



To our Valued Clients, Partners and Friends:

This newsletter is jammed with information, but before we jump to it, we would like to share a Harvard Business Review [article on resilience](#) that is timely, even though it was originally published in 2016. The title gives away the key point which is that "resilience is about how you recharge, not how you endure." It is important to work hard, and it is equally important to understand how to maintain a pace that is productive for the long term. Check it out.

We would like to express our thanks to PocketCFO for sharing the **Pathway to Business Financial Wellness** workshops on their YouTube channel. We cannot stress enough the importance of understanding and tracking your financials, and these trainings make it easy.

Speaking of YouTube channels, the weekly SmallBiz Talk show with Lori Williams continue to be extremely popular with our clients, and the entire catalog may be found here... [SmallBiz Talk w/Lori Williams](#)

Lastly, please help us continue to create jobs and grow the economy by subscribing to our social media channels, and sharing our information with your friends and colleagues. All businesses and startups are welcome, and they can learn more at this [video](#) and our [website](#).

Make it a profitable summer!

The Pasadena SBDC Team

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PASADENA CITY COLLEGE SBDC NEWSLETTER

Important News & Resources



The Pasadena SBDC recently partnered with [PocketCFO](#) to provide a comprehensive 4-week "**Pathway to Business Financial Wellness**" training series where we covered the following topics:

1) **Introduction to Key Financial Concepts**

Explore cash flow, cash runway, payment terms and other key small business financial concepts.

2) **Profit And Loss Statement**

Understand the structure and metrics around a small business profit and loss statement.

3) **Cash Flow**

Focus on best practices to ensure healthy cash flow in your business.

4) **Levers of Impact**

Examine the key contributors to a healthy profit and loss statement and how they affect your chance of getting funding.

PocketCFO's mission is to provide "Financial Peace of Mind at Your Fingertips." As a

public benefit corporation, they serve to help small business owners better understand and manage their cash flow. Through actionable insights and real-world examples, they provide the practical knowledge business owners need to make smart financial decisions for their future.

If you missed, need to re-watch, or want to share any or all of the webinar sessions, go visit [PocketCFO's YouTube channel](#) where they have uploaded all 4 videos!



[PocketCFO YouTube Channel - Pathway to Financial Wellness Web Series](#)



California Competes Available

The California Competes Tax Credit (CCTC) is an income tax credit available to businesses that want to locate in California or stay and grow in California.

The CCTC and California Competes Grant Program (CCGP) application periods, amounts available, and committee meeting dates for fiscal year 2022-2023 have been posted [here](#). The first application period will start on July 25, 2022, with \$85 million in tax credits and \$120 million in grants available. Starting July 25, the online application can be accessed at www.calcompetes.ca.gov.

Application instructions, FAQs, and other technical assistance documents are available at <https://business.ca.gov/california-competes-tax-credit/>.

Businesses interested in learning more about the CCTC or CCGP may register for free application webinars.

July 27, 2022

[Details and Registration](#)

August 4, 2022

[Details and Registration](#)

August 9, 2022

[Details and Registration](#)

Have additional questions? Please contact Go-Biz at: 916.322.4051 or [email the Go-Biz Service Desk](#).



CALIFORNIA DEPARTMENT OF

Alcoholic Beverage Control

RESPONSIBLE BEVERAGE SERVICE (RBS) TRAINING PROGRAM

Responsible Beverage Service training teaches servers to responsibly serve alcoholic beverages for on-premises consumption and mitigate alcohol-related harm in California communities.

NEW Mandatory Training for Alcohol Servers and Managers

There is a new mandatory training requirement for alcohol servers and managers of alcohol servers using ABC licensees with on-premises alcohol sales privileges. The alcohol servers and managers who work at those locations must register with the ABC, be trained, pass an exam, and be certified by August 31, 2022, or 60 days after their first date of employment. The RBS exam is currently available in English, Spanish, Korean, Chinese and Vietnamese and will soon be offered in Tagalog, Hindi, and Punjabi.

Mandatory RBS Training Deadline: 8/31/22!

Three Step Certification Process

1. Register with ABC as a server on the RBS Portal
2. Take RBS training from an approved RBS Training Provider
3. Return to the RBS Portal to take ABC's alcohol server certification exam

Who is required to complete the certification process?

- Alcohol Servers who checks customer IDs for the purpose of alcoholic beverage service or entry to an ABC on premises licensed establishment, takes customer alcoholic beverage orders, pours alcoholic beverages for customers or delivers alcoholic beverages to customers.
- Managers who directly hires alcohol servers, oversees alcohol servers at an ABC license premises or trains alcohol servers how to perform the service of alcohol for consumption for an ABC on premises licensee.

[CLICK HERE](#) for more information

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.

Upcoming Shows:

Aug 3 From the beginning, Tiny Topanga has been a family business. When Israel and Rebecca first got married, they had a dream and vision to live a minimalist lifestyle and it has grown into a full service tiny home and van conversion design and building company.

Aug 10 Ariel Pe is a SBDC Advisor and a previous guest in the show. During this

episode, he will be sharing insights and actions you can take to increase sales.

Aug 17 After watching the show many times, Randi Cagnolattr decided to ask Lori to help her analyze her company's financials. Randy will share with you her experiences of creating customized Excel documents and what she was able to learn to make better decisions.

Aug 24 Diamond Funeral Services was established in 2011 by LaRuth Wright. Learn how LaRuth created a profitable business by partnering with other companies to provide a full range of services.

Aug 31 Kalie Acheson provides creative services to the entertainment industry. She will share how she and her partner carved out a niche in this highly lucrative industry.

