



# DECEMBER

## SANTA ANA DISTRICT OFFICE EVENTS CALENDAR

200 W. Santa Ana Blvd., Suite 700, Santa Ana, CA 92701 (714) 550-7420  
 SBA District Website: [www.sba.gov/ca/santa](http://www.sba.gov/ca/santa)  
 Serving Orange, Riverside, and San Bernardino Counties

<u>DATE/TIME</u>	<u>SUBJECT</u>	<u>FEE</u>	<u>LOCATION</u>	<u>CONTACT NUMBER</u>
Saturday, 12/01/2012 10 am to 12:30 pm Pre-registration <b>REQUIRED</b>	<b>It All Starts With a Dream</b> – <i>In this workshop, participants will learn to realize what their deepest dreams are, how to realize these dreams and turn them into tangible goals.</i>	\$10	Coachella Valley Women's Business Center 77-806 Flora Road, Suite A Palm Desert, CA 92211	Coachella Valley WBC Kim Scanlan Training Coordinator 760-345-9200 <a href="mailto:Kscanlan@cvwbc.org">Kscanlan@cvwbc.org</a> <a href="http://www.cvwbc.org">www.cvwbc.org</a>
Tuesday, 12/04/2012 9 am to 11 am Pre-registration Recommended	<b>High Impact Leadership</b> <i>Presented by Fredericks Benefits, hosted by the Inland Empire Small Business Development Center</i>	FREE	University of Redlands (Riverside Satellite), Room 3 3610 Central Avenue, Suite 101 Riverside, CA, 92506	Inland Empire SBDC (909) 983-5005 Register online at <a href="http://www.iesmallbusiness.com">www.iesmallbusiness.com</a>

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Tuesday, 12/04/2012 9 am to 12 Noon Pre-registration Recommended	<b>Demystifying Financial Statements</b>	\$30 if register online by 12/03 \$40 at the door (cash or check only)	National University 3390 Harbor Blvd. Costa Mesa, CA 92626	SCORE Orange County 714-550-7369 <a href="http://www.SCORE114.org">www.SCORE114.org</a>
Tuesday, 12/04/2012 6 pm to 7:30 pm Pre-registration Recommended	<b>Prepare to Launch: Information to Start a Business</b> - <i>You will learn five secrets to make the journey easier and the steps required to start a successful business, presented by the Inland Empire Women's Business Center</i>	<b>FREE</b>	Colony High Branch Library 3850 East Riverside Drive Ontario, CA 91764	Inland Empire WBC 909-890-1242 Register online at <a href="http://www.iewbc.org">www.iewbc.org</a>
Wednesday, 12/05/12 10 am to 12 Noon Pre-registration Recommended	<b>Marketing Outside of the Box</b> <i>You will learn marketing and advertising techniques that cost little or no money that you can start using today to gain new customers</i>	\$20 if register online by 12/04 \$25 at the door	Inland Empire Women's Business Center 202 East Airport Drive, Suite 100 San Bernardino, CA 92408	Inland Empire WBC 909-890-1242 Register online at <a href="http://www.iewbc.org">www.iewbc.org</a>
Wednesday, 12/05/2012 6 pm to 8 pm Pre-registration Recommended	<b>The ABC's of Starting Your Own Business</b> – <i>A workshop to help pre-venture entrepreneurs determine the feasibility of their small business idea in the current market, presented by the Inland Empire Women's Business Center</i>	\$10 if register online by 12/04 \$15 at the door; Free for Corona Residents with ID	Corona City Hall Multipurpose Room 400 South Vicentia Avenue Corona, CA 92882	Inland Empire WBC 909-890-1242 Register online at <a href="http://www.iewbc.org">www.iewbc.org</a>
Wednesday, 12/05/2012 6 pm to 8:30 pm Pre-registration <b>REQUIRED</b>	<b>Learn from an Accounting Expert: How to Add \$\$\$\$ to Your Bottom Line</b>	\$25	Coachella Valley SCORE Whitewater Building 43-100 Cook Street Palm Desert, CA 92211	Coachella Valley SCORE 760-773-6507 <a href="http://www.scorecv.org">www.scorecv.org</a>

