

# Sierra Economic Development Corporation

530-823-4703 \*\*\* [www.sedcorp.biz](http://www.sedcorp.biz)

Non-profit lender to Businesses



## Classes aimed for Entrepreneurs and Small Businesses

February 2012	Date / Location	Time	Cost	Instructor
<b>How to Create an Effective Business Plan</b> - Do you want a simple yet effective business plan that will actually help you succeed in business? Discover the 6 key components you must have in your business plan and the 12 minute process to make your plan perfect!	(W) Feb 15 - Grass Valley (W) Feb 29 - Auburn	6pm-8pm	\$45	Machen MacDonald, ProBrilliance Leadership Institute
<b>How to Start A Business</b> - Minimize your risks and walk through the steps in the business start-up process. Learn of the many resources available to you - many are free!	(T) Feb 7 - Grass Valley (T) Feb 21 - Auburn	6pm-8pm 12:00-1:30	\$45 \$35	Brent Smith, SEDCorp
<b>Internet Marketing - Beginner</b> - Learn how to get top rankings on Google, how to access free tools, pick the right keywords for your business and market locally.	(W) Feb 15 - Auburn	6pm-8:30pm	\$55	Coryon Redd, batteries4less.com
<b>Internet Marketing - Intermediate</b> - Learn how to set up an adwords account to bid on keywords on Google. A few basics will make sure it is money well spent. The class also covers many strategies to building inbound links to your website - An absolute must for good ranking on Google!	(W) Feb 22 - Auburn	6pm-8:30pm	\$55	Coryon Redd, batteries4less.com
<b>QuickBooks - Setup</b> - You will receive hands-on training setting up a new QuickBooks Company File, Chart of Accounts, Items, Customers, and Vendors. Learn ways setup can simplify data entry and help you track the information you need to run your business.	(Sat) Feb 11 - Auburn (Sat) Feb 25 - Placerville	9am-12pm	\$55 *	Christa Peterson, ProData Resources
<b>QuickBooks - Data Entry</b> - You will receive hands-on training entering daily data entry using forms, reconciling accounts and customizing forms and reports. (It is recommended that the setup class is taken before this class)	(Sat) Feb 11 - Auburn (Sat) Feb 25 - Placerville	1pm-4pm	\$55 *	Christa Peterson, ProData Resources
<b>Show Me The \$ Money \$</b> - Explore the various resources to finance your business. Yes, there is financing for start-ups. Can you name 16 sources of funding your small business? We can.	(Th) Feb 2 - Grass Valley (Th) Feb 16 - Auburn	6pm-8pm 12-1:30pm	\$45 \$35	Brent Smith, SEDCorp
<b>Social Media Marketing 101</b> - Overview and introduction to social media - Learn the power of online marketing with social networking platforms, blogging, e-newsletters, webinars and podcasting. Learn the basics of Facebook and Twitter.	(Th) Feb 9 - Placerville (Th) Feb 23 - Auburn	6pm-8pm	FREE \$45	Debi Carpadus, Bright Hope Designs
<b>Stress Relief You Can Tap Into</b> - This interactive workshop will teach you Emotional Freedom Technique (EFT), a simple and effective technique that teaches you how to tap on acupoints to relieve stress and learn a powerful self-help strategy.	(W) Feb 8 - Auburn	1:00-2:30pm	\$40	Rosemary Manning, Tahoe Health Touch

<p><b>Survival Tools to Manage Your Business</b>  <b>Finances</b> - This workshop covers accounting transactions, financial forecasting, break-even analysis and cash flow projections. CASH IS KING!</p>	<p>(W) Feb 1 - Auburn  (W) Feb 29 - Placerville</p>	<p>6pm-8pm</p>	<p>\$30</p>	<p>Dave McDougall  Independent Consultant</p>
<p><b>Thinking of Selling Your Business?</b> This course will provide a comprehensive list of issues and activities that should be addressed as you consider this life changing event. Avoid potential mistakes!</p>	<p>(Th) Feb 9 - Auburn  (Th) Feb 23 - Placerville</p>	<p>6pm-8pm</p>	<p>\$45</p>	<p>David Frazier  B2B CFO</p>
<p><b>Website Options</b> - Are you a small business owner looking to establish a web presence? Would you like to develop a website on your own and don't know where to start? Learn the crucial elements to a website that most "do-it-yourselfers" (and even many "professional" designers) leave out!</p>	<p>(W) Feb 1 - Grass Valley  (W) Feb 15 - Placerville</p>	<p>6pm-8pm</p>	<p>\$45  FREE</p>	<p>Debi Carpadus,  Bright Hope Designs</p>

If you would like to sign up for a workshop you can either call **530-823-4703** or email **info@sedcorp.biz**.  
Must pay in advance by check or credit card.  
*If you decide to cancel your attendance, 24 hours' notice is required to receive refund, minus \$10.00 administrative fee.*

*\* Take both QuickBooks classes for \$105.00 and save \$5.00.*

*Do you need a business loan? SEDCorp is a nonprofit lender to small businesses. We offer loans from \$1,000 to \$150,000 to assist the small businesses in our nine-county area.*  
**Give Kelley or Colleen a call in the Loan Department to prequalify over the phone! 530-823-4703**