

Small Business Classes

GET ORGANIZED, with... Google Keep

From the electrician tracking a big project with notes and photos, to a couple sharing shopping lists so that neither one of them forgets a necessary item, Google Keep is becoming a must-have app for more and more folks. Students love the ability to store and sort notes and track assignment due-dates, appointments and more. This free Google feature is more than an organizational tool, it's a digital brain that seamlessly integrates across Google Docs and other Google tools. Veteran SBDC instructor Lindsey Johnson leads this class and introduces you to the potential of Google Keep to help make your life just a little more organized. The class is split into two parts: a basic introduction in the first session, allowing partici-



pants a week to use and experiment with the app before attending session two, a follow-up gathering to talk about some more advanced uses and answer questions. This is an ideal class for business owners and managers, or for anyone with a busy life who may be looking for some fun, creative tools to help get things organized. Smartphones and laptops are welcome at the class; please be sure to



Lindsey Johnson

pre-load the Chrome browser on each before attending. Participants must have established a Gmail account prior to first class session.

INSTRUCTOR: LINDSEY JOHNSON
TUESDAYS • 5:30-8:30 • OCT. 2 & 9 • \$50
NORTH COUNTY CENTER,
LINCOLN CITY

GET OPTIMIZED, with... SEO & Google Analytics

Google's search engine uses a variety of methods to determine which pages are displayed first in the results. Their exact formula is a secret, but there are always a few things you can do to improve your rank in Google search results. In this class we will cover the basics things you can do to improve your website ranking.

There are no guarantees and no quick schemes. If someone promises you quick results, it's probably a scam. No matter what you do, make sure you make a site that you want to visit and written the way humans would want to read it.

This class is best for those clients that currently have a website and are able to access Google Analytic data.

The course shows how Google analytics can track a business ROI online presence and its performance online. Students will learn how to track multiple websites, including how to track pages on Facebook, WordPress or other media.

INSTRUCTOR: MISTY LAMBRECHT
TUESDAYS • 2PM-5PM • OCT. 30 & NOV. 6 • \$50
CENTRAL COUNTY CAMPUS, NEWPORT

TUESDAYS • 9AM-NOON • OCT. 30 & NOV. 6 • \$50
NORTH COUNTY CENTER, LINCOLN CITY



Google Analytics

WordPress Open Lab

If you have ever taken our WordPress course and would like a quick refresher or have questions about your current Wordpress this class is for you.

We can help you with the following items in this unique drop-in lab. Come

anytime and leave anytime with this open format, we will cover: updating your software - backing up your software - updating or adding plugins for security, galleries, search engine optimization, or woocommerce shopping cart - changing themes or updating your current theme - adding a blog or updating content.

INSTRUCTOR: MISTY LAMBRECHT
TUESDAYS • 2PM-5PM • OCTOBER 16 & 23 • \$50
CENTRAL COUNTY CAMPUS, NEWPORT

TUESDAYS • 9AM-NOON • OCTOBER 16 & 23 • \$50
NORTH COUNTY CENTER, LINCOLN CITY



Registering is Easy!
oregoncoastbusiness.com
Or call 541-994-4166

Small Business Classes

Social Media Marketing Two-Part Series

Is your head still spinning from all the recent algorithmic changes made by Facebook and other SM platforms recently? How do you know whether you're making the right decisions, and the right investments, in your online marketing efforts? This powerful two-session class is the place to start.

PART 1: Designed for business owners with established accounts on Facebook, this course will delve deep into powerful paid (and free) advertising opportunities, including an in-depth look at Facebook's remarkable Power Editor tool, which affords advertisers robust ways to target advertising very specifically, even here on the Oregon Coast. If you've taken Social Media Marketing courses in past years, it may be time for a checkup. The much-publicized algorithm changes Facebook rolled out earlier this year have forced Lincoln County businesses to make wholesale changes in the way they use the platform to grow their businesses. Has your business adjusted to the new best practices?

