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El Camino College
Small Business
Development Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250
www.southbaysbdc.org

**New California Construction
Contracting Program Now
Offered! See page 6.**

Helping Small Businesses Become More Successful



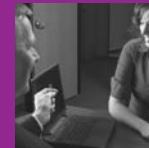
Access
to Capital



Marketing



Contracting



Counseling



Training



Legal
Structures

El Camino College
Small Business Development Center

Winter/Spring Workshops
January - April 2008

310.973.3177
www.southbaysbdc.org



CALIFORNIA
SBDC

Los Angeles Regional Network

1 INTRODUCTION

Welcome to the El Camino College Small Business Development Center (ECC SBDC). The ECC SBDC is a non-profit organization and one of eight SBDC service centers in the Los Angeles Region SBDC Network (Los Angeles, Ventura, Santa Barbara counties). The ECC SBDC is the premier and authorized small business technical assistance provider funded by the U.S. Small Business Administration, California Community Colleges Chancellor's Office, El Camino Community College District and local partners.

The ECC SBDC serves 23 cities within the South Bay and surrounding areas including Carson, Compton, El Segundo, Gardena, Harbor City, Hawthorne, Hermosa, Inglewood, Lawndale, Lennox, Lomita, Lynwood, Manhattan Beach, Palos Verdes, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, San Pedro, Torrance, Watts, and Wilmington.

The ECC SBDC staff includes business counselors with expertise covering, but not limited to, start-up and expansion, loan packaging assistance, accounting and QuickBooks, marketing and sales, taxation for small businesses, government and state and local contracting, import and export, human resources, and general business issues. The ECC SBDC also offers "No Cost" confidential one-on-one counseling, by appointment, to small business owners and entrepreneurs needing assistance in achieving financial/non-financial and operational success.

Additionally, the ECC SBDC offers affordable workshops that cover all aspects of business development and growth, mostly during convenient evening hours. The following pages list a wide variety of training events, including workshops in import/export. Workshops are listed in alphabetical order.

How to Register for SBDC Workshops

Pre-registration, and if applicable, pre-payment is required in order to attend a workshop. Cash/checks will not be accepted at the workshops.

PHONE: Call 310.973.3177. Have your program information ready. Visa/MasterCard are accepted for payment.

IN-PERSON: Visit the SBDC at 13430 Hawthorne Blvd., Hawthorne, CA, 90250. Visa/MasterCard, money orders, or cash (exact change please), are accepted for payment. Sorry-checks are not accepted.

Business hours are Monday-Friday, 8:00 a.m. - 5:00 p.m., excluding holidays.

Holiday closures:

New Year's Day	Tuesday, January 1, 2008
MLK Day	Monday, January 21, 2008
Lincoln's Holiday	Friday, February 8, 2008
Washington's Holiday	Monday, February 18, 2008



The Small Business Development Centers are funded by the U.S. Small Business Administration, the California Economic & Workforce Development Program, and center host institutions. Funding is not an endorsement of any product, opinion, or service. All Federal and State funded programs are extended to the public on a nondiscriminatory basis. Special arrangements for individuals with disability will be made if requested in advance.



WORKSHOP CALENDAR 2

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
6	7	8	9	10	11	12
		Gov Subcontracting (FREE) 9am-12pm Hawthorne	CCCP Prime & Subcontractor Relations (FREE) 9am-12pm CCCP Submitting Winning Bids (FREE) 1pm-4pm Hawthorne	Fed/State Basic Payroll Tax (FREE) 9am-3pm Carson CCCP Project Mgmt & Construction Methods (FREE) 9am-12pm		
13	14	15	16	17	18	19
	California Construction Contracting Program Orientation (FREE) 3pm-5pm Hawthorne		Entrepreneur Assessment (FREE) (En Español) 6pm-7:30pm Start a Successful Biz 6pm-9pm Biz Survival 6pm-9pm Hawthorne		Federal/State Basic Payroll Tax (FREE) 9am-3pm Carson	
20	21	22	23	24	25	26
	Holiday Closed	Entrepreneur Assessment (FREE) 9am-10:30am Inglewood		Overview of the Certification Process (FREE) 6pm-9pm Hawthorne	Gov Contracting 101 (FREE) 9am-12pm Federal Proposal Preparation (FREE) 1:30pm-4pm Hawthorne	
27	28	29	30	31		
		Entrepreneur Assessment (FREE) 6pm-7:30pm Compton				