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Thursday, 12/06/2012 9 am to 11 am Pre-registration Recommended	<b>Insure &amp; Protect Your Business</b> – <i>Sponsored by Inland Empire Small Business Development Center, hosted by the Riverside County Workforce Development Department</i>	\$20	Riverside Workforce Development Center 1325 Spruce Street Riverside, CA 92507	Inland Empire SBDC (909) 983-5005 Register online at <a href="http://www.iesmallbusiness.com">www.iesmallbusiness.com</a>
Thursday, 12/06/2012 5:30 pm to 7:30 pm Pre-registration <b>REQUIRED</b>	<b>Culinary Entrepreneurs Networking Event</b> – <i>In collaboration with the Share Kitchen, the Coachella Valley's new and innovative offering to the culinary entrepreneurs of the valley, we present our annual networking event. Enjoy conversation, light appetizers, and meet new networking partners.</i>	\$10	ShareKitchen 68805 East Palm Canyon Drive Cathedral City, CA 92234	Coachella Valley WBC Kim Scanlan Training Coordinator 760-345-9200 <a href="mailto:Kscanlan@cvwbc.org">Kscanlan@cvwbc.org</a> <a href="http://www.cvwbc.org">www.cvwbc.org</a>
Thursday, 12/06/2012 5:30 pm to 8:45 pm Pre-registration Recommended	<b>Align Social Media and Internet Marketing To Drive Business Objectives</b> <i>Presented by Orange County SCORE</i>	<b>FREE</b>	Irvine Public Library Heritage Park Regional Branch 14361 Yale Avenue Irvine, CA 92604	SCORE Orange County 714-550-7369 <a href="http://www.SCORE114.org">www.SCORE114.org</a>
Friday, 12/07/2012 10 am to 11 am Pre-registration <b>REQUIRED</b>	<b>Social Media Webinar</b> – <i>In this webinar, the basics of social media will be explored. Get an overview of how social media can help you to market your business, and learn that it isn't that difficult here in the 21<sup>st</sup> century.</i>	\$10	Virtual Online Webinar	Coachella Valley WBC Kim Scanlan Training Coordinator 760-345-9200 <a href="mailto:Kscanlan@cvwbc.org">Kscanlan@cvwbc.org</a> <a href="http://www.cvwbc.org">www.cvwbc.org</a>
Monday, 12/10/2012 6 pm to 8 pm Pre-registration Recommended	<b>How to Read and Understand Your Financial Statements</b> <i>Participants will learn how to evaluate and efficiently manage business finance.</i>	\$20 if register online by 12/09 \$25 at the door	Inland Empire Women's Business Center 202 East Airport Drive, Suite 100 San Bernardino, CA 92408	Inland Empire WBC 909-890-1242 Register online at <a href="http://www.iewbc.org">www.iewbc.org</a>

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Monday, 12/10/2012 6 pm to 9 pm Pre-registration Recommended	<b>Selling Techniques that Work</b> <i>Presented by Orange County SCORE</i>	<b>FREE</b>	Fullerton Public Library 353 West Commonwealth Avenue Fullerton, CA 92832	SCORE Orange County 714-550-7369 <a href="http://www.SCORE114.org">www.SCORE114.org</a>
Tuesday, 12/11/2012 9 am to 12 Noon Pre-registration Recommended	<b>Tom Patty &amp; John Pietro Tell You Everything You Need To Know About Marketing Without Money</b> - <i>Presented by Orange County SCORE</i>	\$30 if register online by 12/10 \$40 at the door (cash or check only)	National University 3390 Harbor Blvd. Costa Mesa, CA 92626	SCORE Orange County 714-550-7369 <a href="http://www.SCORE114.org">www.SCORE114.org</a>
Tuesday, 12/11/2012 2:30 pm to 4:30 pm Pre-Registration <b>REQUIRED</b>	<b>Small Business Orientation Workshop</b>	\$10	Rancho Santiago Community College District Center 2323 North Broadway, Room 114 Santa Ana, CA 92706	Orange County SBDC Elizabeth Arteaga 714-564-5200 <a href="mailto:arteaga_elizabeth@rsccd.edu">arteaga_elizabeth@rsccd.edu</a> <a href="http://www.ocsbdc.org">www.ocsbdc.org</a>
Tuesday, 12/11/2012 6 pm to 8 pm Pre-registration Recommended	<b>How to Start Your Small Business</b> – <i>Presented by the Inland Empire Small Business Development Center, sponsored by the City of Chino</i>	<b>FREE</b>	Carolyn Owens Community Center 13201 Central Avenue Chino, CA 91730	Inland Empire SBDC (909) 983-5005 Register online at <a href="http://www.iesmallbusiness.com">www.iesmallbusiness.com</a>
Tuesday, 12/11/2012 6 pm to 8:45 pm Pre-registration Recommended	<b>Building a Consulting Business</b> - <i>Presented by Orange County SCORE</i>	<b>FREE</b>	Rancho Santa Margarita Orange County Public Library 30902 La Promesa Rancho Santa Margarita , CA 92688	SCORE Orange County 714-550-7369 <a href="http://www.SCORE114.org">www.SCORE114.org</a>
Wednesday, 12/12/2012 9 am to 11 am Pre-registration Recommended	<b>Marketing for a Small Business</b> – <i>Presented by Inland Empire SCORE</i>	\$10 if register online by 12/11 \$20 at door	Redlands City Hall 35 Cajon Street Redlands, CA 92373	City of Redlands 909-798-7629 Register online at <a href="http://www.inlandempire.score.org">www.inlandempire.score.org</a>