PART 2: Are you using the right social media for your business? There are many platforms, they each work differently and can provide different results for different types of businesses. They also have different tools, strategies, clients and markets. How can a small business keep up and have the time to be successful while running a small business? This class will cover the many changes, updates and tools specific to each platform, and how to determine which ones may work best and provide results that will be worth the time and effort you invest.

INSTRUCTOR: MISTY LAMBRECHT
TUESDAYS • 2PM-5PM • NOVEMBER 27 & DECEMBER 4 • \$50
CENTRAL COUNTY CAMPUS, NEWPORT
TUESDAYS • 9AM-NOON • NOVEMBER 27 & DECEMBER 4 • \$50
NORTH COUNTY CENTER, LINCOLN CITY

Doing Business in Lincoln County

An introduction to business formation, licensing, registration, marketing, and operations. The course is a mix of general start-up information and specific considerations for Oregon Coast businesses. From its start, with a lively exercise in determining break-even point, to philosophical discussions of the traits and personalities common in successful entrepreneurs, this class is a powerful first step for someone contemplating launching their own business and a robust refresher for owners and managers of established businesses.

INSTRUCTOR: CRAIG GRANT
WEDNESDAY, OCT. 17 • 10:30AM - 12:30PM • \$25
NORTH COUNTY CENTER • LINCOLN CITY

To Airbnb, or not to Airbnb?

Is starting an Airbnb right for you? They can certainly add more income to your pocketbook, but certain responsibilities come along with the added revenue. Find out how you would rate yourself as a prospective Airbnb host/business by taking a six-point business evaluation. Also, this class will give you a chance to look behind the curtain and see what hosts see after a site is set-up. Learn what it takes to get started, and some tricks of the trade to receive high scores from guest reviews. Finally, some Airbnb guests expect more than just a place to rest their heads – many are looking for an “experience” when determining a place to stay.

This class involves a sample “experience” you will witness first-hand, and will long remember. Check out the instructor's rental, The Pallet Palace, in Logsdon, by typing those words on the Airbnb.com site.

INSTRUCTOR: GUY FAUST
THURSDAY, OCT. 25 • 2-5PM • \$20
CENTRAL COUNTY CAMPUS,
NEWPORT



Real Estate Broker License Course

Have you tried studying online, independently (and alone) for your Real Estate Broker's License test? All too often, independent online study grinds on for months and months longer than you planned. This class is designed to keep you and your classmates on track, week in and week out, as you work as a group and independently towards preparing to successfully take your Real Estate Broker License test. Start in October, and take your test before Christmas! There are definitely cheaper online independent study programs available. This course, though, proves the reliable axiom that *one gets what one pays for*. The course meets Tuesday evenings from 6pm to 9pm, with additional online study required throughout the term. Students are also required to attend an all-day final exam prep session on the Saturday after the final Tuesday class.

INSTRUCTOR: LINDA ROY
TUESDAYS • OCTOBER 2- DECEMBER 11 AND SATURDAY, DECEMBER 15
(CLASS SKIPS THANKSGIVING WEEK)
5:30PM- 8:30PM • \$600
NORTH COUNTY CENTER, LINCOLN CITY

Small Business Classes



"The Small Business Management Program provided me with the tools, resources and, most importantly, encouragement I needed to get my existing business to the next level. This program is a great asset to our community!"

JENICA H., SBM GRADUATE, JUNE 2016

Misty Lambrecht, with 2017-18 SBM participant Patrick White, of Northwest Allpro Auto Clinic in Newport

Let's not just check the tires; let's get under the hood of your business

The Small Business Development Center's powerful Small Business Management Program starts in September and culminates with a graduation ceremony in June. For the 2018-19 academic year, we plan to have cohorts in both Newport and Lincoln City.

Join the SBM and delve deep into the topics most critical to your success. The program features monthly three-hour classes, along with monthly one-on-one advising sessions dedicated to achieving the goals you set at the start of the program along with your advisor, which may include:

- Improved financial management
- Human resources & independent contractors
- A better understanding of applicable business law and administrative rules
- Improved marketing programs
- ... and much more

Over the course of a three-term academic year, our participants receive:

- Ten one-to-one, two-hour meetings with an SBDC advisor
- Meetings with an informal support group of a number of other SBM participants
- Nine SBM classes, plus access to more than a dozen additional sessions or workshops attended by your business peers.