3 WORKSHOP CALENDAR

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
3	4	5	6	7	8	9
				NXLevel 1 6pm-9pm QuickBks 1 6pm-9pm Hawthorne	Holiday Closed	
10	11	12	13	14	15	16
			Forming the Right Legal Structure 6pm-9pm Start a Successful Biz (En Español) 6pm-9pm How to Write a Biz Plan 6pm-9pm Hawthorne	NXLevel 2 6pm-9pm QuickBks 2 6pm-9pm Hawthorne		
17	18	19	20	21	22	23
	Holiday Closed	How to Start a Successful Business 6pm-9pm Compton		NXLevel 3 6pm-9pm QuickBks 3 6pm-9pm SBIR/STTR (FREE) 6pm-9pm Hawthorne		
24	25	26	27	28	29	
		Free Resources for Business Start-Ups (FREE) 9am-10:30am Inglewood		State Wage Hour Payroll Tax (FREE) 9am-2:30pm Carson		
				NXLevel 4 6pm-9pm QuickBks 4 6pm-9pm PRD (FREE) 6pm-9pm Hawthorne		

WORKSHOP CALENDAR 4

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
2	3	4	5	6	7	8
	How to Do Business with the State of California (FREE) 1pm-4pm Hawthorne	CCCP Business Law & Workers Comp (FREE) 9am-12pm CCCP EEO & Affirm Action (FREE) 1pm-4pm Hawthorne	CCCP Davis Bacon Act & Wage Rates (FREE) 9am-12pm Hawthorne	NXlevel 5 6pm-9pm Hawthorne		
9	10	11	12	13	14	15
		Responding to RFPs (FREE) 9am-12pm Hawthorne	How to Buy a Biz or a Franchise (FREE) 6pm-8pm How to Write a Biz Plan (En Español) 6pm-9pm Mktg on a Shoestring Budget 6pm-9pm Hawthorne	NXlevel 6 6pm-9pm Hawthorne		
16	17	18	19	20	21	22
		How to Write a Business Plan 6pm-9pm Compton		Fed/State Basic Payroll Tax (FREE) 9am-3pm Carson		How to Start a Successful Business 9am-12pm Hawthorne
23/30	24/31	25	26	27	28	29
		How to Conduct Market Research (FREE) 9am-10:30am Inglewood		NXlevel 7 6pm-9pm Hawthorne		
				NXlevel 8 6pm-9pm Central Contractor Registration (FREE) 6pm-9pm Hawthorne		

Sun 6	Mon 7	Tues 8	Wed 9	Thurs 10	Fri 11	Sat 12
Sun 13	Mon 14	Tues 15	Wed 16	Thurs 17	Fri 18	Sat 19
Sun 20	Mon 21	Tues 22	Wed 23	Thurs 24	Fri 25	Sat 26
Sun 27	Mon 28	Tues 29	Wed 30	Thurs	Fri	Sat

Apr 08

Sat 5

Fri 4

Thurs 3
NxLevel 9
6pm-9pm
Hawthorne

Wed 2
EVERY WEDNESDAY
Import/Export
Orientation (FREE)
1pm-4pm
Hawthorne

Tues 8
Grantwriting 101
(FREE) 9am-11am
Hawthorne

Mon 7

Sun 6

Sat 12

Fri 11

Thurs 10
NxLevel 10
6pm-9pm
Hawthorne

Wed 9
Entrepreneur
Assessment (En
Español) (FREE)
6pm-7:30pm
Biz Survival 6pm-9pm
How to Write a Biz Plan
6pm-9pm
Hawthorne

Tues 8
Grantwriting 101
(FREE) 9am-11am
Hawthorne

Mon 7

Sun 6

Sat 19
Increasing Sales with
Effective Marketing
9am-12pm Hawthorne

Fri 18

Thurs 17

Wed 16

Tues 15
Entrepreneur
Assessment (FREE)
9am-10:30am
Inglewood

Mon 14

Sun 13

Sat 26

Fri 25

Thurs 24
Overview of the
Certification Process
(FREE) 6pm-9pm
Hawthorne

Wed 23

Tues 22
Entrepreneur
Assessment (FREE)
6pm-7:30pm
Completion

Mon 21

Sun 20

Sat 27

Fri 26

Thurs 25

Wed 24

Tues 23

Mon 22

Sun 21

NEW! California Construction Contracting Program

The California Construction Contracting Program (CCCP) is a cost-free program designed to increase the number of Disadvantage Business Enterprises (DBE) that bid on Caltrans projects. This program is provided to DBEs through a partnership between the El Camino College Small Business Development Center and Caltrans.

The CCCP is designed to provide business/construction management assistance and training to certified disadvantaged businesses that focus on highway construction.