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Wednesday, 12/12/2012 6 pm to 8 pm Pre-registration Recommended	<b>Understanding Your Financials</b> - <i>Presented by the Inland Empire Small Business Development Center, hosted by the Inland Empire Women's Business Center</i>	FREE	Inland Empire Women's Business Center 202 East Airport Drive, Suite 100 San Bernardino, CA 92408	Inland Empire WBC 909-890-1242 Register online at <a href="http://www.iewbc.org">www.iewbc.org</a>
Thursday, 12/13/2012 9 am to 11 am Pre-registration Recommended	<b>Managing the Different Generations of Today's Workplace</b> – <i>Presented by Fredericks Benefits, hosted by the Inland Empire Small Business Development Center</i>	FREE	West End Employment Resource Center 9650 9 <sup>th</sup> Street, Suite A Rancho Cucamonga, CA 91729	Inland Empire SBDC (909) 983-5005 Register online at <a href="http://www.iesmallbusiness.com">www.iesmallbusiness.com</a>
Thursday, 12/13/2012 11:30 am to 1:30 pm Pre-registration <b>REQUIRED</b>	<b>Strategic Growth Series: Developing Communications Program for Your Technology Startup</b>	\$25 for non-members FREE for members	TechSpace (Huntington 3) 65 Enterprise Aliso Viejo, CA 92656	OCTANe 949-330-6569 <a href="mailto:info@OCTANeoc.org">info@OCTANeoc.org</a> <a href="http://www.octaneoc.org">www.octaneoc.org</a>
Thursday, 12/13/2012 3 pm to 5 pm Pre-registration <b>REQUIRED</b>	<b>The ABC's of Starting Your Own Business</b> – <i>A workshop to help a pre-venture entrepreneur determine the feasibility of their small business idea in the current market. The discussion centers on business plan development, entity formation, managing risk, financial projections and funding opportunities.</i>	FREE	Indio Workforce Development Center 44199 Monroe Street Indio, CA 92201	Coachella Valley WBC Kim Scanlan Training Coordinator 760-345-9200 <a href="mailto:Kscanlan@cvwbc.org">Kscanlan@cvwbc.org</a> <a href="http://www.cvwbc.org">www.cvwbc.org</a>
Friday, 12/14/2012 9 am to 11 am Pre-registration Recommended	<b>Starting A New Business: What You Should Know and Do</b> – <i>Presented by Inland Empire SCORE</i>	FREE	Greater Corona Valley Chamber of Commerce 904 East Sixth Street Corona, CA 92879	Inland Empire SCORE 951-652-4390 Register online at <a href="http://www.inlandempire.score.org">www.inlandempire.score.org</a>

