



# 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.

## Should your small business be exporting?

Over 95% of the world's consumers exist outside the United States! In the last year the Center for International Trade Development at College of the Canyons has offered ten workshops in import/export for local businesses. In 2012, 246 people received training and consulting services through the CITD.

### 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

CACT provides advanced technology companies with technical consulting services to help them learn, compete, and grow.

### 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.

### WorkSource Center

The WorkSource Center provides comprehensive services to both job seekers looking to find sustainable employment and employers seeking qualified candidates for their current or upcoming openings. Job seekers have access to a variety of self-service resources with support from career advisors including workshops, placement assistance, and training. Employers are offered customized assistance in filling their job openings from online job listings and pre-screening of candidates, to fully supported job recruitment events.



## February SPOTLIGHT:

The Center for International Trade Development (operated by the COC SBDC) is beginning a series on Exporting for Small Business. Taught by experts from the Trade Connect, the Port of Los Angeles, the Import/Export Bank and the CITD this eight part series will cover every aspect of moving into to exports for small business:

- 1/29 – Is Exporting for Me?
- 2/12 – Finding & Entering New Markets – International Matchmaking
- 2/26 – International Business Culture
- 3/12 – International Export Marketing
- 3/26 – Export Sales Techniques
- 4/9 – Trade Finance & Trade Insurance – Getting Paid
- 4/23 – Regulations & Legal Do's & Don'ts for Exporters
- 5/7 – Export Logistics & Documentation

These half day workshops are made available without charge through a small business grant. For more information or to register please call (661) 362-5900.

## Current EVENTS:

**Tuesday, February 5 – How to Successfully Start your New Business**  
9 am to 11 am in the University Center, Room 222

**Wednesday, February 13 – How to Successfully Start Your New Business**  
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**Tuesday, February 19 – Essential Steps for Writing a Business Plan**  
9 am – 12 pm in the University Center, Room 222

**Tuesday, February 19 – Project Management Institute Open House**  
5:30 pm to 7:30 pm in University Center, Room 258

**Thursday, February 21 – Sexual Harassment Prevention Training for Supervisors & Managers** – 9 am – 11 am in the University Center, Room 223

**Friday, February 22 – QuickBooks Boot Camp**  
10 am – 4:30 pm in the University Center, Room 309