The CCCP will host the first of four orientation sessions on:

**Monday, January 14, 2008
3:00 p.m. - 5:00 p.m.
El Camino College Business
Training Center/SBDC
13430 Hawthorne Blvd.
Hawthorne, CA 90250**

The no-cost orientation session will provide a complete overview to those who qualify to be certified as disadvantaged business enterprises and stakeholders.

CCCP Training Programs

You are encouraged to attend and learn first-hand, from an expert team of training consultants, the Caltrans bid and RFP process utilizing Caltrans' *Construction Site Best Management Practices Manual*.

These course objectives are designed to provide attendees with the necessary understanding of the requirements and tools needed to successfully, navigate the bid and RFP process, as well as provide tips for partnering, winning and executing a strong management plan.

This is a FREE program that consists of five modules, 3 courses each, for a total of 15 different courses, all designed to assist business owners obtain Caltrans work.

Module 1 – Construction Contracts

Course 1
Prime & Subcontractor Relations
*Wednesday, January 9, 2008
9:00 a.m. - 12:00 p.m.*

Course 2
Submitting Winning Bids & Executing Them Successfully
*Wednesday, January 9, 2008
1:00 p.m. - 4:00 p.m.*

Course 3
Project Management & Construction Methods
*Thursday, January 10, 2008
9:00 a.m. - 12:00 p.m.*

Attendees will understand:

- How to get the most out of pre-bid conferences
- How to market your company to get on a team
- How to network before and after the RFP process
- Prime and subcontractor issues and how to address them

Topics covered include:

- Pre-Bid Conferences (how to maximize)/Site Visits

Program information continued on page 7.

CCCP information continued from page 7.

- How to find a Prime/Marketing your firm

- Networking/Making the Pitch

- Key Agreements for Successful Subcontractors

Module 1 workshops will take place at the El Camino College Business Training Center, 13430 Hawthorne Blvd., Hawthorne, CA, 90250. Registration is required. Please call 310.973.3177 to reserve your seat.

Module 2 – Construction/ Business Law

Course 1
Business Law & Worker's Compensation
Tuesday, March 4, 2008
9:00 a.m. - 12:00 p.m.

Course 2
Equal Employment Opportunities & Affirmative Action
Tuesday, March 4, 2008
1:00 p.m. - 4:00 p.m.

Course 3
Davis Bacon & Wage Rates
Wednesday, March 5, 2008
9:00 a.m. - 12:00 p.m.

Module 3 – Accounting & Cash Flow

Course 1
Understanding Financial Statements
Wednesday, May 7, 2008
9:00 a.m. - 12:00 p.m.

Course 2
Cash Flow Management
Wednesday, May 7, 2008
1:00 p.m. - 4:00 p.m.

Course 3
Growing Capital
Thursday, May 8, 2008
9:00 a.m. - 12:00 p.m.

Module 4 – Business Management, Plans & Marketing

Course 1
Business & Marketing Plans
Wednesday, July 9, 2008
9:00 a.m. - 12:00 p.m.

Course 2
Proposal Development & Administration
Wednesday, July 9, 2008
1:00 p.m. - 4:00 p.m.

Course 3
Business Management
Thursday, July 10, 2008
9:00 a.m. - 12:00 p.m.

Module 5-Business Connections

Course 1
Focus on A&E & Professional Services
Monday, August 18, 2008
9:00 a.m. - 12:00 p.m.

Course 2
DBE Certification
Monday, August 18, 2008
1:00 p.m. - 4:00 p.m.

Course 3
Pre/Post Award Accounting
Tuesday, August 19, 2008
9:00 a.m. - 12:00 p.m.

Location for modules 2-5 is to be determined. Watch for information including course descriptions at www.SouthBaySBDC.org. Information on CCCP is also available at www.buildcalifornia.org.

Construction management and business management counseling services are available at no cost to you. Please call the ECC SBDC at 310.973.3177 for more information and to schedule an appointment.

New! NxLevel Entrepreneur Training Program for Start-Ups

If you're interested in starting a business, the 10-week NxLevel Entrepreneur Training Program can help you get off to the right start. To give you an idea of the effectiveness of NxLevel training, a survey conducted by the University of Calgary shows that 40 percent of participants start a business within one year after completing the course. Another 20 percent continue to work on developing their business concept. When surveyed after three years, over 93 percent of the businesses were still in operation, whereas the national average was a mere 16.5 percent for the same time period. The majority of the NxLevel participants use the business plan created in the course to obtain financing for their business.