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Saturday, 12/15/2012 10 am to 12:30 pm Pre-registration <b>REQUIRED</b>	<b>It All Starts With a Dream – In this workshop, participants will learn to realize what their deepest dreams are, how to realize these dreams and turn them into tangible goals.</b>	\$10	Coachella Valley Women's Business Center 77-806 Flora Road, Suite A Palm Desert, CA 92211	Coachella Valley WBC Kim Scanlan Training Coordinator 760-345-9200 <a href="mailto:Kscanlan@cvwbc.org">Kscanlan@cvwbc.org</a> <a href="http://www.cvwbc.org">www.cvwbc.org</a>
Monday, 12/17/2012 6 pm to 9 pm Pre-registration Recommended	<b>Marketing &amp; Sales - Retail &amp; Wholesale Perspectives</b> <i>Presented by Orange County SCORE</i>	<b>FREE</b>	Los Alamitos Branch Orange County Public Library 12700 Montecito Seal Beach, CA 90740	SCORE Orange County 714-550-7369 <a href="http://www.SCORE114.org">www.SCORE114.org</a>
Tuesday, 12/18/2012 6 pm to 8:30 pm Pre-registration Recommended	<b>Build a Great Credit Score to Get That Loan! – Presented by Orange County SCORE</b>	\$30 if register online by 12/17 \$40 at the door (cash or check only)	Mission Viejo City Hall Saddleback Room 200 Civic Center Mission Viejo, CA 92691	SCORE Orange County 714-550-7369 <a href="http://www.SCORE114.org">www.SCORE114.org</a>
Tuesday 12/18/2012 6 pm to 8:45 pm Pre-registration Recommended	<b>Supercharge Your Facebook Marketing - Presented by Orange County SCORE</b>	<b>FREE</b>	Aliso Viejo Branch Orange County Public Library 1 Journey Aliso Viejo, CA 92656	SCORE Orange County 714-550-7369 <a href="http://www.SCORE114.org">www.SCORE114.org</a>
Tuesday, 12/18/2012 6 pm to 9 pm Pre-registration Recommended	<b>Selling Techniques that Work</b> <i>Presented by Orange County SCORE</i>	<b>FREE</b>	Fountain Valley Library 17635 Los Alamos Fountain Valley, CA 92708	SCORE Orange County 714-550-7369 <a href="http://www.SCORE114.org">www.SCORE114.org</a>
Friday, 12/21/2012 10 am to 11:30 am Pre-registration Recommended	<b>Prepare to Launch: Information to Start a Business - You will learn five secrets to make the journey easier and the steps required to start a successful business, presented by the Inland Empire Women's Business Center.</b>	<b>FREE</b>	Inland Empire Women's Business Center 202 East Airport Drive, Suite 100 San Bernardino, CA 92408	Inland Empire WBC 909-890-1242 Register online at <a href="http://www.iewbc.org">www.iewbc.org</a>

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## OTHER EVENTS

Wednesday, 12/12/2012  
8 am to 10:30 am  
Pre-registration  
**REQUIRED**

**Environmental Breakfast  
Seminar Series:  
“Environmental Auditing  
for Southern California  
Manufacturers:**

**FREE**  
\*Continental  
breakfast &  
parking  
included

Rancho Santiago Community  
College District  
2323 North Broadway, 1<sup>st</sup> Floor  
Santa Ana, CA 92706

Rancho Santiago CITD  
Alejandra L. Landa  
Business Services Coordinator  
714-564-5414  
[Landa\\_Alejandra@rsccd.edu](mailto:Landa_Alejandra@rsccd.edu)  
[www.RanchoSantiagoCITD.org](http://www.RanchoSantiagoCITD.org)

Friday, 12/14/2012  
9 am to 1 pm  
Pre-registration  
**REQUIRED**

**State Labor Law and  
Payroll Tax Seminar**  
*Presented by the  
Employment Development  
Department, hosted by the  
City of Mission Viejo*

**FREE**

City of Mission Viejo  
200 Civic Center  
Mission Viejo, CA 92691

City of Mission Viejo  
Karen Wylie  
949-470-8409  
[kwylie@cityofmissionviejo.org](mailto:kwylie@cityofmissionviejo.org)  
Register with the Employment  
Development Department at  
[www.edd.ca.gov](http://www.edd.ca.gov)

“The U.S. Small Business Administration plays a vital role in enabling America’s entrepreneurs to start, grow and succeed. Through our wide array of services - loan guarantees, assistance for small businesses in federal contracting, and business counseling – the SBA has helped millions of individuals start and grow their small businesses.” This is a quote from the District Director of the SBA Santa Ana District Office, Adalberto Quijada.

The Santa Ana District monthly Management Training Calendar is one of those services. This calendar provides information on co-sponsored business workshops, expos, and conferences provided by our Resource Partners, other government agencies, local government agencies, and business organizations in the counties of Orange, Riverside and San Bernardino. Events pertaining to the small business community from non-cosponsored events are listed in the section called Other Events.

Visit the Santa Ana District Office website at [www.sba.gov/ca/santa](http://www.sba.gov/ca/santa) or to see all that the SBA has to offer small businesses view the national website at [www.sba.gov](http://www.sba.gov). A list of U.S. Small Business Administration resources is on the next page.

**THE U.S. SMALL BUSINESS ADMINISTRATION SPONSORES THE FOLLOWING RESOURCES:**

**SCORE “Counselors To America’s Small Business”** - Provide FREE one-on-one counseling, monthly low-cost pre-business seminars, various workshops, and problem-solving assistance for those already in business.

