

Calendar of Events

April 18, 2024

2024 Annual Dinner
Feather Falls Casino & Lodge - Banquet Rooms
3 Alverda Dr.
Oroville, CA 95965
06:00 PM - 08:00 PM PST
Amber Miland, 530-538-2542
amarron@orovillechamber.com

April 19, 2024

OCA Presents - Adam Swanson
Oroville State Theatre
1489 Myers St
Oroville, CA 95965
07:00 PM - 09:00 PM PST
Pam Hanson, 530-990-3316
info@orovilleconcertassociation.org
Oroville Concert Association's Fifth and Final concert of their 70th Season.
Ask about our 71st Season line up

April 20, 2024

Introduction to Kayaking
Forebay Aquatic Center
930 Garden Drive Oroville, CA, 95965 United States
Oroville, CA 95965
10:00 AM - 12:00 PM PST
Brad, (530)774-7934
aquatics.education@gmail.com
Introduction to Kayaking

Learn water safety and basic paddling skills then build on them during a teacher supervised practice paddling out on open water.

April 20, 2024

Introduction to Stand Up Paddleboarding
Forebay Aquatic Center
930 Garden Drive Oroville, CA, 95965 United States
Oroville, CA 95965
01:00 PM - 03:00 PM PST
Brad, 530-774-7934
aquatics.education@gmail.com

The Intro to SUP class is geared toward those new to stand up boarding. The goal of the class is to become familiar with the board and equipment, gain confidence, learn proper stance and paddling skills, how to remount the board from the water (self rescue), and to increase awareness in general water safety. This class will include instruction as well as supervised practice.

April 20, 2024

Author Talk: Paul Belz
Butte County Historical Society Museum
1749 Spencer Ave.
Oroville, CA 95965

Starts at 1:00 pm

Butte County Historical Society,
buttehistory@sbcglobal.net

Bidwell Park: Personal Reflections and Casual Conversations About Chico's Crown Jewel

Author Talk: Paul Belz

Saturday, April 20th at 1 pm

BCHS Museum

1749 Spencer Avenue, Oroville CA

Stretching from the heart of Chico into the foothills of the southern Cascades, Bidwell Park encompasses over 3,600 acres of trails, rock formations, groves, fields, and swimming holes. In this recent ANCHR publication author Paul Belz explores this diverse landscape through conversations with notable and knowledgeable friends of Bidwell Park. Join in as they share their insights on its history, geology, ecology, wildlife, and the controversies that have shaped the development of Chico's "crown jewel."

April 20, 2024

Earth Day Chalk Art at the Lake Oroville Visitor Center

Lake Oroville Visitor Center

917 Kelly Ridge Rd.

Oroville, CA 95966

10:00 AM - 03:00 PM PST

Gabriella Parmentier, 530-530-2219

Gabriella.Parmentier@water.ca.gov

April 24, 2024

Help & Hope: The Latest in Alzheimer's and Dementia Research

Lakeside Pavilion

2565 California Park Dr

Chico, Ca 95928

06:00 PM - 08:00 PM PST

Kindra Dantanavatanawong, 8002723900

kadcock@alz.org

Join us for an educational evening as we put a spotlight on recent advancements in Alzheimer's and dementia research and treatment updates, learn how to implement practical lifestyle modifications for total brain health, and Q&A panel.

Don't miss out on this event that will broaden your understanding and empower you to take control of your cognitive well-being.

Wednesday, April 24, 2024

5:30 p.m. Doors Open | 6-8 p.m. Presentation

Lakeside Pavilion 2565 California Park Dr, Chico, CA 95928

Register at <https://tinyurl.com/HELPHOPE24> or call 800.272.3900

Co-Sponsored by Passages Caregiver Resource Center

In partnership with Northern Valley Indian Health and Butte County Public Health - Healthy Brain Initiative

April 24, 2024

Understanding Food Costs and Pricing

Butte College Glenn County Center

1366 Cortina Dr.

Orland, CA 95963

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

Join Butte College SBDC for a 2-hour workshop on understanding food costs and pricing. This training is for both existing and startup restaurants and food businesses. Topics will include: Understanding profit and loss statements; Industry benchmarks for food costs; How to work from a budget; Industry techniques for calculating plate costs; How to price for profitability; and Best practices for managing inventory.

