



## LA Regional SBDC Events

**SmallBiz Talk - Solutions for Your Small Business**

**Wednesday, May 4th @ 10:00 a.m. - 11:00 a.m.**

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

**SMALLBIZ**  
*Talk*

This is **SmallBiz Talk** with small business expert and LA SBDC business advisor Lori Williams. Join her as she covers key business topics through instructional information, real life situations, guest speakers and interviews.

Stefano Enjem graduated from Rochester Institute of Technology with a Bachelor's of Science in Industrial and Systems Engineering with a concentration in Psychology. After graduation, Stefano went to work for the company that redefined industrial engineering, Toyota Motor Manufacturing and Engineering. There Stefano built a foundation of how to create and streamline manufacturing and business processes through a respect for people and a relentless pursuit of continuous improvement.

From that foundation, Stefano went on to obtain an international certification in brewing with MillerCoors in Irwindale California. Stefano learned the brewing process and how to best reduce waste in large-scale brewing production. From there, he led and launched the international manufacturing processes for a start-up automotive company. He then turned to his entrepreneurial spirit and launched his own food and beverage business, BrewWings Food Trucks and Catering. In three years, he grew the company from \$20,000 to over \$1 Million in revenue. BrewWings became known as the top chicken truck in the LA and OC communities.

Join us on Wednesday May 4<sup>th</sup> for another great Small Biz Talk!

As always, we will have an *Ask Lori* section at the end of the show where participants can engage in a Live Q&A! If you would like to submit your questions ahead of the show, click [here](#).

[Register Now](#)

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### **Biz Basics: How to Estimate Startup Costs & Cash Flow**

**Wednesday, May 4th @ 12:00 p.m. - 2:00 p.m.**



Are you looking to get into business ownership but don't know where to start? Discover what type of business could leverage your professional acumen. During our webinar, learn what type of businesses excelled through the pandemic and are recession resistant.

Additional topics we will be covering:

- Buying into a franchise & running your new business
- The surprisingly low up-front cost
- Franchise models
- Whether franchising is a good fit for you
- Misconceptions about franchising
- Building retirement income
- Creating a semi-absentee business (10-15 hours a week)

Presented by: Lauren Grant, Seasoned Franchise Specialist with the Franchise Connectors. As an experienced business owner and franchisor, Lauren's expertise is in advising other professionals in the franchising arena on how to reach their personal and financial goals.

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**Small Business Q&A and other Funding Updates, Tax Credits & More –  
Offered through the Community Navigator Pilot Program and the  
USPAACC**

**Thursday, May 5th @ 1:00 p.m. - 2:00 p.m.**



This weekly event is offered through the Community Navigator Pilot Program and the United States Pan Asian American Chamber of Commerce (USPAACC) In this weekly webinar, tax and financial experts GB Bajaj and Mike DeDonato will cover current funding trends, tax credits and more! GB, joined by Mike DeDonato, will cover:

- Overview of Small Business Taxes
- Business Tax Credits (federal and state)
- And more!

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**Business Finance Literacy 101 (Class 1 of 2)**

**Session 1: Thursday, May 19th @ 10:00 a.m. - 11:00 a.m.**



Many small companies struggle with the area of accounting. They ask questions such as: Should we use QuickBooks Online, QuickBooks Desktop or some other program? Should we hire someone or do it ourselves? What records do we need to keep for tax reporting? What is the difference between a bookkeeper, accountant and CPA? How do we know we are hiring the right person?

Unfortunately, too many small business owners blindly hire others to do the important function of accounting without fully understanding it themselves. This leads to costly mistakes and even tax filing issues.

This session will cover the basics of accounting, what you need to record and why. You will learn what information is required for tax filing and what information is important to monitor business performance.

We will also cover the choices in software and support, helping you to make informed decisions. You will learn how to interview people who provide financial services to make sure you are hiring the right person for the job.

In addition to this, we will discuss how to properly gather the right data to do a thorough analysis of your company's performance and/or for forecasting. This part of the session prepares you for Session 2: learning financial calculations that answer key business questions.

In this first session you will learn:

- Accounting processes, including software choices
- The types of professional services available
- The difference in external reporting for taxes and internal financial management
- How to gather and arrange your data to calculate performance measurements

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## **How To Use Search Engine Optimization to Increase Website Traffic and Increase Sales**

**Thursday, May 24th @ 1:00 p.m. - 2:15 p.m.**



Are you struggling to get website traffic that converts into leads and sales? Have you ever wondered how websites rank at the top of Google, while others do not? Did you know there is a proven formula that businesses use to increase their online presence? In this free online workshop, guest instructor and digital marketing expert, Brandon Leibowitz, shares the knowledge, tips, and techniques that he has acquired over the past 14 years.

You will learn:

- How to rank your website on Google using SEO strategies
- How to use SEO to create a bursting pipeline of leads and sales
- How Brandon ranks his own websites along with his client websites for hyper-competitive keywords that convert into clients, sales, leads, phone calls, etc.

Guest instructor, Brandon Leibowitz, is the founder of SEO Optimizers.

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## Government and Corporate Procurement for Black-Owned Businesses

Wednesday, May 25th @ 9:30 a.m. - 10:30 a.m.



Small businesses are leaving an astounding amount of money on the table – this training is about showing up and taking your share!!

The federal government alone spent almost \$250B with small businesses in 2018! More money would be set aside for small businesses, if they only showed up. The story is the same on the city, state and corporate levels. RightSource Services has partnered with the LA SBDC to train established small businesses to participate in the incredible procurement opportunities available through corporate and government entities. The training takes companies from identifying opportunities all the way to responding to their first request.

The webinar gives an overview of the opportunities available and the training provided by RightSource Services and the LA SBDC to compete effectively and grow your business.

RightSource follows that up with a cohort-structured, 6-class series with workshops to get procurement-ready businesses through the certification and registration processes and on to actually responding to a contract solicitation.

[Register Now](#)

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### Upcoming Webinars



The LA SBDC Network offers no-cost virtual business workshops for small businesses in Los Angeles, Santa Barbara, and Ventura Counties.

[Learn More](#)

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## LA Network SBDC Center Workshops

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The Los Angeles Regional SBDC Lead Center is committed to overseeing the eight SBDC service centers in the counties of Santa Barbara, Ventura, and Los Angeles listed below.

Learn more about workshops and trainings offered by Centers in our network.

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**SBDC Hosted by  
College of the Canyons**

**Centro SBDC for  
Spanish Speakers**

America's  
**SBDC**  
CALIFORNIA  
LOS ANGELES NETWORK

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Pasadena City College**

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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.



**PLEASE NOTE:** This inbox is not monitored. If you need to contact the Los Angeles Small Business Development Center, **please call 866-588-7232.**

**En Espanol: 800-794-1402**

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