



# Coachella Valley SBDC Center

*Hosted by Riverside County Economic  
Development Department*



Coachella Valley SBDC  
December 3, 2024



# Your community of business experts.

Cal State  
Fullerton



# Our Network



The Orange County Inland Empire Small Business Development Center Network comprises more than 100 small business owners and business experts. Whether you're looking to build or expand, our consultants will help you grow your business.

**Consulting**

**Training**

**Capital**

**Resources**

# Coachella Valley SBDC



# Meet Your Presenter



## Maria Cruz Lascano

### Program Coordinator

As Coachella Valley SBDC Program Coordinator, Maria Cruz Lascano brings over 15 years of experience in event planning and administration. She previously managed logistics, contracts, and vendor relations for the Riverside County Fair and National Date Festival, where she coordinated equipment operations, handled concession sales, managed bid proposals, and negotiated service contracts for performers and equipment at both the county fair and annual air show.

# RivCo Economic Development Staff



Joaquin Tijerina  
Director



Bob Wright  
Associate Director



Maria G. Gonzalez  
Development Specialist



# Meet Your Consultants



## **Strategic Planning**

Business Consultant

Hugo is an innovative senior executive with over 25 years of experience in Educational Publishing leading global teams. Known for his collaborative communication, he is fluent in English, Spanish, and Portuguese. He is mission-driven and results-oriented.



## **Marketing**

Business Consultant

Yadira is an enthusiastic consultant with over 12 years of retail experience. Her diverse skills and perspective enables her to support success across many industries, making her expertise adaptable to a wide range of clients.



## **Food Industry**

Business Consultant

Jay has over 25 years of experience in both corporate and independent restaurants and catering. Jay helps business owners launch, run, and optimize foodservice operations.



# Meet Your Consultants



## **Veteran Contracting**

Business Consultant

Troy is a retired US Marine with 28 years in the Acquisition Field and small business advocate. As a former Contingency Contracting Officer, he guides companies in competing for government contracts and expanding in the marketplace.



## **Marketing**

Business Consultant

Since 2009, Ryan has empowered clients in digital marketing through his website development and marketing consulting business. He has helped many small businesses leverage digital platforms for success.



## **Sales and Marketing**

Business Consultant

Lisa Napolitano is an entrepreneur, trusted advisor, and executive with over 25 years of experience in driving business performance. Her diverse background includes owning a fine dining restaurant & cabin resort



## **Contracting**

Business Consultant

Lupe has over 30 years of experience as a small business owner. She started her career as the bookkeeper for her family businesses and has helped many start-ups by assisting them with formation, hiring, training, accounting, and business development. Most notably, she has helped hundreds of businesses secure funding.



# Coachella Valley Core SBDC Services

## Consulting

- One-on-one expert business consulting, customized to needs of each business client. Completely confidential and at no cost to business owners.

## Training

- On a wide-range of functional areas including Strategic Planning, eCommerce, Operations Management, Digital Marketing and AI, Business Development, Financing and more!

## Capital

- Financing planning, analysis and lender matching.

## Resources

- From market research to hiring and retaining talent – we can help you with all of it.

# Core Startup Assistance

- Feasibility and Market Research
- Strategic Planning
- Ownership Structure
- Regulatory Compliance
- Budgeting / Financial Forecasting
- Business Financing
- Sales and Marketing





# Upcoming Programs in 2025



**SBDC Start**

AMERICA'S  
**SBDC**  
CALIFORNIA  
ORANGE COUNTY | INLAND EMPIRE

Wednesdays | July 10 – August 7 | 10 a.m. – Noon

WEBINAR SERIES

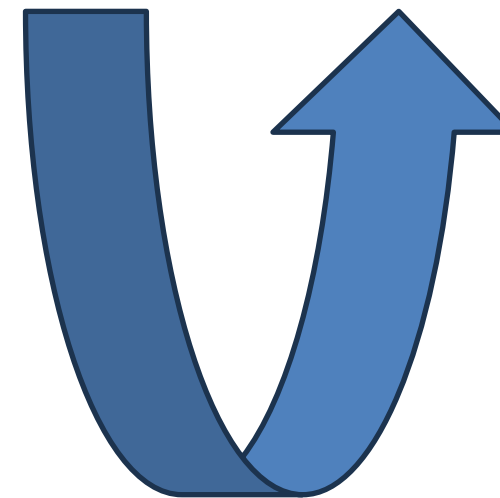
## Interested in starting your own business?

SBDC Start is a startup series designed to teach you how in just five weeks. You'll gain the necessary information and skills needed to start your very own business!

### Through this series you will learn about:

- ✓ Business plans and feasibility, market research, and licenses/permits
- ✓ Financial management and documents
- ✓ Digital marketing, social media, and traditional advertising

**REGISTER TODAY!**  
CV-SBDC-Start.eventbrite.com



## LEVEL UP

Grow Your Business

Thursdays | June 20 – August 1 | 3 – 5 p.m.

