CALIFORNIA SBDC
Orange County
Small Business Development Center

Spring 2012

small business training

Seminar in Vietnamese offered in May

APRIL / MAY / JUNE

APRIL

4 **Wednesday**
2:30-4:00 p.m.

Small Business Orientation Workshop *Presented by Orange County SBDC Consultant Karie Armstrong*
The orientation workshop is facilitated by an SBDC Business Consultant who will discuss informational topics such as Being an Entrepreneur, Business Planning, Small Business Financing, the Legal Forms of Organization, Licensing and Permits.

Rancho Santiago Community College District Center
2323 N. Broadway
Room 114
Santa Ana, CA 92706

No Charge!

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11 **Wednesday**
9:00 a.m.-12:00 p.m.
In partnership with
EDD Employment Development Department State of California

Employee or Independent Contractor Tax Seminar *Presented by EDD*
In this seminar, you will learn the **factors that determine if a worker is an employee or independent contractor**; the **consequences of incorrectly classifying workers**; **the basics of statutory employment**; and **how to get help**.

Rancho Santiago Community College District Center
2323 N. Broadway
Board Room 107
Santa Ana, CA 92706

No Charge!

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18 **Wednesday**
6:00-8:30 p.m.
In partnership with

Navigate Your Business using QuickBooks Reports *Presented by Orange County SBDC Consultant Mark McCallick, C.P.A.*
Learn how to utilize the powerful reports in QuickBooks to assist you in navigating your business. **This workshop is designed for mature businesses and business owners who, as entrepreneurs, may not be accountants or have the financial background to understand their Company's financial statements. This workshop will teach you how to run and understand the most important reports in QuickBooks so you can make strategic decisions that will lead your company to success.** Learn and understand the basic reports that should be produced each month and learn how to work with (and what to expect from) your tax preparer, financial manager or bookkeeper. This is not a "hands on" class and as such PCs will not be provided however you are welcome to bring your own laptop. A Sample Company will be used in QuickBooks to demonstrate the pertinent issue in the workshop.

Rancho Santiago Community College District Center
2323 N. Broadway
Board Room 107
Santa Ana, CA 92706

$25

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25 **Wednesday**
6:00-8:30 p.m.
In partnership with

Creating Your Roadmap to Success-The Art & Science of Creating a Successful Business
Presented by Orange County SBDC Business Consultant Karie Armstrong
It's your journey…Shouldn't you create the map? Successful business planning leads to successful business results. **Take the most important step** and **build your business** solidly from the very beginning or use this tool to grow an existing enterprise. In this interactive workshop you will learn how to **break apart the components** of the business plan into manageable steps, **define** your business succinctly, **research** your competition and target market, **develop** your operating and marketing plans, and **start understanding** your financial statements.
New business owners and entrepreneurs should consider first attending the workshop "Building the Foundation for a Successful Business". Register today!

Rancho Santiago Community College District Center
2323 N. Broadway
Board Room 107
Santa Ana, CA 92706

$25

Register online at www.ocsbdc.org, or for more information, please call (714) 564-5200.

MAY

2 **Wednesday**
2:30-4:00 p.m.

Small Business Orientation Workshop *Presented by Orange County SBDC Consultant Karie Armstrong*

The orientation workshop is facilitated by an SBDC Business Consultant who will discuss informational topics such as Being an Entrepreneur, Business Planning, Small Business Financing, the Legal Forms of Organization, Licensing and Permits.

Rancho Santiago Community College District Center
2323 N. Broadway
Room 114
Santa Ana, CA 92706

No Charge!

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2 **Wednesday**
6:00-8:30 p.m.

In partnership with

Social Media Marketing Strategies for Small Businesses *Presented by Orange County SBDC Consultant Manal Richa*

Due to the overwhelming buzz created by Social Media, some businesses have been avoiding contemplating the idea of adding social media to their marketing planning because it is an unknown; while others have no idea what kind of value social media can bring to their business. **Is it all just a waste of time or is there a return on your investment?** In this seminar, **learn what social media is about, how to use and leverage social media while implementing it along with your existing marketing efforts.** Participants will **have a better understanding on what social media can do for their business and help them grow.**

Rancho Santiago Community College District Center
2323 N. Broadway
Board Room 107
Santa Ana, CA 92706

$25

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16 **Wednesday**
6:00-8:30 p.m.

