



Small Business Development Center North San Diego County
1823 Mission Ave. Oceanside, CA. 92054

OVER THE LAST 10 YEARS THE SBDC HELPED SMALL BUSINESSES OBTAIN \$22 MILLION IN LOANS

By Lynn Pittman, Marketing Consultant, SBDC

Small businesses are the engine that drives our economy.

In 1999 the Small Business Development Center (SBDC), hosted by MiraCosta Community College, opened to the small business community. This year marks their tenth anniversary of helping San Diego small businesses succeed. During the past ten years, the dedicated staff and consultants of the SBDC have worked with 13,700 budding entrepreneurs and existing small businesses and helped them start, grow, expand their businesses and contribute to the economic growth of San Diego County. Over 95% of San Diego businesses are small businesses employing less than 20 people.

I first became associated with the SBDC when I started my business over four years ago. They walked me through the proper steps in starting my business. Then I started using their business counseling services to help my marketing and public relations business grow. They were instrumental in setting up my accounting system using QuickBooks, helping me with my business plan and staying current with the latest business trends. SBDC clients receive *free* business counseling and can participate in low/ no cost workshops. If you are an existing small business just call the SBDC to meet with a consultant who can assist you in meeting your business objectives.

I now am one of SBDC's consultants and I still use their counseling services. As an SBDC consultant, it gives me great pleasure to help small businesses with their marketing and public relations efforts. The SBDC provides small businesses a fresh perspective on their businesses and holds them accountable for achieving their objectives. All the consultants have business experience and are passionate about helping small businesses succeed.

"We have been working with the SBDC North San Diego County since the beginning. They helped us write our business plan, receive funding and open our doors in October of 2006. The SBDC's continued involvement as consultants, coaches, and advisors helps our business make great strides in growth allowing us to keep our doors wide open," says Sheree Tweddell, Vice President, E-World Recyclers and SBDC Client.

The SBDC provides, at no charge, counseling in the following areas: **Business Plan Development, Marketing Strategy and Planning, Advertising and Promotions, Financing, Manufacturing, Export/Import, Accounting/QuickBooks, E-Commerce, Government Contracting, Management, Human Resources, and Public Relations.** This is an excellent program that will help your business immensely. Having the opportunity to get ideas, solutions and information from top consultants is the key to keeping your business fresh and on the cutting edge.

In addition the SBDC sponsors an ongoing monthly workshop series, "How to Succeed in Business". Extremely knowledgeable consultants provide guidance on: *How to Start a Business, Business Taxes, QuickBooks, Business loans, Legal Issues, Human Resources, Internet Marketing, High Impact & Low Cost Marketing, How to Build a Business Plan and Market Research.* Reservations are required as seating is limited. Most workshops excluding *How to start a Business* and *QuickBooks* are provided at no cost. Below is a schedule and brief description of these workshops.

WORKSHOPS ARE HELD EVERY MONTH

SBDC June 2009 WORKSHOPS

Thursday, June 4, 10am-Noon Business Orientation - \$25.00: An SBDC business consultant provides the "nuts and bolts" information that you need to start a business from step one. This workshop covers franchising, financial planning, insurance, licenses, and permits. Takes place the first Thursday of the month

Thursday, June 4, 2pm-4pm Small Business Human Resources & Hiring: This workshop provides answers to questions and resources to help comply with employee laws. It covers step-by-step hiring, interviewing, personnel file compliance, common labor laws, employee retention, resources and more. Takes place the first Thursday of the month.

Tuesday, June 9 10am-Noon Business Lending: For new business startups, or existing businesses that could use financing. The SBDC brings together a group of lenders to provide you with financing options for your business. Learn what lenders want and need on an application, ensuring proper financing. Takes place the second Tuesday of the month.

Tuesday, June 9, 2pm-4pm Business Plan & Market Research: Learn how to write a successful business plan and navigate through market research. Participants will be able to outline their business idea, create a mission statement, identify the best markets and ways to promote the business, do a competition analysis, financial projections and more. Takes place the second Tuesday of the month.

Wednesday, June 10, 10am-Noon High Impact & Low Cost Marketing: This workshop will focus on creating and implementing a marketing plan, strategy and calendar. It will also cover low cost promotion ideas that yield high impact results.

Wednesday, June 10, 1pm-3pm Internet Marketing: Learn how to design and implement an on-line marketing program including: search engine optimization, paid search marketing, social media, E-mail marketing, blogs, podcasting and web analysis. Find out how to attract visitors to your web site and get them to increase their online purchasing. Takes place the second Wednesday of the month.

Thursday, June 11, 10am-Noon Small Business Legal Issues: This workshop is designed to provide information about starting and running a business from a legal point of view. Takes place the second Thursday of the month.

Thursday, June 11, 2pm-4pm Business Tax: This workshop provides information about business taxes including: deductions, payroll, state and federal requirements, setting up accounting systems and more. Takes place the second Thursday of the month.

All workshops are subject to change, please view current schedule at <http://sandiegosmallbiz.com>.

The SBDC is hosted by MiraCosta College and funded in part through a cooperative agreement with the U.S. Small Business Administration and by the California Community Colleges Economic & Workforce Development Program. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or the Chancellor's Office of California Community Colleges.