April 25, 2024

Basic Sales & Use Tax/Tax Return Preparation Workshop

Butte College SBDC

2480 Notre Dame Blvd.

Chico, CA 95928

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

Gain an understanding of sales and use tax, district tax, taxable and nontaxable labor, as well as foreign and interstate taxability. Discover exemptions and deductions which may be available to you. Determine how AB 147 and the Market Place Facilitator Act affects your business. Finally, get step-by-step instructions on how to file a Sales and Use Tax Return electronically using California Department of Tax and Fee Administration's new online services system.

April 27, 2024

Oroville State Theatre - Dinner on the Stage - Gold Rush at the State Saloon

Oroville State Theatre

1489 Myers St

Oroville, CA 95965

05:30 PM - 09:00 PM PST

Cindy Daniluke, 530-538-2470

cindy.daniluke@statetheatreartsguild.org

April 29, 2024

The Basics of Bookkeeping

Butte College SBDC

2480 Notre Dame Blvd.

Chico, CA 95928

08:30 AM - 10:30 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

Learn basic concepts for setting up your bookkeeping and develop an understanding of financial statements to better manage your business. Learn and understand common terms used in bookkeeping so you can converse confidently with lenders and financial advisors. Learn key concepts for good record keeping for your business.

April 30, 2024

Change RHYTHM

The Training Place- Butte College

2480 Notre Dame Blvd

Chico, CA 95928

09:00 AM - 11:00 AM PST

The Training Place- Butte College, 5308959015

thetrainingplace@butte.edu

If there's one thing guaranteed in life, it is change. The way in which we navigate unanticipated change and stressful experiences will have a direct impact on our mind and body in subtle and not so subtle ways.

You will be introduced to the Change RHYTHM model, explore the tone of your inner narrative, self-assess your relationship and mindset towards a recent change event, and define a set of unique resilience rituals that will enable you to adapt to and evolve through the change and maintain forward momentum in the new normal that follows.

April 30, 2024

First Steps to Successfully Opening a Restaurant or Food Business

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

If you are a first-time start-up restaurateur, a food entrepreneur who is looking for help with putting together a road map for successfully opening your business, or you are a new startup (less than 6 months) this workshop is for you! We will guide you through an overview of organizational strategies and timelines required from concept, to finding a location and working through the permit process up to opening day. Topics include: Organizational Timelines, Strategies and Resources; Business Plan Overview; Investors and Funding Options; Entity/Bookkeeper or Accountant; Location & Lease; Permits and Licenses Overview; Opening checklists; and other keys to success.

May 1, 2024

Step-By-Step Guide on How to Buy or Sell a Business

Holiday Inn Express & Suites

2810 Main St.

Red Bluff, CA 96080

09:00 AM - 11:00 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

Buying or selling a business can be overwhelming and costly if you do not plan ahead. Do you have an Exit Strategy or plan in place to sell your business in the near future, or 1 or 2 years? Have you considered buying a business instead of starting one? This workshop is for business owners looking to sell their businesses as well as people interested in purchasing businesses instead of starting their own. We will guide you through a checklist of requirements for successfully buying or selling a business. Topics will include: How to value your business, the due diligence process, structuring the deal, good and bad timing, what not to do, loan requirements and options, owner carry, and more.

May 1, 2024

HR Role & Practical Strategies

Virtual Class

09:00 AM - 12:00 PM PST

The Training Place-Butte College, 530-833-9015

thetrainingplace@butte.edu

HR Role & Practical Strategies

with Reanette Etzler

\$95

Register

Virtual training 5/1, Zoom, 9 am- 12 pm

"HR Role & Practical Strategies"

The HR role

Strategic HR

HR Connection

May 2, 2024

Practical QuickBooks for New Users - 4weeks, 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 3, 2024

Spring Concerts in the Park

Riverbend Park

50 Montgomery St.

Oroville, CA 95965

05:30 PM - 08:00 PM PST

Kendyle Lowe, 5305332011

Kendylel@frrpd.com

Join us for our exciting Spring Concerts in the Park! We'll be hosting live music performances by talented local artists, creating a vibrant and enjoyable atmosphere for all attendees every Friday evening in May!

In addition to the incredible music, you can explore a variety of local vendors offering delicious food, refreshing beverages, and unique items. Bring your friends and family to this lively event filled with fun and entertainment. Don't miss out on the perfect opportunity to enjoy great music and support your local community!