In partnership with

Legal Do's and Don'ts for Small Business *Presented by: Thomas A. Zeigler, Kevin Day and Erica M. Diaz*

The workshop covers basic **legal issues faced by small businesses in California.** You will learn the most common costly legal mistakes that most small business owners make. We will discuss how to **determine the best legal structure for your business, the pitfalls to avoid in contracts, partnership agreements, and leases, employee versus independent contractor, and how to protect your brand** and much more. Here's your chance to get answers to your business legal questions from top notch business attorneys.

Rancho Santiago Community College District Center
2323 N. Broadway
Board Room 107
Santa Ana, CA 92706

$25

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22 **Tuesday**
9:00 a.m.-12:00 p.m.

In partnership with

Are You Doing Business with Government & Corporate America?

Learn what it takes to successfully tap into these markets.
Hear directly from Government Purchasing Agents, Corporate Diversity Managers and industry experts:

* How do they look for new vendors
* How to start doing business with their agency or corporation
* What are the keys to success
* What are the most effective marketing techniques to use

This workshop is designed for established businesses interested in expanding their markets.

Rancho Santiago Community College District Center
2323 N. Broadway
Board Room 107
Santa Ana, CA 92706

$25

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23 **Wednesday**
4:00-6:30 p.m.

Building the Foundation for a Successful Business *Presented by Orange County SBDC Consultant Karie Armstrong*

In this workshop we will discuss the **critical things to think about first** when starting your business. Topics will include: **credit worthiness** for securing loans and lines of credit; the **different business entities, taxes, and license requirements**; how to **plan strategically, operationally and financially**, and; how to find and **use available resources.** This class is **strongly recommended for individuals who are new to the world of entrepreneurship.**
Take the first step and register today!

Rancho Santiago Community College District Center
2323 N. Broadway
Board Room (107)
Santa Ana, CA 92706

$25

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30 **Wednesday**
4:00 - 6:30 p.m.

In partnership with

Do you want to be approved for a Business Loan? *Presented by Orange County SBDC Consultant Elisabeth Pechs*

Don't wait until the last minute to be prepared! Banks do not like businesses that are disorganized and submit incomplete packages. In this workshop, we will discuss how the bank looks at your documentation and what it takes to get approved.

1) Learn how to fulfill the necessary requirements to submit a loan application.
2) Understand your credit score and how to improve it.
3) Develop a convincing story for your funds allocation.

Rancho Santiago Community College District Center
2323 N. Broadway
Board Room (107)
Santa Ana, CA 92706

$25

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31 **Thursday**
6:00-9:00 p.m.

presented in Vietnamese

Employee or Independent Contractor Tax Seminar *Presented by EDD*

In this seminar, you will learn the **factors that determine if a worker is an employee or independent contractor**; the **consequences of incorrectly classifying workers**; the **basics of statutory employment**; and **how to get help**.

Wells Fargo Bank
9550 Bolsa Ave.
Westminster, CA 92683
(714) 564-5208

No Charge!

Co-sponsored by

In partnership with

Register online
www.ocsbdc.com

Refreshments provided

JUNE

6 **Wednesday**
2:30-4:00 p.m.

Small Business Orientation Workshop *Presented by Orange County SBDC Consultant Karie Armstrong*

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Rancho Santiago Community College District Center
2323 N. Broadway
Room 114
Santa Ana, CA 92706

No Charge!

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7 **Thursday**
9:00 a.m.-3:30 p.m.

In partnership with

Federal/State basic Payroll Tax *Presented by EDD and the IRS*

This seminar will teach the basics of federal and state payroll taxes every business owner should know about! Learn **how to report taxes and how to distinguish between an employee and independent contractor**. You will also gather information on independent contractor reports and ways to get assistance on your payroll taxes.

Rancho Santiago Community College District Center
2323 N. Broadway
Board Room 107
Santa Ana, CA 92706

No Charge!