Find out if the SBM is right for you!
Misty Lambrecht, SBM Coordinator
541-994-4166
misty.lambrecht@oregoncoastcc.org

Scholarships for Lincoln City businesses

For the sixth consecutive year, Lincoln City – via its Urban Renewal Agency, and thanks to a unanimous vote of support by the city council in July 2018 – will make available economic development funds for scholarships for business classes and programs, like those featured in this publication. "The funds allocated to these scholarships are from the same sources that the city uses to make available low-interest loans for façade improvement or business expansion," said SBDC Director Dave Price. "We're grateful and humbled to know that the city, year after year, sees the value in the services we offer to our participating businesses, and steps up to encourage more businesses to register, thanks to this financial support." If your busi-

ness is located within the city's Urban Renewal District, you are eligible for 100% scholarship support for any of our programs, including the Small Business Management Program, above.

"Thanks to ongoing generous support from the Lincoln County Board of Commissioners, the City of Newport and the City of Waldport, we're also able to continue offering other scholarship support to businesses located elsewhere in Lincoln County," Price said.

To learn more, call the SBDC office at 541-994-4166.



U.S. Small Business Administration

This material is based upon work supported by the U.S. Small Business Administration under Cooperative Agreement Number SBAHQ-18-B-0034. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested in advance. Contact the SBDC at Oregon Coast Community College, 3788 SE High School Dr., Lincoln City, OR 97367, 541-994-4166.



Small Business Classes



Need accounting help? **Count** on the SBDC.

Shoebox Bookkeeping

Would you like to learn some good old “low-tech” accounting? This class will cover the basics such as:

- setting up a general ledger and chart of accounts
- the basics of accounts payable and receivable
- recording start-up costs

This class is also a good refresher course for individuals who currently do computer bookkeeping. It's a great way to step back and understand what's happening behind the curtain with your QuickBooks, WaveApps or other bookkeeping software. Students should bring a calculator.

INSTRUCTOR:

KATHIE GORDON-BROOKS

TUESDAY, 5:30-8:30PM • SEPT. 25 • \$39
NORTH COUNTY CENTER,
LINCOLN CITY

QuickBooks Online

QUICKBOOKS IN THE CLOUD

QuickBooks Online will cover the basic features, getting set up and getting started, navigating the program, reporting, and how to use expanded features to customize QuickBooks Online to use for your business. The course will introduce basic financial and accounting terms, discuss year-end reporting, and cover using data to produce a financial report from this software. This will be a hands-on course with active discussion; students should bring a note pad and be familiar with operating a windows computer.

INSTRUCTOR:

KATHIE GORDON-BROOKS

THURSDAY, 6-9PM • NOV. 6 • \$49
NORTH COUNTY CENTER,
LINCOLN CITY

5-Session QuickBooks Case Study

Take the series or just the individual classes you want. Geared for the beginning bookkeeper. Pre-requisite is familiarity with a Windows computer.

- Take all five for \$195, or choose sessions for \$49 each
- Register at oregoncoastbusiness.com, or call 541-994-4166.

1: Tips & Tricks

OCT. 2: Our case study will begin with starting a new company and building the QuickBooks data file from scratch.

- Chart of Accounts
- Business Formation
- Company Profiles
- Shortcuts and Tips

2: Vendor Transactions

OCT. 9: The case study will continue with adding vendors, bank loans, and how to manage and use your credit cards within QuickBooks.

- Vendors
- Form 1099-MIS
- Using Credit & Bank Loans

3: Sales Transactions

OCT. 16: In this session, we will add customers, explore cash and credit sales, and more.

- Recording Sales & Using Bank Accounts

4: Financial Reports

OCT. 23: The IRS and your bank are very interested in your business. This class will explore ways to share required details without giving away sensitive details.

