

Calendar of Events

May 8, 2024

Chamber of Commerce New Beginnings Fiesta

Colusa County Chamber of Commerce

2963 Davison Ct

Colusa, CA 95932

05:00 PM - 07:00 PM PST

We hope you can join us for the New Beginnings Fiesta. All members are invited to attend the first social of the season to meet, mingle, and learn what's new at your Chamber of Commerce. There have been some big changes and many new things are in the works. Starting with a new Executive Director, Jack Cunningham, we are working to bring a new level of service and benefit to the members.

There is a new online presence debuting soon. You can preview an entirely new online experience for members, the community and the many inquiries we get from around the country. It will also work to bring together all the corners of the county to promote our business communities. As a direct bonus for members, an all new online commerce center is also coming soon. This feature will give you the presence and capabilities online previously only available to larger businesses will become part of your membership. There are also exciting new value-added services and products for your business, programs to help you hire and retain employees, and access ongoing classes and training.

The office is now open Monday - Thursdays, 9:00 - 12:00, The telephone number is still (530) 458-5525, and you can always reach us by email at info@colusachamber.org. So mark the date on your calendar, we look forward to seeing you. Please RSVP to info@colusachamber.com by May 6th if you plan to attend or RSVP below. We want to thank Ben Goldman for sponsoring this event.

May 2, 2024
- May 23, 2024

Practical QuickBooks for New Users - 4-weeks, 2 hours per week Series

The Barrel Room

1566 Huntoon St.

Oroville, CA 95965

10:00 AM - 12:00 PM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

Accurate bookkeeping is critical to the success of any business. This QuickBooks Series is for entrepreneurs and business owners in the beginning stage of bookkeeping (i.e., planning, have not yet purchased their system, or have purchased but not using). The trainer will guide you through the basics of accounting from identifying the best QuickBooks version for your business, to setting up your system, managing accounts, and using financial reports to manage your day-to-day activities. This 4-weeks, 2 hours per week series includes 4 focus areas:

Week 1: Accounting Basics & Getting Started with QuickBooks - Training includes: Basics of accounting, identifying the QuickBooks version that is best for your business, and setting up your company and chart of accounts in QuickBooks.

Week 2: Setting up Items and Creating Forms - Training includes: Setting up items, using purchase orders, customizing invoices, and creating forms in QuickBooks.

Week 3: Accounts Receivable - Training includes: Setting up online bank feeds, creating estimates and invoices, sales receipts, receiving payments, and managing accounts payable reports.

Week 4: Accounts Payable, Banking Reconciliations, and Reports - Training includes: Accounts Payable, Bank Reconciliations, entering expenses and bills, paying bills, managing reports, Profit & Loss Statement, Balance Sheet, and more!

May 8, 2024
- May 29, 2024

Financial Management Series for Existing Businesses - 4 Weeks Series, 2 Hours Per Week Series

Butte College SBDC

2480 Notre Dame Blvd.,

Chico, CA 95928

08:30 AM - 10:30 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

This 4-weeks series is designed to teach you how to utilize your financial statements to better manage and understand your business operations, cash flow, and profitability. Focus includes: interpreting and understanding your financial statements (Profit & Loss, Balance Sheet) hands-on exercise and case study; identifying cash flow cycle and how it impacts your business; learning how to calculate and use financial ratios to troubleshoot fiscal dangers, and analyzing trends to improve business performance; using financial tools to make good business decisions for effective spending and break-even analysis; knowing how to think critically when looking at pricing and costs; and developing forecasts and budgetary tools and techniques to improve profit.

May 18, 2024

Our Lady of Lourdes School Crusader Classic Golf Tournament
Colusa Golf & Country Club
2224 CA-20
Colusa, CA 95932
8:00 Registration / 9:00 Shotgun Start
Sarah Keeley, (530) 301-4296
Saturday May 18 at the Colusa Golf and Country Club
8:00 Registration
9:00 Shotgun Start
Scramble Format

Festiviites include a Bloody Mary Bar, Light Breakfast, Tee Prizes. Lunch is provided by the Knights of Columbus. Tacos, Raffel and Awards.

May 18, 2024

Karen's House 6th Annual Golf Tournament Fundraiser
Arbuckle Golf Club
5918 Hillgate Road
Arbuckle, CA 95912
8:30 Registration / 9:30 Shotgun Start
Tootie, (530) 701-4310
Karen's House is looking for golf teams and sponsors for our 6th annual golf outing. The proceeds of this event benefit the first domestic violence program in Colusa County. You can look forward to a fun-filled day of events and great prizes. There is an 18 team limit and there are multiple sponsor levels available for support.

For more information contact Tootie and (530) 701-4310 and on the website, www.karensHouse.org

May 21, 2024

How to Get Funding to Start, Grow, and Expand Your Business
Butte College Glenn County Center
1366 Cortina Drive
Orland, CA 95963
09:00 AM - 11:00 AM PST
Sophie Konuwa, Director, 5308959017
konuwaso@butte.edu
Accessing funding can be critical to successfully start, grow, and expand a small business, and getting approved for business loans is challenging in the current lending climate. This workshop provides step-by-step information on funding opportunities available for business owners and entrepreneurs. You will be guided through the process of pursuing business financing including what to consider before applying for a loan, the factors of evaluation that all lenders use when reviewing your loan requests and tips on how to prepare based on your strengths and weaknesses. Topics include: SBA Loan requirements & application, traditional bank loans, lines of credit, and alternative lending programs.