Since 1996, over 80,000 students have participated in NxLevel training. Over 2,000 trainings have been implemented in over 47 states and 600 communities.

Session One - Introduction: Are You Entrepreneurial Material?

Gain an understanding of the importance of business planning, and assess personal and business aptitude.

Thursday, 6:00 p.m. - 9:00 p.m.
February 7, 2008

NxLevel classes will be held at:
El Camino College
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

Session Two - Developing Your Business Concept

Identify sources of ideas for business opportunities, and begin to develop concrete business concepts through mission statement and goals.

Thursday, 6:00 p.m. - 9:00 p.m.
February 14, 2008

Session Three - Business Start-up Options 1 & Marketing Research

Explore business entry options, gain an understanding of research tools, begin industry research.

Thursday, 6:00 p.m. - 9:00 p.m.
February 21, 2008

Session Four - Business Start-up Options 2

Continue exploring business entry options, develop product/services description for the selected businesses.

Thursday, 6:00 p.m. - 9:00 p.m.
February 28, 2008

Session Five - Business Fundamentals

Evaluate legal structures of business, determine ways to minimize asset risk, identify management and employee relations strategies necessary for business success.

Thursday, 6:00 p.m. - 9:00 p.m.
March 6, 2008

Session Six - Testing The Idea: Market Research & Analysis

Learn key concepts, terms, and "how-to's" of marketing.

Thursday, 6:00 p.m. - 9:00 p.m.
March 13, 2008

Program information continued on page 17.

El Camino College SBDC Plans Exciting New Programs

In addition to the California Construction Contracting Program (described on page 6), the El Camino College SBDC (ECC SBDC) plans to offer four new programs:

■ Coming Early Spring 2008: The Youth Entrepreneurs Project!

This program is designed to teach entrepreneurial skills and techniques to youth (14-17) and young adults (18-27). Its purpose is to replace the misconceptions of vocational education and blue-collar jobs with increased awareness and aspirations to self-employment as a legitimate lifetime career path that can provide reliable living wages.

■ Starting in April! The Los Angeles Business Assistance Program (LABAP)

The ECC SBDC was recently awarded the LABAP program by the City of Los Angeles. In collaboration with Brotherhood Crusade, Los Angeles Urban League, Los Angeles Local Development Corporation, Operation Hope, and the West Los Angeles Community Development Corporation, the ECC SBDC will deliver technical assistance to individuals seeking to start a new business (entrepreneurs) and those business owners operating existing businesses who are looking to increase internal capabilities to match opportunities in the markets in which they operate (microenterprises). Service will be delivered through quality training certificate programs and individual workshops as well as one-on-one customized counseling sessions.

For more information on the above programs, please call 310.973.3711 during business hours.

■ Small Business Mentor Protégé Program

The ECC SBDC will implement a Small Business Mentor Protégé Program in the cities of Carson and Compton in 2008. The purpose of the program is to help the cities increase the economic viability of their small business communities. The program includes:

Onsite one-on-one confidential counseling, by appointment, for entrepreneurs seeking to start businesses, and existing business owners.

One NxLevel training certificate module for potential and existing business owners to increase their business acumen and creating a business plan.

One conference each on financial awareness/small business solutions and procurement and contracting for small business.

Twelve or more workshops on various business topics such as Access to Capital, Contracting 101, E-Mail Marketing, How to Start a Successful Business, How to Write a Business Plan, and Legal Structure.

Joint marketing of the program through targeted media channels and materials provided by the ECC SBDC.

■ Business Survival: Avoiding Common Mistakes-\$20

Learn how you can avoid the common mistakes that many business owners make. From a financial perspective, learn how to manage cash flow, price your goods and services accordingly, and make sound procurement decisions. Learn what to consider when signing contracts and negotiating leases. Identify ways to limit liability through legal structure and insurance. This workshop is presented by an attorney who specializes in helping small businesses.

*Wednesday, 6:00 p.m. - 9:00 p.m.
January 16, 2008**

*Wednesday, 6:00 p.m. - 9:00 p.m.
April 9, 2008**

■ Central Contractor Registration System-FREE

The Central Contractor Registration (CCR) System is the primary gateway vendor and grantee database for the federal government. Both current and potential federal government vendors and grantees are required to register in CCR to receive federal contracts or grants. This workshop will walk you through the registration process. Workshop registration is required by February 28, 2008 in order to provide attendees enough time to complete CCR-related paperwork.