WEBINAR



The six-week Level Up training program will put you on the path towards growth as you evaluate and develop your metrics, benchmarks, financials, teams, triggers, and strategies to reach the next level of growth. Learn how to de-risk expansion and get involved in proactive growth.

### Weekly topics include:

- Intelligent Planning
- Financial Management
- Understanding Customers
- Sales and Marketing
- Optimizing Operations
- Managing People

As part of the Riverside County Small Business Thrive Program, certain Riverside-based businesses may be eligible for a grant at the completion of the program.

IN PARTNERSHIP WITH:



**REGISTER TODAY!**  
level-up-cv.eventbrite.com



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# Upcoming Programs



**BE BOLD, BE SEEN:  
BUILDING CONFIDENCE  
ON SOCIAL MEDIA**

Wednesdays | June 5 – 26 | 10 – 11:30 a.m. **WEBINAR**



Dive deep into the world of social media with engaging sessions that empower you to: Master content creation skills, develop highly effective strategies, grow, and captivate your audience.

Each session builds upon the last, ensuring you level up your social media game week by week! Don't miss out on this exciting opportunity to boost your online presence!

Topics include:

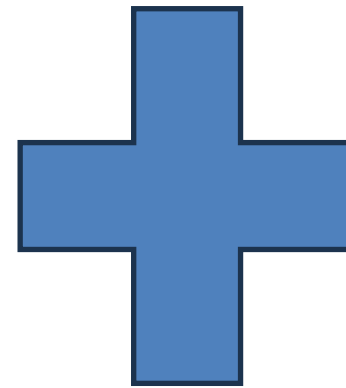
- Understanding your audience
- Crafting engaging content
- Building a calendar
- Developing KPIs
- Utilizing social media ads

IN PARTNERSHIP WITH:



**REGISTER TODAY!**  
socialmedia-cv.eventbrite.com







**GROW YOUR BUSINESS**  
with Artificial Intelligence

**GAIN A COMPETITIVE EDGE**  
**June 13, 2024 | 9 – 11:30 a.m.**

Equip yourself with marketing tools to propel your business to the next level. Learn how to expand your audience, diversify sales strategies, and make video a cornerstone of your growth. Through hands-on workshops, demonstrations, and interactive sessions, you will walk away with powerful marketing secrets to grow your business.

*Unlock new ideas, strategies, and tactics with four power-packed sessions.*

Don't miss this opportunity to elevate your marketing strategy to new heights. Seats are limited to 45 attendees! Bring your marketing questions and leave with actionable digital marketing techniques.



**THE FUTURE AWAITS —  
Reserve your seat at our must-attend event now!**

[GrowYourBusinesswithAI.eventbrite.com](https://GrowYourBusinesswithAI.eventbrite.com)

POWERED BY 

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Explore new, cutting-edge sales channels



Discover the power of video to generate leads





# Upcoming Programs



## VETERAN ENTREPRENEUR BUSINESS START

Wednesdays | August 21 – September 25 | 3 – 5 p.m. WEBINAR SERIES

**Calling all veteran entrepreneurs!**

Successfully launch your businesses with this program as we cover topics on business planning, finance, market analysis, digital marketing, social media, licenses, permits, and more. Veteran Entrepreneurs Business Start is specifically focused on military veterans who are looking to start their first business.

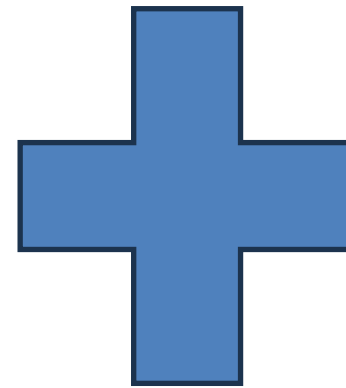
**Riverside County Thrive Grant Program**  
At the completion of the program, eligible participants can apply for a County of Riverside grant of \$2,500.

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**REGISTER TODAY!**  
veteran-start.eventbrite.com







an OCIE SBDC Program



Tuesdays | July 23 – August 27 | 3 – 5 p.m. WEBINAR SERIES



**Riverside County MADE is aimed at assisting Riverside County startup product-based businesses with entering the marketplace to validate their concepts.**

Over the course of six weeks, you will discover the core concepts to create a successful business. Learn about planning, marketing, financing, and how to make your business dreams a reality

*As part of the Riverside County Small Business Thrive Program, certain Riverside County-based businesses may be eligible for a grant at the completion of the program.*

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rivco-made-2024.eventbrite.com





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# Coachella Valley SBDC Assist:

Aspiring Entrepreneurs Start

and

Existing Business Owners Grow



# Questions?

Thanks to the support of our sponsors,  
one-on-one consulting is available at no cost to you.

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**Schedule an appointment  
to grow your business through  
one-on-one consulting.**

(800) 616-7232 | [ociesmallbusiness.org](https://ociesmallbusiness.org)





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# County Sponsor



**RIVERSIDE COUNTY  
OFFICE OF ECONOMIC DEVELOPMENT**

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