the maximum unsecured loan size from \$25,000 to \$50,000, removing barriers that disproportionately impact underserved borrowers.
- Introduce additional abilities for lenders to make revolving lines of credit, interest-only periods, and other loan modifications that meet borrowers where they are to best serve their capital needs.

- Redefine packaging fee guidelines to better enable CDFIs, CDCs, and mission lenders participating in the Community Advantage program to scale and increase volume to underserved communities.

To find out more, read the full [Press Release](#).



STARTING OR GROWING A VETERAN-OWNED BUSINESS

Sign up for Boots to Business Reboot, an entrepreneurship training program for veterans and their spouses.

OWNING A VETERAN-OWNED SMALL BUSINESS

Veterans have the character, discipline and skills needed to succeed as small business owners and entrepreneurs. Wondering what it takes and how you can prepare? Enroll in Boots to Business Reboot!

ABOUT BOOTS TO BUSINESS REBOOT

Boots to Business Reboot is a two-step training program that provides participants an overview of business ownership as a career vocation, an outline and knowledge on the components of a business plan, a practical exercise in opportunity recognition and an introduction to available public and private sector resources.

Step one is the Introduction to Entrepreneurship course - **open to Veterans of all eras, service members (including members of the National Guard and Reserve) and military-connected family members.** This course is instructed by SBA and its partners, who are skilled business advisors.

Step two is the on-line follow-on course, Revenue Readiness, conducted by Mississippi State University. If you've already attended an in-person or online Boots to Business or Reboot class, visit sbavets.force.com to sign up for the online B2B follow-on course.

Note: All SBA programs and services are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. Contact: the Boots to Business team at 202-205-8381 or email boots-to-business@sba.gov.

CALLING ALL VETERANS, GUARD, RESERVE AND MILITARY-CONNECTED FAMILY MEMBERS!

Join us *online* for our next Boots to Business Reboot, hosted by the Pasadena City College SBDC!

**Tuesday, June 14, 2022
8:30 AM – 4:00 PM Pacific Time**

To register for the online Reboot event:

<http://tiny.cc/reboot-pcc-0614>

For more information:

Email: kanthis@miracosta.edu

To join the B2B community:

sbavets.force.com/s/login/SelfRegister

BROUGHT TO YOU LOCALLY BY:



Funded in part through a cooperative agreement with the U.S. Small Business Administration

The Boots to Business Reboot program is provided through the coordinated efforts of the SBA and the following valued partners:



AND FOLLOW US AT
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California Dream Fund

A training and microgrant program
for California entrepreneurs

The **California Dream Fund Program** is a one-time \$35 Million grant program that will provide micro-grants up to \$10,000 to seed entrepreneurship and small business creation in California. This program will be administered by CalOSBA.

Sign up to be informed when the Dream Fund program launches.

[Receive Updates](#)



Paycheck Protection Program Direct Forgiveness Portal

Paycheck Protection Program borrowers: If your loan is \$150,000 or less, you may be eligible to apply for direct forgiveness through SBA using our [online portal](#). Follow the steps below.

1. [Find out](#) if your lender is participating.
2. [Apply](#) for forgiveness.

For additional information, visit the [SBA website](#).

[View Press Release for more Information](#)

[SBA Direct PPP Forgiveness Portal](#)

LA Regional SBDC Events

SmallBiz Talk - Solutions for Your Small Business

Join us **EVERY Wednesday at 10 a.m.**



SMALLBIZ Talk

LA SBDC Network Presents: SmallBiz Talk, is a weekly talk series that presents information, expertise and instruction on all things related to business success.

Each week your host, Lori Williams, covers a key business topic. The show consists of instructional information, real life situations, guest speakers and interviews. Additionally, participants can engage with specific questions pertaining to their situation. At the end of the show, participants can engage in a Live Q&A with questions pertaining to their specific business situation.

Join us live every Wednesday at 10 a.m. to gain information and helpful insights for your small business success!

[Register Here](#)

Small Business Q&A - Funding Trends, Tax Credits & Other Updates

Hosted weekly by LA SBDC Associate Director Ted Hiatt, financial expert GB Bajaj, and business advisor Mike DeDonato, we'll answer questions about Depreciation Rules, the Employee Retention Tax Credit Process, Self Employed Sick and Family Leave Credit, Tax Credits, Funding Updates and more.

Bring your questions!



Thursday, April 7th 1:00 PM
Thursday, April 14th 1:00 PM
Thursday, April 21st 1:00 PM
Thursday, April 28th 1:00 PM

[Register Here](#)



The U.S. National Science Foundation (NSF) invites you to join an Innovation Corps (I-Corps™) Teams webinar on **Thursday, April 7, 2022, 12:00 p.m. - 1:00 p.m. ET** to learn more about the program.

During the webinar, there will be a brief presentation followed by time for questions.

[Register Here](#)

For more information, visit the [I-Corps website](#) or read the [I-Corps Teams solicitation](#). You may also reach out to I-Corps@nsf.gov with any questions.

We invite you to share the [Zoom link](#) with colleagues you think may be interested in attending the webinar.

