



# A Dynamic Community Deserves A Dynamic College

College of the Canyons is committed to providing Santa Clarita residents and the local business community with the resources needed to thrive in a changing economy. From customized training, to career certificates, to advanced degrees, we have what you need.

## The SBDC

College of the Canyons is proud to host an award winning Small Business Development Center (SBDC). Each year they assist thousands of businesses and entrepreneurs to be more successful. Take a look at the Spotlight for a major event happening this month!

### Economic Development Division

(661) 362-3521 [canyonsecondev.org](http://canyonsecondev.org)

### Employee Training Institute

ETI's customized training helps drive down costs and expand the talent within your workforce.

### Small Business Development Center

Whether you're launching a start-up, or growing an existing company, the SBDC offers free one-on-one consulting to take your business to the next level.

### Center for Applied Competitive Technologies

The CACT provides training in the areas of Computer Aided Design (CAD), Computer Aided Manufacturing (CAM) and CNC machining. Additionally, it offers technology introduction services and partners with the ETI in delivering Lean training and consulting.

### Center for International Trade Development

Business owners and entrepreneurs count on CITD's experience and insights to grow successfully through the stages of export/import trade development.

### Information Communication Technologies and Digital Media Initiative (ICT/DM)

ICT/DM Initiative partners with education and industry to build sustainable pathways for technology focused careers, driving employment and economic development.

### WorkSource Center

The WorkSource provides comprehensive services to employers seeking qualified candidates for their current or upcoming openings and to job seekers looking to find sustainable employment.



## January SPOTLIGHT:

Most everyone is aware of how marketing has moved to electronic and online. Join us for a morning of break-out workshops, networking, and resources for your business. We will cover the hottest online marketing topics and tools. Uncover the tools and resources to help jump start your business in 2014! Our 50-minute workshops feature best practices in:

- Email Marketing
- Social Media
- WordPress
- Search Engine Optimization (SEO)
- Measuring Online Results
- Video and YouTube Marketing
- Google Places
- Microsoft Web Tools
- How to Create and Use Photography Effectively

**When:** Wednesday, January 22, 2014 - 8:30am to 12:10pm

**Where:** College of the Canyons University Center

**Cost:** FREE + \$2 parking fee

**Information is available at:** <http://cocsbdc.org/calendar/>  
or <http://smallbizla.org/classes/2014-jump-start-your-business-mega-marketing-event-coc-012214>  
Register online at: <http://bit.ly/jan22jumpstart>

## Current EVENTS:

Friday, January 10, **QuickBooks Boot Camp**

Friday, January 10 & January 17, **Advanced Negotiation Skills Boot Camp**

Tuesday, January 14, **How to Successfully Start your New Business**

Tuesdays: January 14 – February 25, **Project Management Essentials**

Tuesdays: January 14 – March 18, **Leadership Skills Development**

Tuesday, January 14, **Sexual Harassment Prevention Training for Supervisors & Managers**

Wednesday, January 15, **LinkedIn for Business Development and Networking**

Thursdays: January 16 – March 27, **Advanced Leadership Skills**

Wednesday, January 22, **2014 Jump Start Your Business – Mega Marketing Event**

Wednesday, January 22, **Access to Capital – finding Funding for your Business**