May 3, 2024

Branding Your Business

Colusa City Hall

425 Webster St.

Colusa, CA

09:00 AM - 11:30 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

If you are planning to grow your business, brand clarity is a must! Focusing on your customers and target audience are vital to the success of your branding. We will define the meaning of branding, discuss branding ideas and tips, the difference between branding and marketing, why branding is important to your business and customers, how to create your brand and a branding plan, and how to successfully measure the results.

May 4, 2024

- May 5, 2024

Feather Fiesta Days Vendor Events

Downtown Oroville on May 4, Riverbend Park on May 5

10:00 am to 4:00 pm on May 4, 12:00 pm to 6:00 pm on May 5

Amber Miland, 5305382542

amarron@orovillechamber.com

The Oroville Economic Alliance is looking for vendors for May 4 and May 5 for the 2024 Feather Fiesta Days! [Click Here](#) for print application, or [register here](#) to register online.

May 4, 2024

Introduction to Stand Up Paddleboarding

Forebay Aquatic Center

930 Garden Drive Oroville, CA, 95965 United States

Oroville, CA 95965

01:00 PM - 03:00 PM PST

Brad, 530-774-7934

aquatics.education@gmail.com

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May 4, 2024

Introduction to Kayaking
Forebay Aquatic Center
930 Garden Drive Oroville
Oroville, CA 95965
10:00 AM - 12:00 PM PST
Brad, 530-774-7934
aquatics.education@gmail.com
Introduction to Kayaking

Learn water safety and basic paddling skills then build on them during a teacher supervised practice paddling out on open water.

Participants will learn about the importance of water safety, how the design of the watercraft affects how the vessel performs, how to enter and exit the vessel, paddle design, and a variety of paddle strokes. This class is a great way to gain the necessary skills to have fun and be confident when participating in other paddling adventures on flat and slow-moving water.

May 4, 2024

Springfest at St. Thomas the Apostle Catholic School
St. Thomas The Apostle School
1380 Bird Street
Oroville, CA 95965
11:00 AM - 04:00 PM PST
Marissa Hallen, 5304037034
marissahallen@gmail.com

May 4, 2024

The Kentucky Derby
The Monday Club
2385 Montgomery Street
Oroville, CA 95965
03:00 PM - 05:00 PM PST
Debbie Moore or Carol Lennon, (530) 990-7002 or (530) 990-7003
friendshairstudio1990@gmail.com or clennon31@gmail.com
Please join the Alpha Beta Chapter of Omega Nu in celebrating the pomp and circumstances surrounding the running of the Kentucky Derby. Enjoy appetizers and sip on the traditional mint julep or another delicious beverage from our no-host bar. While watching the Kentucky, enter into a raffle drawing to win a wonderful prize. Ladies, don't forget that fabulous hat to enter into the Hat Contest.

May 8, 2024

Financial Management Series for Existing Businesses - 4 Weeks Series, 2 Hours Per Week
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 9, 2024

58th Fellows Cub of Oroville Scholastic Achievement Awards Night
Oroville State Theater
Corner Myers and Robinson
Oroville, Ca 96966
07:00 PM - 09:00 PM PST
Raymond Sehorn, 5305205270
rcsehorn@comcast.net

The event is better known to many as the Top Ten event. Over 120 OUHSD freshmen, sophomores, juniors and seniors will be individually recognized for their outstanding academic achievement.

May 9, 2024

Practical QuickBooks for New Users - 4weeks, 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

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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 10, 2024

Spring Concerts in the Park

Riverbend Park

50 Montgomery St.

Oroville, CA 95965

05:30 PM - 08:00 PM PST

Kendyle Lowe, 5305332011

Kendylel@frrpd.com

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May 11, 2024

Oroville Airport Day

Oroville Airport

100 Airport Parkway

Oroville, CA 95965

08:00 AM - 03:00 PM PST

May 11, 2024

FOE 196 Auxiliary Spring Bazaar

F.O.E. 196

2010 Montgomery St

Oroville, CA 95965

10:00 AM - 03:00 PM PST

Susanne Johns, (530)403-7470

susanne_johns@comcast.net

Oroville F.O.E. 196 Auxiliary Spring Bazaar 2024

May 15, 2024

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

Butte College SBDC

2480 Notre Dame Blvd.

Chico, CA 95928

08:30 AM - 10:30 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

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May 16, 2024

Practical QuickBooks for New Users - 4weeks, 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