*Thank you,
I-Corps staff
U.S. National Science Foundation*



PASADENA CITY COLLEGE SBDC WEBINARS

How To Sell Online

2-Part Webinar Series

More than ever, it is important that our brand is visible and active online. Many small business owners are posting online but not seeing sales. Here is how to remedy that.

Presented by:

Deborah Deras

CEO of Synergy Unlimited



Thursday | April 7 & April 14 @ 2 PM

- 7 strategies to close a sale
- What income-producing activities can you focus on
- The 5 P's of Marketing applied to online sales success
- How to shift the old ways of doing sales to modern online strategies
- How effective branding leads to sales
- How to use the Power of Synergy

Sign up at www.pccsbdc.org/workshops

@pasadenasbdc  



Business Plan Webinar

A business planning process is a necessity whether you are trying to build an internal roadmap for your business concept or looking for funding. In this current and post COVID-19 landscape, a business plan is more important than ever. This workshop will cover all aspects of creating a business plan, as well as emphasize the importance of setting measurable strategies to achieve these goals.



Presented by: Andrew Cohen

Friday, April 8th 11:00 AM

[Register Here](#)

Staying Risk-Free: New Applicable Employment Laws for Small Businesses

Employment laws change every year, are you in the know about what applies to your business?

Come join us to learn about:

- Labor law update
- OSHA's Emergency Temporary Standard
- Minimum wage increases
- New & remaining Covid-19 Supplemental Paid Sick Leave
- Upcoming compliance requirements



Followed by Q&A

Presented by HR Specialist: Xiomara Palma

Tuesday, April 19th 10:00 AM

[Register Here](#)

Social Media 101

We all know we have to be on Social Media but how do we create a Social Media strategy that targets our revenue goals and turn likes into sales, comments into customers, and shares into raving fans that can become brand ambassadors for our company. This comprehensive and interactive workshop will give you the playbook of how to use Social Media for Sales.



During this interactive Webinar you will discover:

- How to clarify Social Media marketing goals
- Which social media platform to be on
- How to authentically connect with your audience so they like and trust you.
- How to schedule posts on various platforms
- Where to find great content that will engage your audience and encourage sharing
- Discover a powerful tool to immediately get engagement without spending a dime
- Q&A

Presented by: Deborah Deras

Thursday, April 21st 2:00 PM

[Register Here](#)

E-mail Marketing 101

Email Marketing. You probably have several marketing emails sitting in your spam or subscriptions folder right now! Email is sooo yesterday you think to yourself. Wrong. Email Marketing is still one of the most effective marketing channels a business owner has at their disposal!



But, smart business owners know that it takes more than just blasting your customers with announcements. No. Because you are a Smart Business Owner, you know it takes Smart Marketing (Smartketing) to get your business to the next level and that's what we'll teach you how to do in this webinar.

You'll learn why Email Marketing is so effective and how you can leverage email to boost your business.

Some of what you'll learn at our Email marketing webinar:

- Customer Segmentation
- Transactional Emails
- Marketing Automation triggers like abandoned cart emails, site visits, and more.
- Lead Nurturing
- Popular Email Service Providers
- How to combine various aspects of Email Marketing for your business

Presented by: Alex Vasquez

Friday, April 22nd 10:00 AM

[Register Here](#)

Confused About Sales Tax - What You Need to Know!

Many businesses are confused about the need to charge sales tax.

Should you charge sales tax? What if you are selling out of state or on an online platform?

These are the type of questions that many business owners are asking.



Addressing sales tax requirements has been even more confusing. On June 21, 2018, The United States Supreme Court ruled 5-4 in *South Dakota v. Wayfair* that states can mandate that businesses without a physical presence in a state with more than 200 transactions or \$100,000 in-state sales collect and remit sales taxes on transactions in the state.

Economic Nexus gave states the ability to choose whether residents receiving products/services from out of state companies should pay sales tax. Unfortunately, this varies state by state, requiring sellers to have an understanding about the rules specific to the states they serve.

Join us for our upcoming seminar where will address this and other considerations regarding the collection of sales tax.

Presented by: Lori Williams

Thursday, May 5th 10:00 AM

[Register Here](#)

Social Media Marketing Trends For 2022

Social Media is constantly changing and as a busy small business owner, it is hard to keep up with Instagram Reels, TikTok, YouTube Shorts, and now audio rooms. Should I podcast? Should I start a Youtube channel?



Not to worry! Our in-house Social Media Goddess, Deborah Deras, attended the Social Media Examiner conference and has updates for you about where you should spend your time to get a return on investment.

She will share in this interactive dialogue:

- What ORGANIC social media should you focus on
- TikTok, do you need it or is it just a fad
- If you are going to do Ads, what works and what doesn't
- The importance of lead generation and how to use it effectively
- Plus all the trends of 2022 from the Social Media Examiner Conference

Presented by: Deborah Deras

Thursday, May 5th 2:00 PM

[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.

Stay Informed

Follow us to stay updated on SBDC news, upcoming events, and more!



What would you like to see in future workshops? You may choose more than 1.

Procurement/Government Contracting

Select

Business Formation-Corporations, Licenses, etc.

Select

Access to Capital

Select

IP and Trademark

Select

SBIR/STTR

Select