*Thursday, 6:00 p.m. - 9:00 p.m.
March 27, 2008**

**Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250*

■ Entrepreneur Assessment: Do You Have What it Takes to Start a Business?-FREE

If you're thinking of starting your own business, find out what it requires on a personal level before committing valuable time and resources. This session will focus on the personal characteristics that successful entrepreneurs possess, goal setting and strategies for goal attainment plus how to assess your capacity for executing your strategies.

*Tuesday, 9:00 a.m. - 10:30 a.m.
January 22, 2008*

April 15, 2008

Inglewood One-Stop

110 S. La Brea Avenue

Inglewood, CA 90301

Parking validation is not available.

*Tuesday, 6:00 p.m. - 7:30 p.m.
January 29, 2008*

April 22, 2008

Compton Worksource Center

700 North Bullis Road

Compton, CA 90221

En Español

Miercoles, Enero 16, 2008

Miercoles, Abril 9, 2008

6:00 p.m. - 7:30 p.m.

Business Training Center

13430 Hawthorne Blvd.

Hawthorne, CA 90250



■ Federal/State Basic Payroll Tax-FREE

Get information on federal and state payroll taxes in this educational seminar presented by EDD and a representative of the IRS. Learn how to withhold, pay and report employment taxes, and how to distinguish between an employee and an independent contractor.

Thursday, 9:00 a.m. - 3:00 p.m.
January 10, 2008
Carson Community Center Rm 107B
801 E. Carson St.
Carson, CA 90745

Thursday, 9:00 a.m. - 3:00 p.m.
March 20, 2008
Carson Community Center Rm 107B
801 E. Carson St.
Carson, CA 90745

Online registration along with information on additional payroll tax workshops, including those scheduled to be held at Business Training Center is available at: www.edd.ca.gov/taxsem/.

■ Forming the Right Legal Structure-\$20

One of the first decisions that you will have to make as a business owner is how your business should be structured. This decision will have long-term implications, so it's important that you select the form of ownership that is right for your business. Corporations, LLCs, and Limited Partnerships will be discussed. This workshop will be presented by an attorney who specializes in assisting small businesses.

Wednesday, 6:00 p.m. - 9:00 p.m.
February 13, 2008
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

■ Free Resources for Business Start-Ups-FREE

This workshop will cover where you can find free information to help get your business up and running

Tuesday, 9:00 a.m. - 10:30 a.m.
February 26, 2008
Inglewood One-Stop
110 S. La Brea Avenue
Inglewood, CA 90301
Parking validation is not available.

■ Government Contracting/RFP-FREE

Learn about the county and federal procurement process and how to prepare federal proposals in this two-part workshop.

Friday, January 25, 2008
Government Contracting 101
9:00 a.m. - 12:00 p.m.
Federal Government Proposal Prep
1:30 p.m. - 4:00 p.m.
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

Co-sponsored by the LA County Office of Small Business. Register online at www.laosb.org.

■ Government Subcontracting-FREE

This workshop covers the basics for prime contractors who are managing subcontracts; basics for subcontractors who are working with primes or managing other subcontractors. Discussion includes obtaining consent to subcontract, project management and controls, subcontract administration, marketing to prime contractors, common errors, and payment issues from the perspective of both primes and subs.

Tuesday, 9:00 a.m. - 12:00 p.m.
January 8, 2008
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

■ Grantwriting 101-FREE

This workshop provides an overview of how to write a grant. Topics include how and where to start, funding sources, defining needs, goals and objectives, how to develop a budget, and the importance of follow-up and asking for feedback.

Tuesday, 9:00 a.m. - 11:00 a.m.
April 8, 2008
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

■ How to Buy a Business or a Franchise-FREE

Considering buying an existing business or a franchised business? Discover the advantages and disadvantages for both options as well as how to locate a viable business to purchase, how to thoroughly research the opportunity and the deciding factors on whether or not to make the purchase.

Wednesday, 6:00 p.m. - 8:00 p.m.
March 12, 2008
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

■ How to Conduct Market Research-FREE

Learn how to conduct market research inexpensively for your product or service. This workshop covers how to define your objectives to determine the appropriate type of research to use, working with vendors versus the do-it-yourself approach, and where to find information and resources.

Tuesday, 9:00 a.m. - 10:30 a.m.
March 25, 2008
Inglewood One-Stop
110 S. La Brea Avenue
Inglewood, CA 90301
Parking validation is not available.

■ How to Do Business with the State of California-FREE

Learn how you can increase your sales by contracting with the State of California. Topics include contracting opportunities available with the State, how to find government contracts quickly and easily, and the benefits of getting your small business "certified."