Sept 7 Nate Jemison is an SBDC Advisor and the Director of the Access to Capital team. He will be reviewing the documents required to apply for a loan and what you can do today to get prepared for a future funding opportunity.

Sept 14 Mindset for a Successful Business. One of the shows favorite guests, Deborah Deras, SBDC advisor and social media guru will be returning. In this episode, we are going to explore what it takes "mentally" to succeed in business. How to weather the good and bad.

Sept 21 Christine Thompson one of the owners of JAC interiors first contacted the SBDC to discuss the company's financials. During her meetings she learned how to properly monitor profitability in a company that offers both products and services. Now she has a system that identifies a blended profitability rate that the company must achieve. She will share her insights during the show.

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

[Register Here](#)



To watch previous episodes, please go to [SmallBiz Talk w/Lori Williams](#) YouTube Channel!

Also, if you missed the special episode featuring our very own Pasadena SBDC Advisor, Andrew Cohen, on SmallBiz Talk, check it out here: [Andrew Cohen on SmallBiz Talk](#)

Andrew has garnered a diverse skill set with his experience in finance, marketing, business development, and operations. Currently, Andrew is the CEO of Work Better Now, a company that supports small businesses and entrepreneurs with amazing virtual assistants located in Latin America and the Caribbean.

Andrew shares his experience and expertise as an advisor and a company owner!

Andrew's Advice



"Entrepreneurs looking to start a business should do research on their competitors to gain knowledge and understanding of their industry. Current business owners should be focused on building culture and cultivating talent. Growth requires resources. What do you have, what do you need and how do you get it."



PASADENA CITY COLLEGE SBDC WEBINARS

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, August 16th 11:00 AM

[Register Here](#)

TikTok for Small Businesses

The TikTok app took the world by storm first with the younger Z & Y generations, then slowly it began to surpass both Instagram & Youtube for over a billion views. TikTok snowballed into the most popular app in 2019 and 2020. TikTok was downloaded 693 million times in 2019 and 850 million times in 2020. eMarketer predicts that TikTok will reach over 755 million per month in 2022 making it the third largest network after Facebook and Instagram. If you are a Small Business, you can leverage the search features in order to be easily discovered by your target market using this fast-paced, fun, and engaging micro-video platform.



In this webinar, you will learn:

- What is the culture of TikTok?
- How long is a TikTok and how often should I post?
- What are my small business goals on TikTok?
- What trends on TikTok can you leverage to grow fast?
- What types of content should I post on TikTok?
- Resources for getting started on TikTok
- Plus much more in our Q&A sessions

Presented by: Deborah Deras

Thursday, August 18th 2:00 PM

[Register Here](#)

How To Sell Online - Part One

If the pandemic taught us one thing, it is the importance of Small Businesses being able to successfully sell their products or services online. You do not have to waste a lot of money on ads to make sales if you know how to use organic social marketing.



Join us for this content filled workshop and discover:

- One simple mindset shift of your perception to increase your sales instantly
- How to schedule income producing activities into your busy day?
- 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?
- What is an internet sales funnel and why do I need one?
- Who do people buy from and why?
- Plus much more in our Q&A sessions

Presented by: Deborah Deras

Thursday, August 25th 2:00 PM

[Register Here](#)

Branded Marketing: The Business Secret You Need To Know

Are you about to launch and want to make a splash? Or maybe you've been in business but are struggling to attract customers? Join Lizzy Okoro to talk about branded marketing - what it is, why you should care, and how to apply it to your small business.



Plus much more in our Q&A sessions

Presented by: Lizzy Okoro

Tuesday, August 30th 12:00 PM

[Register Here](#)

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

Wednesday, August 31st 12:00 PM

[Register Here](#)

How To Sell Online - Part Two

There is a psychology to selling. Once you discover it, you will find making online sales much easier. Like everything, success leaves clues. When you follow the blueprint that big businesses are using without the big budget simply by leveraging your social media platforms and email marketing campaigns, you will see your sales increase.



In this webinar you will discover:

- 5 strategies to close a sale
- How to use effective marketing to attract sales
- How to use the Power of Synergy
- Plus resources to take your sales to the next level
- The secret WORD that drives \$ales every time
- Plus much more in our Q&A sessions

Presented by: Deborah Deras

Thursday, September 1st 2:00 PM

[Register Here](#)



NSF's Partnerships for Innovation

Are you interested in developing your research into a proof-of-concept or prototype? If you have received a research grant from the U.S. National Science Foundation (NSF) or participated in the NSF Innovation Corps (I-Corps™) program, you [may be eligible to apply](#) for an NSF Partnerships for Innovation (PFI) grant.

We invite you to attend a virtual question and answer session on **Tuesday, August 2, 2022, 3:00 p.m. - 5:00 p.m. ET**, to learn about the PFI program and the PFI Solicitation ([NSF 19-506](#)). During the webinar, you will have the opportunity to ask questions about the PFI program and what to expect for the submission deadline. You may have attended or registered for a similar webinar in the past, but we want to give you every opportunity to have your questions answered.

PFI grants offer researchers the opportunity to transform new knowledge into societal benefits through translational research and technology development efforts, which catalyze partnerships to accelerate innovations that address significant societal needs.

In advance of the webinar, we recommend you view [a recording of a similar session](#) on

YouTube, then come prepared with any questions you might have. The program description, [Frequently Asked Questions](#), and a synopsis of the PFI program are available on the [NSF PFI website](#).

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



The U.S. National Science Foundation (NSF) invites you to join an **Innovation Corps (I-Corps™) Teams webinar** on **Thursday, August 4, 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.

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



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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.

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Access to Capital

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IP and Trademark

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