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## **Next Steps for Small Business series heads to Santa Barbara**

SANTA BARBARA— On Nov. 2, California Small Business Development Centers (SBDC) will host a *Next Steps for Small Business* program for Santa Barbara area small businesses in a no-cost, professional development road show.

The program series features industry insiders with the latest tips and techniques for entrepreneurs to maximize their access to capital, practical social media marketing, international sales and selling to the government. This event is part of a 10-stop series held throughout California in 2011 aimed at helping small businesses focus on growth strategies that can help them build their companies.

A number of high profile speakers will be featured including representatives from AT&T, Yelp, LazBro Inc., GrowBiz Media, Vertical Response, U.S. Small Business Administration and the U.S. General Services Administration.

"The Small Business Development Center is thrilled to bring the Next Steps for Small Business state tour to Santa Barbara," said Ray Bowman, director for the Ventura and Santa Barbara County SBDC. "This program will showcase top industry experts and get their insight on topics important to reaching new levels of growth for small and medium-sized businesses in our community."

In 2010 California Small Business Development Centers (SBDC) provided more than 50,000 small businesses with free consulting and low-cost seminars and conferences throughout the state.

"For so many small business owners, their life stops at the threshold of their store front and getting opportunities to grow and improve can be far and few between," said California SBDC Chair Kristin Johnson. "We are really excited to bring these experts together in one place to dig deep into areas that businesses say they need help."

The event will be held on Nov. 2 at the Santa Barbara Veterans Memorial Building located at 112 West Cabrillo Blvd., Santa Barbara, from 9 a.m. to 3 p.m. The program includes a complimentary lunch, networking opportunities and face-to-face interaction with SBDC business advisors as well as government and corporate buyers.

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Admission to the event is free, but space is limited and registration is required. Check in begins at 8:15 a.m. To sign up for the event or find out more information, go to <http://californiasbdc.org/nextsteps/sb> or call (707) 826-3922.