

Calendar of Events

- March 1, 2021 **Your Customer Experience in the New Dine-In Reality**
www.sierrasbdc.com
02:00 PM - 03:30 PM PST
Clint Koble, 775-843-4081
clint.koble@gmail.com
How to merge COVID-19 government guidelines with best hospitality practices.
- March 2, 2021 **Taco Tuesdays**
Lucio's Restaurant
875 E. Main Street
Quincy, CA 95971
05:00 PM - 09:00 PM PST
Choices are shredded beef, ground beef, or baby portabella mushroom. Load 'em with toppings to eat here or to go!
- March 2, 2021 **Taco Tuesdays**
Grandma Jane's Place
446 Main Street
Quincy, CA 95971
11:00 AM - 01:00 PM PST
11:00 a.m. until they're gone!
- March 3, 2021 **Mindfulness-Based Stress Reduction Classes**
Online
11:00 AM - 01:00 PM PST
Leslie Wall, (530) 283-3611
The 8-week Mindfulness-Based Stress Reduction course is appropriate for anyone wanting to explore mindfulness and its potential benefits in their lives. The live 2-hour video classes are designed to introduce mindfulness through a variety of practices, practical tips, exercises, and resources.
- The topics include:*
- Introduction to Mindfulness*
 - Be Right Where You Are*
 - Our Storytelling Minds*
 - Cultivating Kindness*
 - Willingness to Be with Things as They Are*
 - Finding Compassion Within*
 - Enhancing Resilience*
 - Moving Forward*
- In addition to the above topics, private coaching sessions can address personal stress management, guidance with developing a daily practice, and individualized assistance with personal challenges.*

March 4, 2021

Mindful Co-Parenting

Online

01:00 PM - 03:00 PM PST

Leslie Wall, (530) 283-3611

MINDFUL CO-PARENTING

The 7-week Mindful Co-Parenting class is designed to provide concrete support to parents who have separated, yet are parenting their children together.

The course identifies the effects of broken relationships on both adults and children and the importance of developing a workable written Co-Parenting Plan that addresses the required components of time sharing, child exchanges, and communication.

The private, two hour live video classes offer multimedia presentations, worksheets and resources, and open discussions to provide support, encouragement and guidance in navigating the development of a successful co-parenting relationship. The topics include:

Foundational Agreements

Personality & Emotions

From a Child's Perspective

Relationship Building

Timesharing

Developing a Co-Parenting Plan

Focusing Forward

In addition to the above topics, private coaching sessions can address stress management, guidance with personal parenting challenges, and individualized support.

March 4, 2021

Thursday Night Trivia!

Online

05:30 PM - 07:30 PM PST

Join us for live online Trivia every Thursday! Game begins at 6pm (room opens 5:30). The password to the Zoom room is 'beer'. Zoom link can be found online at <https://quintopiabrewing.com/>.

March 4, 2021

Virtual Coffee with the Pastor

Online

12:00 PM - 01:00 PM PST

Rev. Andrew Davis, (530) 283-1740

Each Thursday between 12-Noon and 1:00pm, I'm offering an open office time for casual conversation. Can include God and spirituality, sports, the news, last week's sermon, etc..

March 4, 2021

Social Media Tips and Tricks for Food Businesses

www.sierrasbdc.com

03:00 PM - 04:30 PM PST

Clint Koble, 775-843-4081

clint.koble@gmail.com

Everyday Social Media: How to keep the posts coming and the customers engaged.

March 4, 2021

Starting Your Business

Online

11:00 AM - 12:30 PM PST

Take the first steps on your journey to being an entrepreneur.

This FREE webinar is a brief introduction to entrepreneurship and what goes into creating and starting a new business.

This webinar will run over 2 consecutive afternoons.

It includes a high-level overview of some of the things that will be critical to your success, including:

In Part 1

Assessing how well suited you are to be an entrepreneur and how to make sure that the idea you have is practical.

What business structures are available and which one might be best for you.

The permits and licenses you might need.

In Part 2

How to take your idea all the way to reality

What you will need to know about Business Plans and Business Financials.

March 5, 2021

Starting Your Business - Part 2

Online

11:00 AM - 12:30 PM PST

Take the first steps on your journey to being an entrepreneur

This webinar is a brief introduction to entrepreneurship and what goes into creating and starting a new business.