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28 **Thursday**
6:00-8:30 p.m.

In partnership with

Creating Your Roadmap to Success-The Art & Science of Creating a Successful Business
Presented by Orange County SBDC Business Consultant Karie Armstrong

It's your journey…Shouldn't you create the map? Successful business planning leads to successful business results. **Take the most important step** and **build your business** solidly from the very beginning or use this tool to grow an existing enterprise. In this interactive workshop you will learn how to **break apart the components** of the business plan into manageable steps, **define** your business succinctly, **research** your competition and target market, **develop** your operating and marketing plans, and **start understanding** your financial statements.
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City of Mission Viejo
200 Civic Center
Saddleback Room
Mission Viejo, CA 92691

$25

CALIFORNIA
SBDC
Orange County
Small Business Development Center

advance your business

Whether it's expanding your growing company or launching a start-up, the Orange County Small Business Development Center is here to help you advance to the next stage of success.

No-charge consulting!

The Orange County SBDC is a one-stop source for small business owners and entrepreneurs. Orange County SBDC offers complimentary, personalized business assistance in a confidential, one-on-one setting with professional business consultants who have the experience and knowledge to help you in several ways:

- **Access to Capital** • **Expansion & Growth Strategies** • **Government & Corporate Contracting** • **Online Marketing** • **Profitable Sustainability** • **Starting a New Venture** • **Business Planning** • **Marketing & Advertising** • **Quickbooks** • **Financial Analysis**

For more information, please contact:
Orange County SBDC
2323 N. Broadway, Suite 201
Santa Ana, CA 92706
(714) 564-5200 • www.ocsbdc.org

Please call to inquire about eligibility for no-charge consulting.

www.ocsbdc.org

The Orange County SBDC is an economic development program of Rancho Santiago Community Collage District and is supported by the U.S. Small Business Administration, California Community Colleges Chancellor's Office, and California State University Fullerton, and is extended to the public on a non-discriminatory basis. SBA and CSUF cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact 2323 N. Broadway, Ste. 201, Santa Ana, CA 92706. (714) 564-5200.

COLINAS DE CAPISTRANO

MONUMENT PLACEMENT DETAILS

Prepared for

City of Laguna Niguel
27801 La Paz Road
Laguna Niguel, CA 92677

SIGN CRITERIA PACKAGE
PREPARED BY

HOKE OUTDOOR ADVERTISING INC.

RECEIVED
JUN 23 2008
CITY OF LAGUNA NIGUEL

CITY OF LAGUNA NIGUEL

27801 La Paz Road
Laguna Niguel, CA 92677
(949) 362-4300

PURCHASE ORDER

DATE 12-15-11

PURCHASE ORDER 22241

ESRI (vendor) — 909-362-4300 (phone no)	City of Laguna Niguel (delivery address)
380 New York st. (address)	30111 Crown Valley PKWY
Redlands, CA 92373-8100 (city, state, zip)	Laguna Niguel, CA 92677

Quanity ordered	Received	Description	Unit Price	amount
1		ArcGIS Spatial Analyst concurrent use license # 88282	2,500	$2,500.00
		Shipping & Handling		
			Sales tax	193.75
			TOTAL	2,693.75

Fund	function	acct no.	
100	21	5080	COMPUTER SOFTWARE

TERMS AND CONDITIONS

1) MAIL INVOICE IN DUPLICATE IMMEDIATELY AFTER DELIVERY ATTN: ACCOUNTS PAYABLE.
2) PURCHASE ORDER NUMBER MUST APPEAR ON THE INVOICE.
3) INVOICES MUST BE ITEMIZED, STATING PRICE AND AMOUNT OF EACH ITEM.
4) ENCLOSE PACKING SLIP WITH EVERY SHIPMENT.
5) TRANSPORTATION CHARGES MUST BE PREPAID, IF QUOTED F.O.B. SHIPPING POINT, ATTACH ORGININAL RECEIPTED FRIEGHT BILL TO INVOICE.
6) SALES TAX WILL BE PAID BUT MUST BE SHOWN SEPARATELY.
7) ALL MATERIALS FURNISHED IN THIS PURCHASE ORDER WILL BE SUBJECT TO TEST AND INSPECTION.