Monday, 1:00 p.m. - 4:00 p.m.
March 3, 2008
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

■ How to Start a Successful Business-\$20

This workshop will take you through all the steps that are essential in starting a small business. Learn what it takes to be an entrepreneur, tax and license requirements, what is needed to secure funding and general qualifying criteria. You will also learn how to structure a business plan, which is critical in starting a small business. It is also essential in obtaining a loan. Learn everything you need to start a small business in this information-packed session!

Wednesday, 6:00 p.m. - 9:00 p.m.
January 16, 2008*

Tuesday, 6:00 p.m. - 9:00 p.m.
February 19, 2008
Compton Worksource Center
700 North Bullis Road
Compton, CA 90221

Saturday, 9:00 a.m. - 12:00 p.m.
March 22, 2008*

En Español
Miercoles, Febrero 13, 2008*
6:00 p.m. - 9:00 p.m.

*Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

■ How to Write a Business Plan-\$20

A business plan provides a working document that gives structure to your business, describes the products or services and provides an analysis of economic viability. Often required by lending institutions, it is especially important for business owners who seek funding. The workshop covers how a business plan is structured and the information required.

Wednesday, 6:00 p.m. - 9:00 p.m.
February 13, 2008*
April 9, 2008*

En Español
Miercoles, Marzo 12, 2008*
6:00 p.m. - 9:00 p.m.

*Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

Tuesday, 6:00 p.m. - 9:00 p.m.
March 18, 2008
Compton Worksource Center
700 North Bullis Road
Compton, CA 90221

■ Increasing Sales with Effective Marketing-\$20

A marketing plan is essential to growing your business. Get an overview of basic marketing principles including how to develop an annual marketing plan with realistic goals, how to expand your business using cost-effective marketing methods, how to use customer incentives to retain business and how to use networking to expand your business.

Saturday, 9:00 a.m. - 12:00 p.m.
April 19, 2008
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

■ Marketing on a Shoestring Budget-\$20

Learn the secret to creating a high-impact marketing plan with a limited budget. This workshop will show you how to develop a marketing plan. You will also gain insight into how to use low-budget marketing to get your message out to your customers on a regular basis while you sit back and watch sales revenue grow!

Wednesday, 6:00 p.m. - 9:00 p.m.
March 12, 2008
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

■ Overview of the Certification Process for Small Businesses-FREE

This workshop covers the certification process and programs including the Small Disadvantaged Business (SDB) and 8(a) programs. Learn how to get certified, the advantages of certification, and a review of the application form. The 8(a) section reviews the certification timeline, how 8(a) contracts operate, timeline and stages of program participation, and exit requirements.

Thursday, 6:00 p.m. - 9:00 p.m.
January 24, 2008
April 24, 2008
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA, 90250



■ PDR (Propose, Debrief and Repeat-Government Contract Acquisition)-FREE

This workshop covers successful techniques for government contract acquisition. You will learn how to identify and implement a process for winning state, local and federal contracts; establish a methodology for competitive sustainability; establish and replicate your company's first standard operating procedures; establish and implement position descriptions, evaluations, awards, and reward systems, and implement bottom-up management and top down leadership concepts.

Thursday, 6:00 p.m. - 9:00 p.m.
February 28, 2008
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

QuickBooks Workshop Series

Learn what you need to know to use QuickBooks effectively for your business. Workshop consists of a two-hour presentation and a one-hour hands-on exercise. Take one or all the workshops based on your needs. Sign-up for all four workshops for \$100 and save \$20!

■ Introduction to QuickBooks-\$30

Basic set-up functions and how the process affects your business will be discussed. Setting up accounts, customers, vendors, general preferences along with navigating through QuickBooks will be illustrated.

Thursday, 6:00 p.m. - 9:00 p.m.
February 7, 2008
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

■ QuickBooks Level 2-\$30

Learn how to invoice customers and pay vendors. Topics include how to create a sales invoice, receive a customer payment, create a purchase order and how to pay a vendor.

Thursday, 6:00 p.m. - 9:00 p.m.
February 14, 2008
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

■ QuickBooks Level 3-\$30

Learn how to track inventory, manage bank accounts and make payroll decisions. Topics include tracking inventory items, adjusting physical counts, reconciling the bank account, and setting up the payroll function.

Thursday, 6:00 p.m. - 9:00 p.m.
February 21, 2008
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

■ QuickBooks Level 4-\$30

Learn how to prepare business reports. Topics include journal entries, general ledger, preparing financial statements, and budgeting.