This webinar will run over 2 consecutive afternoons.

It includes a high-level overview of some of the things that will be critical to your success, including:

In Part 1

Assessing how well suited you are to be an entrepreneur and how to make sure that the idea you have is practical.

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March 9, 2021

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March 9, 2021

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11:00 AM - 01:00 PM PST

11:00 a.m. until they're gone!

March 9, 2021

NorCal SBDC Finance Center Presents: Owning and Investing in Real Estate for Small Business
Online

10:30 AM - 12:00 PM PST

Critical information for anyone interested in buying real estate, especially for small business owners looking to secure their long term future by owning their property, plant and equipment.

March 10, 2021

Free Webinar: Digital Marketing Hour - Instagram Stories
Online

09:00 AM - 10:00 AM PST

info@sierrasbdc.com

If not prior to the pandemic, most businesses have now started to embrace digital technology and marketing as the only means to communicate with their customers and promote their products and services.

Hosted by Sierra Small Business Development Center.

March 10, 2021

NorCal SBDC Finance Center Presents: Disaster Relief Loan Updates & Caseforce
Online

10:30 AM - 12:00 PM PST

Following Wednesday morning's ASK SBDC update from 10:30 - 11:00, join the California Small Enterprise Task Force until 11:30 for virtual office hours led by experienced attorneys and business advisors of the Northern California Small Business Development Center (SBDC) Network.

March 10, 2021

Restaurant Financial Bootcamp - 4 Part Series

Online

02:00 PM - 04:00 PM PST

Join us for an intensive four-part boot camp on restaurant financials. This boot camp is hosted by financial expert and Regional Advisor Paul Bozzo and SBDC Restaurant Program Manager Louise Dawson. The goal is to do a deep dive into understanding and producing restaurant financials. The takeaway will be to have a full set of financial projections and budgets that are ready to show lenders, investors or landlords. The Restaurant Financials Boot Camp is designed for serious entrepreneurs ready to commit the time to take their financial skills to the next level.

- 1. The first training is an introduction to financials. We'll cover essential financial skills and the Big 3 financial statements - profit/loss, balance sheet and cash flow.*
- 2. Session two will cover Profit and Loss statements ~ how to read them, understand them and apply it to your own business. We will cover revenue, expenses, cost of goods, key industry benchmarks for profit and how to control costs. During the second half of the webinar we will discuss food costs, managing inventory and recipe cards.*
- 3. The third session will review operation and capital expense projections and how to understand and forecast.*
- 4. In the final session, we will learn how to put together a detailed start up expense budget*

March 11, 2021

Mindful Co-Parenting

Online

01:00 PM - 03:00 PM PST

Leslie Wall, (530) 283-3611

MINDFUL CO-PARENTING

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Focusing Forward

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March 11, 2021

Thursday Night Trivia!

Online

05:30 PM - 07:30 PM PST

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March 11, 2021

Virtual Coffee with the Pastor

Online

12:00 PM - 01:00 PM PST

Rev. Andrew Davis, (530) 283-1740

Each Thursday between 12-Noon and 1:00pm, I'm offering an open office time for casual conversation. Can include God and spirituality, sports, the news, last week's sermon, etc..

March 11, 2021

Planning Your Business

Online

10:00 AM - 12:00 PM PST

This webinar is a brief introduction to entrepreneurship and what goes into creating and starting a new business.

This webinar will run over 2 consecutive afternoons.

It includes a high-level overview of some of the things that will be critical to your success, including:

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In Part 2

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What you will need to know about Business Plans and Business Financials.

March 16, 2021

Taco Tuesdays

Lucio's Restaurant

875 E. Main Street

Quincy, CA 95971

05:00 PM - 09:00 PM PST

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March 16, 2021

Taco Tuesdays

Grandma Jane's Place

446 Main Street

Quincy, CA 95971

11:00 AM - 01:00 PM PST

11:00 a.m. until they're gone!

March 18, 2021

Mindful Co-Parenting

Online

01:00 PM - 03:00 PM PST

Leslie Wall, (530) 283-3611

MINDFUL CO-PARENTING

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Online

12:00 PM - 01:00 PM PST

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March 18, 2021

Financing Your Business

Online

10:00 AM - 12:00 PM PST

Don't miss this exclusive webinar on funding foundations for your business.