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May 17, 2024

Spring Concerts in the Park

Riverbend Park

50 Montgomery St.

Oroville, CA 95965

05:30 PM - 08:00 PM PST

Kendyle Lowe, 5305332011

Kendylel@frrpd.com

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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 22, 2024

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

Butte College SBDC

2480 Notre Dame Blvd.

Chico, CA 95928

08:30 AM - 10:30 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

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May 23, 2024

Practical QuickBooks for New Users - 4weeks, 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

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Spring Concerts in the Park

Riverbend Park

50 Montgomery St.

Oroville, CA 95965

05:30 PM - 08:00 PM PST

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Kendylel@frrpd.com

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May 29, 2024

Financial Management Series for Existing Businesses - 4 Weeks Series, 2 Hours Per Week
Butte College SBDC
2480 Notre Dame Blvd.
Chico, CA 95928

08:30 AM - 10:30 AM PST

Sophie Konuwa, Director, 5308959017

konuwaso@butte.edu

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Spring Concerts in the Park

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Oroville, CA 95965

05:30 PM - 08:00 PM PST

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Kendylel@frprd.com

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May 31, 2024

Practical Problem Solving - 2 Part Series

The Training Place- Butte College

2480 Notre Dame Blvd

Chico, Ca 95928

08:00 AM - 05:00 PM PST

The Training Place- Butte College, 5308959015

thetrainingplace@butte.edu

Practical Problem Solving - 2 Part Series

with Guy Martindale

\$395

Register

2-day training 5/31 & 6/14

Practical Problem Solving: Plan, Do, Check, Act/A3

Problem Solving is the foundation of continuous process improvement. Improving requires continually solving problems - whether these are technical or recurring day-to-day problems. As a Lean tool, A3 reporting addresses the root cause of everyday problems. When used properly, the PDCA-A3 process dramatically increases the probability of success.

Learning Outcomes

Learn to identify, classify and define problems.

Be able to analyze and prioritize problems, symptoms and root causes.

Match the right problem-solving process to the problem.

Use a variety of proven problem-solving models, tools and techniques.

"Frame" a problem to gain support and buy in from others in the organization.

Understand how Plan Do Check Act process and A3 works.

Create an A3 problem report to "tell the story" of the problem to guide and structure the problem-solving activity.

Use root cause analysis tools.

Develop countermeasures.

Develop implementation plans.

Prerequisites: Lean Principles, Workplace Organization

June 1, 2024
- June 2, 2024

Lord's Gym Kids Mud Run

Father's House Acres

3556 Oro Bangor Hwy

Oroville, CA 95966

10:00 AM - 06:00 PM PST

Lord's Gym Kids Mud Run Team, (530) 324-5355

info@lordsgymoroville.org

Join us for an exhilarating adventure at the Lord's Gym Kids Mud Run—an unforgettable FREE event designed especially for kids aged 4-17!

Get ready to plunge into a world of muddy excitement as your children tackle more than 18 exhilarating obstacles on a course spanning nearly a mile!. From climbing to crawling, running to mud splashing, every moment promises excitement and challenge!

Our event caters to all ages with races divided into heats for four distinct age groups: 4-6, 7-9, 10-12, and 13-17. As participants advance in age, so does the intensity of the obstacles, ensuring an age-appropriate challenge for every young adventurer.

But the fun doesn't end there! Engage in the spirited Superhero School Bell competition, where students earn points for their schools by wearing costumes or proudly wearing their school colors. Plus, enjoy a variety of complementary activities guaranteed to entertain all.

Find us at the scenic Father's House Acres, located at 3556 Oro Bangor Hwy, Oroville CA, 95966. Thanks to our generous sponsors, this event is completely free of charge—our way of giving back to the community and ensuring inclusivity for all families.

Spaces fill up fast, so secure your spot today! Registration closes on May 30, 2024. Don't miss out on this unforgettable experience! For sign-ups and further details, visit: <https://www.lordsgymmudrun.com/>

June 1, 2024
- June 2, 2024

Lord's Gym Kids Mud Run 2024

Father's House Acres

3556 Oro Bangor Hwy

Oroville, CA 95966

10:00 AM - 06:00 PM PST

Lord's Gym Kids Mud Run Team, (530) 324-5355

info@lordsgymoroville.org

Join us for an exhilarating adventure at the Lord's Gym Kids Mud Run—an unforgettable FREE event designed especially for kids aged 4-17!

