

**Our thanks and good wishes to everyone!**



**The Napa-Sonoma Small Business Development Center wishes you happy holidays and a healthier New Year for 2021!**

**It has been an honor to serve our strong and resilient business community through 2020 and we look forward to an even brighter partnership in 2021. STAY SAFE!**

**Best Wishes,  
Mary Cervantes, Director and Business Advising Team  
Napa-Sonoma SBDC**



## **Rural Relief Small Business Grants**

**As part of continuing commitment to elevat impact in rural America, LISC is inviting small business owners in rural locations across the country to apply for the LISC-Lowe's Rural Relief Small Business Grants program.**

**The next grant application period will open on Tuesday, December 29th.**

**MORE INFO**

# MARKETING POWER HOUR

Plus time for questions!



## Free Marketing Webinar

Sponsored by [Russian River Chamber of Commerce](#)

### Intro to Video for Your Business: Getting Started

Wednesday, December 16, 2:00PM

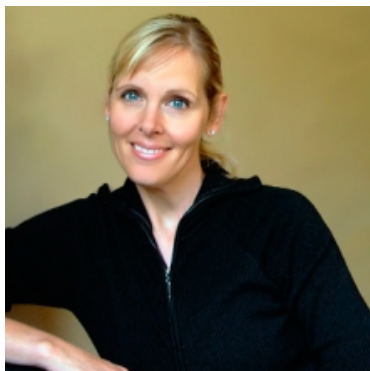
REGISTER

## FACEBOOK LIVE

Tuesday, December 15 at 10 am

### PLEASE NOTE

This will be our last Facebook Live before the New Year!



Meet **Cathy Balach, Marketing Advisor** and learn how she can help you with marketing your business.

During the second half, John will be here to share all the latest updates!

### REMEMBER . . .

You can also access the replay videos.  
And if you need support, reach out to the SBDC today!

FACEBOOK LIVE



This fund helps small businesses across every county and region of California and nearly all industries, particularly those located in economically disadvantaged and historically underserved areas.

To qualify, small businesses must have employed 50 or fewer full-time equivalent (FTE) employees prior to March 2020 and have realized gross revenues of less than \$2.5 million in 2019, and must have suffered a direct economic hardship as a result of COVID-19.

**[Click here for the pre-application page.](#)**

- After you have completed and submitted the online pre-application and are deemed eligible, you will be matched with a participating community lender. You will receive an email or call so you can begin the full loan application process.

## Owning and Investing in Real Estate

Webinar information:

**Thursday, December 17, 2020  
10:30am-12:00pm**

Register here: <https://sbdc.events/RealEstate>



Presented by:

**Steven J. Roth**

*Lending Specialist*  
**NorCal SBDC Finance Center**

Guest Panelists:

**Heather Luzzi**, *District Director - SBA*  
**Jim Baird**, *CEO - Bay Area Development Company*  
**Briana Harney**, *VP - NorthMarq Securities*  
**Le Pham**, *VP - California Bank and Trust*



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*Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact Alan Montague via email: [montague@norcalsbdc.org](mailto:montague@norcalsbdc.org)*



**REGISTER**

**OPPORTUNITY FOR BUSINESS ANALYSIS**

## Rx Business Review FREE for Impacted Businesses!



Rx Business Review is an intensive review to assess your business and help you uncover opportunities.

Regularly \$500, Rx Business Reviews are currently FREE for small businesses in Sonoma County and Napa County who are disaster-impacted and meet the criteria.

[LEARN MORE](#)

## FREE WEBINARS

**Norcal SBDC Finance Center Presents: Survive and Thrive in a Crisis**

Tuesday, December 15 | 1PM - 3PM

[REGISTER](#)

**NorCal SBDC Finance Center Presents: Virtual Small Business Town Hall: COVID-19 and the...**

Wednesday, December 16 | 10:30AM - 11:30AM

[REGISTER](#)

**Writing Your Business Plan**

Wednesday, January 13 | 12PM - 1:30PM

[REGISTER](#)

**Business Start-Up Orientation**

Thursday, January 14 | 12PM - 1:30PM

[REGISTER](#)

**Orientación de NxLevel para Micro Emprendedores**

Wednesday, January 20 | 6PM - 8PM

[REGISTER](#)

**NxLevel Orientation - Spring 2021**

Thursday, January 28 | 6PM - 8PM

[REGISTER](#)

**Orientación de NxLevel para Micro Emprendedores**

Thursday, January 28 | 6PM - 8PM

[REGISTER](#)

## SBDC ALL CLASS CALENDAR



### **EMPLOYMENT RESOURCE** Workforce Alliance of the North Bay

Workforce Services for Career Seekers and Businesses

Partnerships with Education and Economic Development Organizations

## PARTNERS



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