There are several different ways for a business to access capital, and we will cover all traditional and non-traditional lending platforms that exist and how to apply them to each unique business situation. If you have been turned down by a lender, then it's not the end of the story. Join this webinar and get new options to get funded.

This webinar will cover the following & more:

Introduction to Commercial Financing

Debt vs Equity

Partnership and Capital Structures

Telling Your Story

5 C's of Capital

Types of Loan Products and Programs

Working with the SBDC

March 23, 2021

Taco Tuesdays

Lucio's Restaurant

875 E. Main Street

Quincy, CA 95971

05:00 PM - 09:00 PM PST

Choices are shredded beef, ground beef, or baby portabella mushroom. Load 'em with toppings to eat here or to go!

March 23, 2021

Taco Tuesdays

Grandma Jane's Place

446 Main Street

Quincy, CA 95971

11:00 AM - 01:00 PM PST

11:00 a.m. until they're gone!

March 24, 2021

Webinar: Digital Marketing Hour: Digital Marketing Tactics as You Continue to Pivot and Reco

Online

09:00 AM - 10:00 AM PST

Digital Marketing Hour - BONUS SESSION!

If not prior to the pandemic, most businesses are now embracing digital technology as an effective way to communicate with their customers, promote their business and services and sell their products directly online. With the array of digital tools and social media platforms available, business often struggle maintaining an effective digital marketing strategy with so many options. Sierra SBDC advisor, Ms. Lani Lott, will provide an overview of the top 10 digital marketing tactics that she has found the majority of her clients are using to reach their audience, strengthen their business' brand and generate revenue — all virtually.

March 25, 2021

Thursday Night Trivia!

Online

05:30 PM - 07:30 PM PST

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March 25, 2021

Virtual Coffee with the Pastor

Online

12:00 PM - 01:00 PM PST

Rev. Andrew Davis, (530) 283-1740

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March 25, 2021

Marketing Your Business

Online

10:30 AM - 11:30 AM PST

Interested in learning about marketing? Here's your chance.

Join us for this educational webinar to learn the fundamental principles of marketing and how best to apply those principles to empower you to create your own marketing efforts for your small business.

We'll teach the building blocks of marketing including:

Gaining insight into an overview of processes

Understanding the competitive landscape

Identifying the consumer target audience including positioning

Learning the classic 4Ps to develop the Marketing Plan

March 30, 2021

Taco Tuesdays

Lucio's Restaurant

875 E. Main Street

Quincy, CA 95971

05:00 PM - 09:00 PM PST

Choices are shredded beef, ground beef, or baby portabella mushroom. Load 'em with toppings to eat here or to go!

March 30, 2021

Taco Tuesdays

Grandma Jane's Place

446 Main Street

Quincy, CA 95971

11:00 AM - 01:00 PM PST

11:00 a.m. until they're gone!

March 31, 2021

The 10 Things to Know About Managing Employees

Online

04:00 PM - 05:00 PM PST

In this 60-minute webinar, we will cover what small employers should know to manage employees in California.

It is critical for owners and managers to understand that having employees in California is different than every other state. Join us to learn the employment policies and HR best practices to reduce risk and keep your business compliant with the law. The presenter will be Chana Anderson, CCP, PHRca, SPHR, Senior Vice President & Practice Leader for ABD HR Consulting Services, as well a SBDC Regional Advisor. She holds several degrees and certifications, and possesses a deep expertise in organizational culture, human resources, and employment law. Her superpower is making the complex and ever-changing employment landscape easy to navigate.

This webinar will cover:

*Independent contractor v. employee
Required new hire paperwork
Complying with wage & hour laws
Mandatory and optional benefits
Essential training and policies
Terminating employment*

April 1, 2021

Thursday Night Trivia!

Online

05:30 PM - 07:30 PM PST

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April 1, 2021

Virtual Coffee with the Pastor

Online

12:00 PM - 01:00 PM PST

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April 6, 2021

Taco Tuesdays

Lucio's Restaurant

875 E. Main Street

Quincy, CA 95971

05:00 PM - 09:00 PM PST

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April 6, 2021

Taco Tuesdays

Grandma Jane's Place

446 Main Street

Quincy, CA 95971

11:00 AM - 01:00 PM PST

11:00 a.m. until they're gone!

