



Northern CA Regional Network

Small Business  
Development Center  
At Cabrillo College



**MONTEREY  
PENINSULA  
CHAMBER OF  
COMMERCE**

831.479.6136 • [www.centralcoastsbdc.org](http://www.centralcoastsbdc.org)

831.648.5356 • [www.mpcc.com](http://www.mpcc.com)

*The Central Coast SBDC and the Monterey Peninsula Chamber of Commerce present*

## BUSINESS ACCELERATOR WORKSHOPS 2009

<b>January 27</b> <i>11:30 - 1:30 p.m.</i>	<b>Website/Google/Video Technology</b> Marketing & Sales Track. Presenters: Terry Low and Romney Dunbar, Byte Technology & Dunbar Productions
<b>February 24</b> <i>11:30 - 1:30 p.m.</i>	<b>Tax Planning &amp; Tips and New Thinking for Estate Planning</b> Financial Track. Presenters: Laura A. Davis, Esq. from the Law Offices of Laura Davis, David Sandys, CPA, partner with Hayashi & Wayland, and Ana Soares, JD, CPA, tax manager with Hayashi & Wayland.
<b>March 24</b> <i>11:30 - 1:30 p.m.</i>	<b>Why Do They Do That? Understanding Employee Communication &amp; Motivation</b> Human Resources Track. Presenter: Susan Kettman, SPHR-CA, M.C.Ed, TPO Human Resources.
<b>April 28</b> <i>11:30 - 1:30 p.m.</i>	<b>The Easiest and Fastest Way to a Business Plan</b> Business Planning Track. Presenter: Bob Kramer, CMC, The Alternative Board of Monterey and Salinas.
<b>May 19</b> <i>11:30 - 1:30 p.m.</i>	<b>Getting More Customers</b> Marketing & Sales Track. Presenters: Alan Richmond, NPS, and Judy Carrier, MPCC
<b>June 23</b> <i>11:30 - 1:30 p.m.</i>	<b>Business Loans: Not Dead Yet! A Panel of Lenders</b> Financial Track. Presenter: Teresa Thomae, Small Business Development Center
<b>July 28</b> <i>11:30 - 1:30 p.m.</i>	<b>Change Happens. With All This Economic Uncertainty, How Do I Keep My Staff Smiling?</b> Human Resources Track. Presenter: Kelsey Escoto, SPHR, MSOD, TPO Human Resources.
<b>August 18</b> <i>11:30 - 1:30 p.m.</i>	<b>How to Budget for Success in Unsuccessful Times</b> Business Planning Track. Presenter Jon Mikkelson, Business Instructor, MPC.
<b>September 22</b> <i>11:30 - 1:30 p.m.</i>	<b>Free Technology Tools for Your Business</b> Marketing & Sales Track. Presenter Lou Panetta, Professor, CSUMB.
<b>October 27</b> <i>11:30 - 1:30 p.m.</i>	<b>Strategic Planning</b> Business Planning Track. Presenter Pat Tinsley McGill, PhD, CSUMB.
<b>November 17</b> <i>11:30 - 1:30 p.m.</i>	<b>Compensation Basics. Understanding Compensation Systems and Bonuses</b> Human Resources Track. Presenter La Tonya Olivier, M.Ed., SPHR-CA, CCP, GRP, TPO Human Resources.

**Register online at [www.mpcc.com](http://www.mpcc.com) or call 831.648.5356**

*All workshops are held at the Carmel Mission Inn, 3665 Rio Road, Carmel, California*

Registration is \$10 for members; \$15 for non-members. Lunch will not be provided. A box lunch may be ordered in advance for \$14. Please no outside food. For more information and to register, visit [www.mpcc.com](http://www.mpcc.com) or call the Monterey Peninsula Chamber of Commerce at 831.648.5356.

These events has been developed through a partnership between the U.S. Small Business Administration and the Northern California Regional Lead Center of Humboldt State University as a service to California small businesses under cooperative agreement 6-7770-0005-8. The support given by the above does not constitute an expressed or implied endorsement of any of the co-sponsor(s) opinions, products or services. The Central Coast SBDC is an equal opportunity employer and reasonable accommodations will be made, upon request, for individuals with disabilities.