

*East Bay SBDC presents*

# Small Business Workshops

East Bay SBDC and Alameda County Economic and Civic Development Department (ECD) partnered to offer no-cost workshops for small businesses and residents in Alameda County. Learn how to start, market and finance your business by securing your spot today!

## WORKSHOPS

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### Marketing Your Business

**1/17/24 - 11:30am - 1pm**

Sneha Lundia, East Bay SBDC Business Advisor

**Registration:**

[nc.ecenterdirect.com/events/51773](https://nc.ecenterdirect.com/events/51773)

### Business Planning and Start-up

**2/21/24 - 11:30am - 1pm**

Cindy Turner, East Bay SBDC Business Advisor

**Registration:**

[nc.ecenterdirect.com/events/51774](https://nc.ecenterdirect.com/events/51774)

### Financing for Small Business

**3/20/24 - 11:30am - 1pm**

John DeGaetano, East Bay SBDC Business Advisor

**Registration:**

[nc.ecenterdirect.com/events/51775](https://nc.ecenterdirect.com/events/51775)

### Financial Reporting and Getting Started with QuickBooks

**4/17/24 - 11:30am - 1pm**

Ching-Lih Jan, Professor, Cal State East Bay

**Registration:**

[nc.ecenterdirect.com/events/51776](https://nc.ecenterdirect.com/events/51776)

### Spanish - Fundamentals of a Marketing Plan

**(Fundamentos de un plan de marketing)**

**5/15/24 - 11:30am - 1pm**

Pablo Gomez, East Bay SBDC Business Advisor

**Registration:**

[nc.ecenterdirect.com/events/51777](https://nc.ecenterdirect.com/events/51777)

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For more information on East Bay SBDC's one-on-one advising, funding assistance and training services, visit [www.eastbaysbdc.org](https://www.eastbaysbdc.org) or call 510-885-4801