**ORANGE COUNTY:** 714-550-7369, 200 West Santa Ana Blvd, Suite 700, Santa Ana 92701 – [www.score114.org](http://www.score114.org)

**SCORE Women’s Business Site:** [www.score.org/women](http://www.score.org/women)

**SCORE Women’s Business Blog:** <http://womensblog.score.org>

**COACHELLA VALLEY:** 760-773-6507, 43-100 Cook Street, Suite 104, Palm Desert 92511 – [www.scorecv.org](http://www.scorecv.org)

**RIVERSIDE COUNTY:** 951-652-4390 – 11801 Pierce Street, 2<sup>nd</sup> Floor, Riverside 92505 – [www.inlandempire.score.org](http://www.inlandempire.score.org)

**SAN BERNARDINO COUNTY:** Call your local Chamber of Commerce - [www.inlandempire.score.org](http://www.inlandempire.score.org) or [www.score114.org](http://www.score114.org)

**Small Business Development Centers (SBDC)** - Provide training, consulting, and technical assistance in all aspects of small business management. For further information, contact the SBDC in your area.

**INLAND EMPIRE:**

“New Location” 909-983-5005; 603 North Euclid, Ontario, 91762 – [www.iesmallbusiness.com](http://www.iesmallbusiness.com)

**COACHELLA VALLEY:** 760-340-1575; 3111 East Tahquitz Canyon Way, Palm Springs, 92262 – [www.cvsbdc.com](http://www.cvsbdc.com)

**HIGH DESERT:** 760-951-1592; 15490 Civic Drive, Suite 102, Victorville 92392 – [www.iesmallbusiness.com](http://www.iesmallbusiness.com)

**ORANGE COUNTY:** 714-564-5200; 2323 North Broadway, Suite 201, Santa Ana, 92706 – [www.ocsbdc.org](http://www.ocsbdc.org)

**LAUNCHPAD (OCTANe):** 949-330-6565; 65 Enterprise, Aliso Viejo, CA 92656 – [www.octaneoc.org](http://www.octaneoc.org)

**TRITECH (TECHNOLOGY):** 949-734-5635; 18552 MacArthur Blvd., Suite 208, Irvine, 92617 (HI-TECH/HI-GROWTH ONLY) “New Location”

“New Locations” 951-571-6480; 1650 Spruce Street, Suite 500, Riverside, 92507 - [www.tritechsbdc.org](http://www.tritechsbdc.org)

**Satellite Office:** 152 East Sixth Street, Corona, 92879 - [www.tritechsbdc.org](http://www.tritechsbdc.org)

(To schedule appointment at Corona Satellite Office use TriTech main Riverside telephone number)

**Women’s Business Center (WBC)** - Provides business counseling, workshops and mentoring events for start-up and existing women-owned businesses.

**I.E. W.B.C.:** 909-890-1242; 202 E. Airport Drive, Suite 100, San Bernardino, 92408 – [www.iewbc.org](http://www.iewbc.org)

**COACHELLA VALLEY:** 760-345-9200; 77-806 Flora Road, Suite C, Palm Desert, 92211 – [www.cvwbc.org](http://www.cvwbc.org)

**ORANGE COUNTY:** **Institute for Women Entrepreneurs:**  
714-480-7455; 2323 North Broadway, Suite 240, Santa Ana, 92706 – [www.ociwe.org](http://www.ociwe.org)

**U.S. Commercial Service** - Provides counseling, financing, and market information for new to export and ready to export companies through SCORE, SBA, and the Department of Commerce. For further information call 949-660-1688 – [www.trade.gov/cs](http://www.trade.gov/cs)

**On-Line Resources:**

**SBA’s Official Website** [www.sba.gov](http://www.sba.gov) — general information on SBA programs and services with links to local and outside resources. For the **Santa Ana District Office website:** [www.sba.gov/ca/santa](http://www.sba.gov/ca/santa)

**National SCORE Website** [www.score.org](http://www.score.org) — information on the SCORE organization and access to online counseling

**National SCORE Hispanic Website** [www.score.org/hispanic.html](http://www.score.org/hispanic.html) — information on the SCORE organization and access to online counseling in Spanish.

**SBA’s Official Web Site in Spanish** [www.sba.gov/español](http://www.sba.gov/español) – general information on SBA programs and other resources available for small businesses.

**Santa Ana District Small Business Resource Guide** [www.smallbusiness3.com](http://www.smallbusiness3.com) – Guide includes a brief summary of SBA programs and local contact numbers for resources.

All of SBA's programs and services are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance. Contact the U. S. Small Business Administration at 714-550-7420.