May 29, 2024

Effectively Using Your QuickBooks System to Manage Your Business

Butte College SBDC

2480 Notre Dame Blvd.

Chico, CA 95928

08:30 AM - 10:30 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

QuickBooks is an effective accounting system when used to financially manage your business. To ensure success, you must understand how to effectively enter, use, and run reports. This 2-hour intensive workshop will show you how the QuickBooks system can go from just a recording system for taxes to a management tool to help direct and monitor your business to meet your goals. Training includes: the review process to ensure data is entered correctly, monthly accuracy check and key issues, exporting and comparing your reports to budgets and forecasts, and additional resources you can tap into if/when you get stuck.

June 6, 2024

- June 27, 2024

New Venture Series for New and Start-Up Businesses - 4 Weeks Series

Butte College SBDC

2480 Notre Dame Blvd.

Chico, CA 95928

08:30 AM - 10:30 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

This 4-part training series provides essential information to individuals thinking about starting a business and new business owners (in business one year or less). Topics include: Legal Requirements, Market Analysis, Cost Analysis, Funding Your Business, and Overview of the Business Plan - bringing it all together. You will learn the legal requirements for starting your business, how to assess your market and plan for direction, how to obtain funding, types of funding available, calculate start-up costs, and best practice for completing a business plan.

June 8, 2024

Save the Date ~ 1st Annual Harvester Derby @ Colusa County Fairgrounds

Colusa County Chamber of Commerce

2963 Davison Ct

Colusa, CA 95932

all

June 11, 2024

Paid and Guerilla Marketing

Colusa City Hall

425 Webster St.

Colusa, CA

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

Determine the right marketing strategy for your business, based on Paid marketing, or through low-cost Guerilla marketing. Learn the differences between the types of marketing based on paid or non-paid strategies, as well as expected results. You will learn about various aspects of both Paid and Guerilla marketing strategies, examples of each, and what activities are involved with each. This is a great opportunity to learn more about unique strategies to make your business stand out from the rest. Topics will include: Paid vs Guerilla marketing overview, best practices of Paid and Guerilla marketing strategies, costs involved, time expectations/work involved, creative vs consistent strategies and strategies to build your own marketing plan.

June 12, 2024

Using AI for Your Business Marketing

Holiday Inn Express & Suites

2810 Main Street

Red Bluff, CA 96080

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

Artificial Intelligence (AI) has become increasingly beneficial to businesses and our communities as a whole. However, very few people understand how to use AI to help them in their marketing and other business strategies. We will take a deep dive into using AI to develop marketing strategies, content, and will take a step-by-step approach to developing an AI generated marketing strategy.

June 18, 2024

Rapid Growth Using Facebook Ads Manager & Google Adsense

Butte College Glenn County Center

1366 Cortina Drive

Orland, CA 95963

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

Google & Facebook have become the most reliable and insightful platforms producing the largest Return on Investments (ROI). While Google focuses on query-based marketing, Facebook uses a more interruptive approach. Each platform has its own set of rules and tactics. In this workshop you will gain a basic understanding about the two largest platforms in the marketing world, the differences between them, when to use either platform, and how to scale quickly.

June 20, 2024

Introduction to Digital/Online Marketing

Job Training Center

718 Main Street

Red Bluff, CA 96080

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

This workshop will focus on discussing introductory methods of digital and online marketing. You will learn the basics about Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), as well as mobile, affiliate, and online ad marketing. In this class, you will be provided real-world examples of which type of marketing may best fit your marketing goals, as well as ideas for your future marketing needs. This class is perfect for individuals who are either first getting started in digital/online marketing, or those who would like a little more information on how to develop their current digital/online marketing.

June 24, 2024

Identifying and Matching Social Media Platforms to Your Business

Butte College SBDC

2480 Notre Dame Blvd.,

Chico, CA 95928

08:30 AM - 10:30 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

With the vast number of social media platforms available for businesses to use, it is becoming more difficult to identify which social media platforms to develop for your business success. You will identify specific platforms to use for different target audiences, and develop strategies integrating several platforms to meet your marketing goals. You will learn why it is important to identify new audiences and target markets to grow your business and understand how to integrate the correct social media platforms you have identified to help you with that growth.

Topics will include:

Use of different social media platforms

Developing business accounts for each platform

Using different media/technology for each platform

Expectation for target markets

Time/work expectations

June 25, 2024

Social Media Marketing

The Barrel Room

1566 Huntoon St.,

Oroville, CA 95965

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

This training will focus on methods of social media marketing. You will learn the basics of using social media to further your marketing plan and generate additional revenues, explore real-world examples of social media marketing used to grow your client base, and determine your target market needs. This workshop will help individuals who are either just getting started in social media marketing, or those who would like a little more information on how to develop their current social media strategies. Topics include: Targeting New & Existing Markets, Expanding Strategies, 3rd Party Tools, Work & Time Expectations, and Hidden Business Growth Opportunities.

June 27, 2024

Marketing Funnels: How to Acquire, Measure, Track, Monetize Traffic, Leads & Conversations

Paradise Chamber of Commerce

6161 Clark Road #1

Paradise, CA 95969

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

Do you know what Marketing Funnels are? Do you know how they can benefit your business? Do you want to ensure your marketing dollars and time are working for you? Do you want to know how you can use Marketing Funnels to drive increase sales, more loyalty and stronger brand awareness? During this marketing workshop, you will learn how to use Marketing Funnels to acquire, measure, track and monetize your traffic, leads, and conversations. You will also gain insights from seeing the "big picture" and learn how collecting the right data can help to identify your "Marketing Blindspots."