Thursday, 6:00 p.m. - 9:00 p.m.
February 28, 2008
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

Each workshop consists of a two-hour presentation and a one-hour hands-on exercise. Workshop limited to 16 attendees.

A certificate of completion will be awarded upon attendance of all four workshops.

■ Responding to Requests for Proposals (RFP)-FREE

Learn how to review and respond to government proposal requests, develop the scope of work, understand the key elements of the proposal and how to present each section.

Tuesday, 9:00 a.m. - 12:00 p.m.
March 11, 2008

Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250

The RFP workshop is co-sponsored by the Federal Technology Center. Please register online at: www.theftc.org.

■ Introduction to Small Business Innovation Research (SBIR) Program & Technology Transfer Program (STTR) (FREE)

This workshop provides an overview of the SBIR/STTR programs, including the type of grants and amounts of funding available, eligibility and application procedures, available resources and suggestions for preparing proposals.

SBIR is a highly competitive program that encourages small business to explore their technological potential and provides the incentive to profit from its commercialization. STTR is an important small business program that expands funding opportunities in the federal innovation research and development arena. SBIR/STTR programs foster the innovation necessary to meet the nation's scientific and technological challenges in the 21st century.

Thursday, 7:00 p.m. - 9:00 p.m.
February 21, 2008

Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250



■ State Basic Payroll Tax-FREE*

Learn how and when to report state payroll taxes; the basics of how to distinguish between employees and independent contractors; independent contractor reporting requirements; and how to get help with your payroll issues.

Thursday, 9:00 a.m. - 12:30 p.m.
February 7, 2008

Carson Community Center Rm 107B
801 E. Carson St.
Carson, CA 90745

■ State Wage, Hour, and Payroll Tax-FREE*

Learn about recordkeeping, reporting and payment requirements and employer obligations; common wage and hour law application; employer and employee rights and responsibilities; and the basics of how to distinguish between employees and independent contractors.

Thursday, 9:00 a.m. - 2:30 p.m.
February 28, 2008

Carson Community Center Rm 107B
801 E. Carson St.
Carson, CA 90745

Presented by EDD and the Division of Labor Standards Enforcement.

*Online registration along with information on additional payroll tax workshops, including those scheduled to be held at Business Training Center is available at: www.edd.ca.gov/taxsem/.

Import Seminar Series

This workshop series will teach you how to expand your markets and take your business to a profitable new dimension in today's global economy. Workshops include:

- *Fundamentals of Import*
- *Import Regulations, Customs Clearance and Product Labeling*
- *Importing Products from China and Mexico*
- *Marketing Your Product in the USA*

The import workshops are \$45 each and are held at the Business Training Center, 13430 Hawthorne Blvd., Hawthorne, CA, 90250.

Call the CITD at 310.973.3173 for more information including workshop dates and to register. Seating is limited.

Export Seminar Series

The CITD in conjunction with the Los Angeles Chamber of Commerce offers an export seminar series on topics such as:

- *Developing & Expanding Export Markets*
- *Internet Resources for Exporters*
- *International Matchmaking*
- *Getting Paid for Export Sales*
- *Legal Do's and Don'ts for Exporters*
- *Freight and Logistics-Delivering Export Goods*

The series is held at the LA Chamber of Commerce, 350 South Bixel Street, Los Angeles, CA, 90017. Certification is awarded for classes taken as an entire series.

Classes are \$55 each or \$375 for the series. Call 310.973.3173 for more information.

The Center for International Trade Development (CITD) is a full-service trade assistance center. Funded by the Chancellor's Office of the State of California, it's one of 14 CITDs throughout California created to promote the state's international trade and competitiveness, assist exporters and importers, and advance economic and job growth. Assistance includes:

Exporting/Importing Basics Orientation-FREE*

Alternating orientation sessions are held each week on Wednesdays, 1:00 p.m. - 4:00 p.m. at the Business Training Center, 13430 Hawthorne Blvd., Hawthorne, CA, 90250. Call 310.973.3173 for more information.

Low Cost Export/Import Workshops

Free Export-Import Consultation

Free Export Readiness Assessment

Customized Market Research/Marketing Plan

Free Listing in CITD Export-Import Directory

Trade Finance

\$\$\$\$ Export Enabler Program \$\$\$\$

A comprehensive turnkey program offering customized, hands-on assistance at every phase of your export development, from getting ready to getting paid. **Ask about our program designed for Aerospace manufacturers!**



<http://elcamino.citd.org>
E-mail: elcamino@citd.org
310.973.3173

The classes offered below are held in partnership with El Camino College Community Education & Professional Development and the SBDC. For information and to register, please call Community Education at 310.660.6460 or visit www.ECCCommunityEd.com. Classes are held at on the campus of El Camino College, 16007 Crenshaw Blvd., Torrance, CA 90506.