Pam Lawrence 12/19/11
X Purchasing Officer Date

WHITE · VENDOR COPY BLUE · RECEIVING COPY CANARY · ACCOUNTING COPY GOLDENROD · SUBMITTER'S COPY

CITY OF LAGUNA NIGUEL
CDBG COMMITTEE AGENDA

SPECIAL MEETING
FEBRUARY 13, 2012 – 11:00 A.M.

Community Development Conference Room - City Hall **30111 Crown Valley Pkwy**

Any person wishing to address the CDBG Grants Subcommittee on any grant issue, whether or not it appears on this agenda, is required to complete a "Request to Speak" form available at the door. Please submit the completed form to the Secretary prior to being heard by the Committee. Each person addressing the Committee will be limited to three (3) minutes, unless extended by the Committee. No action will be taken on any item not on the agenda, unless the Committee makes a determination that an emergency exists or that there is a need for immediate action and the need to take action came to the attention of the City subsequent to the agenda being posted.

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS

GRANT APPLICATIONS

A. CDBG Public Service Providers Grant Applications 2012-2013

1. 2-1-1 Orange County
2. Boys & Girls Club of Capistrano Valley
3. Families Forward
4. Laura's House
5. South County Outreach
6. South Coast YMCA

Recommendation:

Review the Public Service Grant Applications and determine the appropriate funding amount for each provider, not to exceed a total of $34,853.

B. CDBG Administration

1. Program Administration
2. Fair Housing Council of Orange County

Recommendation:

Review the Administration portion of the grant and make recommendations to the City Council on funding not to exceed $46,471.

C. CDBG Capital Projects

1. Goodwill of Orange County
2. Street Improvement Project

Recommendation:

Review the Capital Project portion of the grant and make recommendations to the City Council on funding.

ADJOURNMENT

POSTED DATE: February 10, 2012

POSTING TIME:

POSTED BY: Dalynn Zampino

Dalynn Zampino, Secretary
Community Development Department

LAGUNA NIGUEL CITY/CDBG GRANTS SUBCOMMITTEE MEMBERS

Council Member Linda Lindholm
Council Member Robert Ming

ADDITIONAL CITY OFFICERS

Pam Lawrence, Deputy City Manager
Dan Fox, Community Development Director
Erich List, Associate Planner

LYNDON GROUP

City of Laguna Niguel (CNL)

Inventory - Personal Information

Instructions: Please review and check the box next to each item that your department collects and manages for internal use or shares with third parties.

- *Internal to CNL use may include information collected from employees or residents*
- *Shared with third parties outside of CNL (may include outsourced services or vendors, e.g., agencies, insurance or benefits companies, etc.)*

Please return the completed survey to Eric Nelson at eric.nelson@lyndon-group.com.

Department: Community Development

Contact: Erich List

PII/PHI (Information)Type	Internal	Shared	Comments - How is information used or shared?
Name	X	X	Permit applications / staff reports shared in document imaging
Home address	X	X	"
Dates of:			
a. Birth	X		Drivers license for special inspectors
d. Death			
Telephone number	X	X	Permit appl + staff reports may be shared with public at hearings
Fax number	X		
Gender	X		Drivers license stored in document imaging
Ethnicity			
Marital/Relationship status			
Marital/Relationship information (name, address, relationship, etc.)			
Email address(es)	X	X	Permit applications shared w/ survey
Social Security / Tax ID number	X		old permits scanned / most redacted but may have missed some
Benefits / Insurance information - employees			

Benefits / Insurance information – patients/others			
Insurance / Beneficiary information - employees			
Insurance / Beneficiary information – patients/others			
Healthcare Information (status/diagnosis/treatment) - employees			
Healthcare Information (status/diagnosis/treatment) – patients/others			
Health Plan/Benefits beneficiary information			
Bank account numbers	X		copies of NSF checks in files / Bank name - grading
Routing numbers	X		"
License and Certificate numbers	X		contractor license
Vehicle identifiers (such as license plate number)			
Internet Protocol (IP) address			
Biometric identifiers (such as finger and voice prints)			
Full-face photographic images (and any comparable images)	X		Drivers license special inspectors
Other unique identifiers that can be attributed to a specific individual			
Religion			
Medical care info, such as organ donations, medications, disability info, etc.			
Medicare Number			
Prescription (DEA) writing number			
Travel profiles, including credit card, frequent flyer, rental, hotel information, etc.			

