

IT'S RIGHT IN OUR BACKYARD



DUBLIN
CALIFORNIA

This is a special "Small Business Week" edition of the Dublin Business News Update, a bimonthly publication highlighting the latest news and events relevant to the business community in Dublin, CA.

Small Business Week is April 29 to May 5, 2018

Dublin Participates in National Small Business Week

To highlight and celebrate the important role that small business plays in the local economy, the Dublin City Council has proclaimed April 29-May 5, 2018 as "Small Business Week" in Dublin. During Small Business Week, there are a number of free events to help your small business grow and thrive!



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Small Business Week Webinar: Build a Local Search Presence - Wednesday, May 2

As part of Small Business Week, the City of Dublin is offering a free webinar workshop to help small businesses improve their local search presence online.

Having complete business information online and available to customers can help generate more revenue for businesses. Attend the free webinar to hear about consumer trends related to local searches and learn best practices from Google about how to get your business in front of customers in our area.

This event is presented locally by the City of Dublin, Chabot-Las Positas Community College District and the Dublin Chamber of Commerce. Light refreshments will be available. Please bring your own laptop/device. Spaces are limited.

This event is free and open to the public. Register [online](#).

Wednesday, May 2, 2018
9:00 a.m. to 10:30 a.m.
Chabot-Las Positas
Community College District Office
7600 Dublin Blvd, Dublin CA 94568



City Contacts

General Information
(925) 833-6650

City Manager
(925) 833-6650

Community Development (925)
833-6620

Economic Development
(925) 833-6650

Environmental Services
(925) 833-6630

Administrative Services
(925) 833-6640

Fire Prevention
(925) 833-6606

Building Blocks of Export Success - Wednesday, May 2

As part of Small Business Week, the [East Bay Economic Development Alliance](#) is presenting a panel on the "Building Blocks of Export Success" in Oakland.

Human Resources
(925) 833-6605

Exporting can enable small businesses to increase sales and profit, reduce dependence on the domestic market, and stabilize seasonal fluctuations. In this workshop, learn how to get into the exporting business to better compete in today's global marketplace.

Parks and Community Services
(925) 556-4500

Considerations in taking your business to go global:

Police (non-emergency)
(925) 833-6670

- Resources and partners to help refine your export business strategy
- Financial considerations in negotiating an export sale
- Methods of payment to be considered for an export sale
- New tax considerations as a result of the tax reform act
- Export tax incentives for US businesses

Public Works
(925) 833-6630

This event is free and open to the public. Register [online](#).

City of Dublin
100 Civic Plaza
Dublin, CA 94568
www.dublin.ca.gov

Wednesday, May 2, 2018
10:45 a.m. to 12:00 p.m.
EBMUD
375 11th Street, Oakland, CA 94607



East Bay
Economic Development Alliance
www.eastbayeda.org



Financing Your Small Business - Wednesday, May 2

The Alameda County Small Business Development Center (ACSBDC) serves entrepreneurs and business owners throughout Alameda County.

Join them for a panel discussion of experts and early stage small business funding providers, who will give you a roadmap and information to help you choose the best options to help you successfully secure financing.

This panel event is free and open to the public. Pre-registration is required. Register [online](#).

The panel will talk about sources of capital specific to start-ups and early stage businesses, including crowdfunding, microloans, community advantage loans and other programs.

- How do you locate the "right" financing to start a company or grow your small business?
- How do you identify who to approach for assistance in the funding process and who is likely to provide funding to you?
- How do you prepare and what do you say to a financier to get them interested to work with you?

Time will be provided for Q&A and to meet the panelists at the end of the program.

Wednesday, May 2, 2018
11:45 a.m. to 1:15 p.m.
Oakland City Hall
1 Frank H Ogawa Plaza
Hearing Room 2
Oakland, CA 94612



SMALL
BUSINESS
DEVELOPMENT
CENTER

ALAMEDA COUNTY

National Small Business Week Virtual Conference - May 1, 2 & 3

The U.S. Small Business Administration and SCORE Association are hosting a National Small Business Week Virtual Conference **Tuesday, May 1 through Thursday, May 3**. Registration is free to the public. Participate in all the webinars or pick and choose the topics you like. Participants will also have the opportunity to meet other business owners and chat with industry experts.

The webinars include:

- How Changing Consumer Behavior Impacts Your Business - May 1 at 10:00 a.m.
- Addressing Discrimination and Harassment in the Workplace - May 1 at 11:30 a.m.
- Get New and Repeat Business on Autopilot with Email Marketing - May 1 at 1:00 p.m.
- Creating and Sustaining a Strong Social Presence - May 1 at 2:30 p.m.
- The U.S. Economic Outlook and Its Impact on Small Businesses - May 2 at 10:00 a.m.
- Managing Your Finances in the Cloud - May 2 at 11:30 a.m.
- Grow Your Business in 2018 - May 2 at 1:00 p.m.

- Simple Steps to Choosing the Right Financing - May 2 at 2:30 p.m.
- Hug Your Haters: How to Embrace Complaints & Keep Your Customers - May 3 at 10:00 a.m.
- Sharing Your Story Through Video - May 3 at 11:30 a.m.
- Pop & Play: How Opening a Pop-Up Shop Can Help Launch Your Retail Brand - May 3 at 1:00 p.m.
- Fusion Marketing: The Next Generation of Marketing - May 3 at 2:30 p.m.

For more details about each session, and to register, visit their [website](#).



The Dublin Business News Update is a bimonthly publication highlighting the latest news and events affecting the business community. For more information or assistance, please contact Economic Development via email, economic.development@dublin.ca.gov, or phone: (925) 833-6650.

City of Dublin

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