Get ready to plunge into a world of muddy excitement as your children tackle a whole bunch of exhilarating obstacles on a course spanning 0.4 to 1.6 miles depending on age!. From climbing to crawling, running to mud splashing, every moment promises excitement and challenge!

Our event caters to all ages with races divided into heats for four distinct age groups: 4-6, 7-9, 10-12, and 13-17. As participants advance in age, so does the intensity of the obstacles, ensuring an age-appropriate challenge for every young adventurer.

But the fun doesn't end there! Engage in the spirited Superhero School Bell competition, where students earn points for their schools by wearing costumes or proudly wearing their school colors. Plus, enjoy a variety of complementary activities guaranteed to entertain all.

Find us at the scenic Father's House Acres, located at 3556 Oro Bangor Hwy. Oroville, CA 95966. Thanks to our generous sponsors, this event is completely free of charge—our way of giving back to the community and ensuring inclusivity for all families.

Spaces fill up fast, so secure your spot today! Registration closes on May 28, 2024. Don't miss out on this unforgettable experience!

For sign-ups and further details, visit: <https://www.lordsgymmudrun.com/>

Location: Start/Finish Line: 3556 Oro Bangor Hwy. Oroville, CA

Dates / Times:

Saturday, June 1, 2024 @ 10:00 AM - 4:10 PM

Sunday, June 2, 2024 @ 2:00 PM - 6:00 PM

Fees / admission: FREE

June 6, 2024

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

Butte College SBDC

2480 Notre Dame Blvd.

Chico, CA 95928

08:30 AM - 10:30 AM CST

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 10, 2024

- August 9, 2024

Forebay Aquatic Center Summer Camp 2024

<https://www.forebayaquaticcenter.com/kayak-and-sup-classes>

930 Garden Drive Oroville, CA, 95965 United States

Oroville, CA 95965

07:30 AM - 05:30 PM PST

Lauren, (530)774-7934

forebaycamps@featherrivercenter.org

The Forebay Aquatic Center's day camp with a focus on boating and water education!

Campers learn to master crafts, including Kayaking, Orienteering, and Stand-up Paddle Boarding, in a safe and exciting environment. While at camp, campers will play games to learn about local wildlife, learn lifelong activities, and work on team-building skills. This year, special guests will be coming to teach the campers in-depth on a specific subject one day of the week! Fridays keep getting better with a brand-new water play structure for the campers! We are also bringing back Family Fun Fridays! Family Fun Friday will allow your campers to teach up to four family members what they learned that week, offering two hours of free rentals from 12:30-2:30! For questions, please email forebaycamps@featherrivercenter.org or call (530)774-7934.

All experience levels are welcome!

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.

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June 12, 2024

Using AI for Your Business Marketing

Holiday Inn Express & Suites

2810 Main St.

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.

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June 13, 2024

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

Butte College SBDC

2480 Notre Dame Blvd.

Chico, CA 95928

08:30 AM - 10:30 AM CST

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 18, 2024

Rapid Business Growth Using Facebook Ads Manager & Google AdSense
Butte College Glenn County Center
1366 Cortina Dr.
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

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June 20, 2024

New Venture Series for Start-Up Businesses - 4 Weeks Series
Butte College SBDC
2480 Notre Dame Blvd.
Chico, CA 95928

08:30 AM - 10:30 AM CST

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 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.

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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

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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

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

Butte College SBDC

2480 Notre Dame Blvd.

Chico, CA 95928

08:30 AM - 10:30 AM CST

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 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."

July 4, 2024

Fourth of July Fireworks Show

North Forebay

930 Garden Dr.

Oroville, CA 95965

08:15 PM - 09:00 PM PST

Amber Miland, 5305382542

amarron@orovillechamber.com

August 29, 2024

2024 Annual BBQ

Riffles Resort

4488 Pacific Heights Rd.

Oroville, CA 95965

06:00 PM - 08:00 PM PST

Amber Miland, (530) 538-2542

amarron@orovillechamber.com