I-9 Form (Employment Eligibility Verification)			
Mother's maiden name, father's middle name or other identifier specific to an individual.			
Information concerning a child (under age 13) that is collected online or from other sources.			
Body identifier (tattoos, scars, etc.)			
Employment history	X		resumes for OFF Aide
Education records for employment/hiring	X		"
Income/Salary information	X		"
Credit/Payment account numbers			
Payment history			
Loan or deposit balances	X		Permit deposit info Bond info
Credit card purchases			
Criminal charges and convictions and/or other Court Records			
Military history			
Academic history/grades for students			
Academic records for admission/transfer			
Credit reports and credit scores			
Consumer reports			
Financial assets			
Financial transaction information			
Merchandise and product order history			
Emails archives			

Fraud alerts			
Video recording			
Conversations (recorded or overheard)			
Descriptive listings of consumers			
Personnel files			
Other			

Scanning Service Corp
15513 Cleveland Drive
Fontana, CA 92336
909-816-2329

Invoice

Date	Invoice #
2/22/2012	2012010

Bill To	Ship To
City of Laguna Niguel Juana Laur/City Clerk's Office 30111 Crown Valley Parkway Laguna Niguel, CA 92677	City of Laguna Niguel Erich List/Building Dept. 30111 Crown Valley Parkway Laguna Niguel, CA 92677

P.O. No.	Terms	Due Date	Rep
21969	Net 15	3/8/2012	MF

Quantity	Description	Rate	Amount
524	plans scanned	0.80	419.20
1,137	pages scanned	0.05	56.85
1,661	pages prepped	0.02	33.22
20	files indexed	0.06	1.20
		Total	$510.47

Sec. 9-1-76. Sign Programs.

(a) *Purpose.* Sign programs are intended to provide incentive and latitude in order to achieve variety, effective identification, attractive appearance, and coordinated design for multi-tenant centers and other applicable projects.

(b) *Modifications to Standards.* The standards of this Subarticle relating to sign number, placement, size, and height may be modified for signs in an approved sign program provided all requirements of this Section are satisfied.

(c) *Applicability.* Sign programs shall be required for all shopping centers, office complexes, business parks, and similar projects. In addition, freestanding business uses over 10,000 square feet in gross floor area, multiple centers or building sites sharing a common access, and other projects identified in this Code are also eligible for approval of sign programs.

(d) *Procedures.*

(1) Sign programs shall be approved via a site development permit per Section 9-1-114. All permanent signs subject to an approved sign program shall be consistent with that sign program. In cases where a sign program has not been adopted, individual signs shall be subject to approval of a sign permit per Section 9-1-78.1.

(2) The decision-making authority, upon completion of its review, may attach appropriate conditions to any sign program approval.

(3) The following findings are required for approval of a sign program in addition to the other findings required for approval of a site development permit:

a. The sign program is consistent with the purpose and intent of this Subarticle;

b. All signs within the sign program are visually coordinated via the incorporation of several common design elements such as materials, letter style, colors, illumination, sign type or sign shape.

c. The signs within the sign program relate visually to the buildings, storefronts, or tenant spaces they identify. This may be accomplished by utilizing materials, colors, or design motif of the building being identified.

(e) *Pre-1990 Sign Programs.* For any sign program adopted prior to January 1, 1990, the Community Development Director shall determine if new signs or sign modifications subject to the program are consistent with the sign regulations in this Subarticle. Upon submittal of an application for a sign permit, the Director shall determine if the sign is of superior design and if it meets the intent of these regulations. If the Director determines that the proposed sign is not consistent, the sign(s) shall be permitted only upon approval of a site development permit per Section 9-1-114.