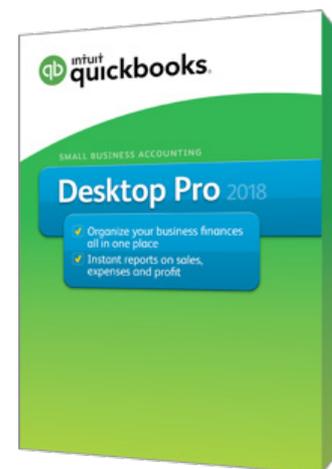
5: Payroll

OCT. 30: At this final class, we will tie everything learned earlier together through a Q & A session. And, since hiring employees and processing payroll is often the next thing a small business does when it opens shop, in this final class, we will explore doing payroll in QuickBooks and discuss employee vs. independent contractors.

INSTRUCTOR: KATHIE GORDON-BROOKS

TUESDAYS, OCT. 2 - OCT. 30 • 6-9PM

TUITION: \$195 OR \$49 FOR INDIVIDUAL CLASSES
NORTH COUNTY CENTER, LINCOLN CITY



register: oregoncoastbusiness.com

customer service & hospitality training

LINCOLN CITY • FALL 2018

Affordable professional development training for employers & job-seekers.



SESSION 1

MONDAY & TUESDAY • 5:30-7:30PM
SEPT. 24 & 25 AND OCT. 1 & 2

SESSION 2

MONDAY & TUESDAY • 5:30-7:30PM
OCTOBER 15, 16, 22 & 23

SESSION 3

MONDAY & TUESDAY • 5:30-7:30PM
NOVEMBER 5, 6, 19 & 20

Registration and details at
oregoncoastbusiness.com,
or call 541-994-4166

Individuals are invited to register!
Price per person is \$45, but ask about
available scholarships.

Businesses sending 3 or more employees
are eligible for hefty discounts!
Call 541-994-4166 for details.

What brings customers back, visit after visit?
Excellent service.
Customer service training is expensive for employers and employees, and really fantastic training is nearly impossible to find on the coast.
Until now.

Oregon Coast Community College's Small Business Development Center has produced a four-part customer service workshop featuring a world-class certification and hands-on experience in a commercial kitchen.

Whether your business is lodging, retail or dining, graduates of the Lincoln County Star Excellence in Hospitality Program will rise to the top of your applicant pool. And, Lincoln County businesses can send current employees through this powerful program for a mere fraction of what the program would cost in larger cities, thanks in part to support from local stakeholders and agencies.

The Lincoln County Start program includes the internationally-recognized *Guest Service Gold: Oregon Edition* workshop at OCCC's Lincoln City center, followed by two sessions in a commercial kitchen, where cleaning, sanitation, knife use and more will be covered.

Our instructor, Judy Hardy, has decades of experience in the Lincoln County hospitality industry and is an experienced trainer serving groups in states across the country.

To register for this program, individuals should visit oregoncoastbusiness.com and complete the online form. To learn about group discounts to send 3 or more employees, Lincoln County employers should call the SBDC at 541-994-4166.



Week One: Guest Service Gold

Guest service is the heart and soul of hospitality, and every hospitality employee, no matter what their job, needs to have a foundation in guest service. Guest Service Gold, which you can earn after successfully testing after Week 1, is a comprehensive program that creates guest service-oriented employees who know how to engage with guests and to provide memorable service. Skills are pertinent for lodging, restaurants, transportation, attractions, and retail occupations. Successfully complete this course and you will have earned an internationally accredited certification that can help you stand out among other applicants for any job in the hospitality industry. All with sufficient scores on this test will be provided an official certificate and a lapel pin.



Week Two: Kitchen & Front of House

In a working commercial kitchen, Lincoln County Star Certificate participants will learn some fundamentals of running a safe, clean, efficient kitchen.

- *Mise En Place* (Everything in Its Place)
- Kitchen safety & sanitation
- Knives: Safety, care & use
 - Fundamentals of professional table service & etiquette
 - Food Safety

NOTE: Participants must have a current Oregon Food Handler's Permit.