Additional classes, including College for Youth and convenient online courses are also available through Community Education.



■ NxLevel Training Continued from Page 8

Session Seven - Getting To The Market: Marketing Strategies

Develop marketing strategies, explore differences between marketing and advertising, and learn to attract potential customers.

Thursday, 6:00 p.m. - 9:00 p.m.
March 20, 2008

Session Eight - Understanding Budgets and Financials

Understand budgets/cash-flow projections and their use as a management tool, develop "break-even" scenarios, and understand balance sheets and profit and loss statements.

Thursday, 6:00 p.m. - 9:00 p.m.
March 27, 2008

**NxLevel Classes will be held at:
El Camino College
Business Training Center
13430 Hawthorne Blvd.
Hawthorne, CA 90250**

Supervision Series I

■ Introduction to Supervision- Course 1 of 3

■ Effective Communication for Supervisors/Mgrs-Course 2 of 3

■ Performance Management- Course 3 of 3

Cost: \$49 each or all three classes at the same time for \$129, plus \$10 material fee per session due to the instructor. No other discounts apply.

El Camino College also offers for credit classes in business and other related areas at www.elcamino.edu or call 310.532.3670.

The El Camino Community College District is committed to providing equal opportunity in which no person is subjected to discrimination on the basis of ethnic group identification, national origin, religion, age, sex, race, color, ancestry, sexual orientation, physical or mental disability, or retaliation.

Session Nine - Raising The Money

Evaluate financing options and determine which is best for you.

Thursday, 6:00 p.m. - 9:00 p.m.
April 3, 2008

Session Ten - Getting Started and Managing the Future

Decide if your business is feasible and take the next steps.

Thursday, 6:00 p.m. - 9:00 p.m.
April 10, 2008

Cost of the NxLevel program is \$199 and includes all materials. Cost may be tax deductible. Check with your tax professional. Registration with payment in full must be made three business days prior to the program start date. Checks are not accepted.

Refunds made prior to the program start date will be minus the cost of materials. No refunds will be given on or after the program start date.

The South Bay Workforce Investment Board, in cooperation with the South Bay Business and Career Centers, and the El Camino College Small Business Development Center, is sponsoring a series of business assistance workshops to help businesses in the South Bay. A public, nonprofit organization, the South Bay Workforce Investment Board funds five business and career centers in Inglewood, Hawthorne, Redondo Beach, Gardena, and Westchester. These career centers provide staffing and worker training assistance to area businesses. Each business assistance workshop will focus on a different business challenge and provide information on the staffing resources available at each South Bay Business and Career Center as well as information on workplace performance improvement funding opportunities.

Entrepreneur Assessment: Do You Have
What it Takes to Start a Business?

Tuesday, 9:00 a.m. - 10:30 a.m.
January 22, 2008, April 15, 2008

Free Resources for
Business Start-Ups

Tuesday, 9:00 a.m. - 10:30 a.m.
February 26, 2008

How to Conduct Market Research

Tuesday, 9:00 a.m. - 10:30 a.m.
March 25, 2008

The above workshops will be offered free of charge at the Inglewood One-Stop, 110 S. La Brea Avenue, Inglewood, CA 90301 (Parking validation is not provided). Pre-registration is required. Please call the El Camino College Small Business Development Center at 310.973.3177 for information and to register.



Rapid Response Services for Businesses

When a business has to lay off workers, both the employer and the employees face traumatic upheaval. The economic consequences may be widespread. To lessen the impact, the U.S. Department of Labor and your state and local officials have designed a system to help workers find new jobs or get training for new careers—the Rapid Response System.

Rapid Response assistance is triggered by a WARN notice and is designed to assist employers and their employees in the case of a layoff or facility closure. A Rapid Response Team including representatives from the South Bay Workforce Investment Board, its One-Stop Career Centers, and the California Employment Development Department (EDD), will work with company representatives and employees in advance of the layoff date to develop employment transition service plans. Rapid Response services and activities include informational briefings, workshops, on-site employee registration for training programs and Unemployment Insurance (U.I.) benefits, and links to community services.

Rapid Response assistance is provided by the South Bay Business Resource Network (the Network) as one of a variety of "Corporate Services." Some eligibility guidelines apply. For more information on Rapid Response or other Corporate Services provided by the Network, please contact the South Bay Workforce Investment Board at 310.970.7700 or call the Network at 310.970.7799.