

Truckee chamber hosting 3 business workshops

Three business workshops are being offered in Truckee this month.

Business Basics (June 6 1-4pm, \$40) is a three-hour workshop discussing the fundamentals of starting and building a successful business. Learn the realities of starting a business, licenses and permits needed, developing start-up costs, break-even analysis, cash flow projections, legal structure options, insurance requirements, importance of researching your market, why you need a business plan, typical loan requirements and much more.

SBA Financing Options (June 21, 10:30am-noon, free) is a workshop discussing the various SBA loan programs, the fundamentals of borrowing, credit, financing options, owner's injection, collateral, loan restriction and limitations, loan application process, and standards lenders utilize to evaluate the application.

Social Media (June 26, 1-4pm, \$40) is about using social media tools to build relationships with customers and create top of mind awareness for your business. This three-hour workshop will cover basics of setting up a Facebook page and provide tips on how to grow your Facebook fan base as well as how to build relationships and drive traffic to events and products. Twitter, Linked-in and the power of email marketing will also be part of the discussion.

All workshops are at Truckee Donner Chamber of Commerce, 10065 Donner Pass Road, Truckee. For more information, call (530) 587.8808.