April 8, 2021

Thursday Night Trivia!

Online

05:30 PM - 07:30 PM PST

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April 8, 2021

Virtual Coffee with the Pastor

Online

12:00 PM - 01:00 PM PST

Rev. Andrew Davis, (530) 283-1740

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April 14, 2021

Free Webinar: Digital Marketing Hour - Creating a Facebook GROUP for Your Business

Online

09:00 AM - 10:00 AM PST

info@sierrasbdc.com

If not prior to the pandemic, most businesses have now started to embrace digital technology and marketing as the only means to communicate with their customers and promote their products and services.

Hosted by Sierra Small Business Development Center.

April 16, 2021

FRC Day in the Mountains

Feather River College

570 Golden Eagle Avenue

Quincy, CA 95971

08:00 AM - 05:00 PM PST

April 22, 2021

Spring Sustainability Symposium Series - Environment + Race: Recreation Access & Perspectives

Feather River College

570 Golden Eagle Avenue

Quincy, CA 95971

07:00 PM - 09:00 PM PST

For Earth Day, Thursday April 22nd, the series will culminate with a panel of speakers sharing their experiences with recreation as Black, Indigenous, and People of Color (BIPOC).

Faith E. Briggs is a film-maker and producer who is passionate about sharing contemporary stories from diverse communities. Her inspiring film "This Land" will be shown at the event and while she Zooms in from her home in Portland.

Mario Guel is the founder of Taco Fly Co., a fly-fishing lifestyle brand. Mario loves fly fishing, and Mario loves tacos! His focus on opening up a stuffy white activity to more folks from right here in Plumas County is pretty inspiring.

Nizhoni O'Connell grew up in Greenville in a mixed-race family: her mother is Navajo, her father from Irish descent. She attended FRC in the Outdoor Recreation Leadership program, then went on to Fort Lewis College in Durango, Colorado.

This diverse group will help the audience find common ground, acknowledge that racism exists in the recreation field, and feel more open to discussion about the topic. DeRuiter, also a professor of Environmental Studies and Outdoor Recreation Leadership, will host the event.

For more information on any events in the series, contact DeRuiter at dderuiter@frc.edu or 530.283.0202 x262.

May 21, 2021

Feather River College Commencement Ceremony

Feather River College

570 Golden Eagle Avenue

Quincy, CA 95971

05:00 PM - 08:00 PM PST

July 21, 2021
- July 22, 2021

DigiMarCon America

Online

Online

Adair, Se 11000

09:30 AM - 04:30 PM EST

events@digimarconamerica.com, 8008055385

events@digimarconamerica.com

DigiMarCon America 2021 is your chance to ...

- Hear from some of the most audacious and thought provoking speakers in the digital marketing, media and advertising industry.*
- Gain insight into emerging strategies, the latest innovative technologies, and best practices to move your business to the next level.*
- Network with thought leaders, collaborate with your peers and build your professional network.*

The 6th annual DigiMarCon America, the Premier Virtual Digital Marketing, Media and Advertising Conference in America will be held July 21st to 22nd, 2021, available live stream and on-demand. Join your peers online for 2-days jam packed with digital marketing best practices, latest trends, practical solutions, strategy and networking.

Immerse yourself in topics like digital strategy, programmatic advertising, web experience management, usability / design, mobile marketing & retargeting, customer engagement, user acquisition, social media marketing, targeting & optimization, video marketing, data science & big data, web analytics & A/B testing, email marketing, content marketing, conversion rate optimization, search engine optimization, paid search marketing, geo-targeting, predictive analysis & attribution, growth hacking, conversion rate optimization, growth marketing tools, marketing & sales automation, sustainable growth strategies, product marketing & UX / UI and much, much more!

At DigiMarCon America 2021, you will receive all the elements you need to achieve digital marketing success! Conventional thought will be challenged, new ways of thinking will emerge, and you will leave with your head, notebooks and professional toolkit full of action items and ideas to lead and supercharge your agency / team / account to even greater success.

Be a part of DigiMarCon America 2021 and discover how to thrive and succeed as a marketer in a rapidly evolving digital world.

See why people keep coming back year after year to this must-attend event! Register and secure your seat today.

For more details visit <https://digimarconamerica.com>.