

**BTC**

Business Training Center

# Welcome to The Business Training Center



We provide affordable employee training to businesses of all sizes. To learn more, go to:

[ShastaCollege.edu/BUSINESSTRAINING](https://ShastaCollege.edu/BUSINESSTRAINING)



# PROFESSIONAL DEVELOPMENT

**“Professional Development”** is brought to you by our Business Training Center (BTC). The BTC has a laser focus on training, upskilling, and developing the work-force of the North State. These trainings are of benefit to our local businesses as well as job seekers that are looking to add additional skills to their skillset.



## Business Skills

### Engaging and Retaining Talented Employees

**In-Person:** Shasta College Community Leadership Center  
**Facilitator:** Karl Burch  
**Fee:** \$95 per class

When employees feel empowered and excited about their work, productivity, morale, and business performance improve. As a leader, you can boost engagement and retention by focusing on three key drivers of job satisfaction: meaningful work, a positive environment, and a sense of individual value.

**Sept 10**

Wednesday, 9:00am – 12:00pm

**Oct 01**

Wednesday, 9:00am – 12:00pm

**Nov 12**

Wednesday, 9:00am – 12:00pm

### The Five Point Process to Ultimate Sales Success with DiSC Assessment!

**In-Person:** Shasta College Community Leadership Center  
**Facilitator:** Mike Mitchell  
**Fee:** \$250

The Pesona-Pathway Pro Sales Process for the 21st Century is a dynamic and personalized approach to sales that leverages the insights gained from personality assessments. This method aims to tailor every interaction to the unique preferences and communication style of each prospective client, enhancing the overall sales experience and increasing the likelihood of a successful outcome.

\*DiSC Assessment included!!!

**Sept 3 – Oct 1**

5 – Wednesdays, 5:00pm – 6:30pm

**Oct 9 – Nov 6**

5 – Thursdays, 9:00am – 10:30am

### Leading with Purpose

**In-Person:** Shasta College Community Leadership Center  
**Facilitator:** Stephen Campbell  
**Fee:** \$195

Engage with other leaders in this dynamic course designed to explore six critical components that will strengthen and grow your leadership.

**6–week session: Sept 18 – Oct 23**

Thursdays, 9:00am – 10:30am

**2–week session: Nov 7 – Nov 14**

Fridays, 8:00am – 12:30pm

## Nonprofit Management

### Strengthen The Effectiveness of Your Nonprofit Board

**Online:** Zoom Class  
**Facilitator:** Bob Reich  
**Fee:** \$60

How does your board function? The board is legally and functionally responsible for everything in the organization, yet many board members do not know or understand their roles and responsibilities. This class will cover the basic information to improve your board.

**Oct 16**

Thursday, 6:30pm – 8:30pm

### Effective Nonprofit Fundraising and Grant Writing

**Online:** Zoom Class  
**Facilitator:** Bob Reich  
**Fee:** \$110

Whether you are seeking organizational contributions, writing grants, selling school fundraising items, putting on an event, or other requests, is asking for and bringing in funds to support your organization a challenge? In this course you will learn fundraising and grant techniques for your project or organization.

**Nov 3, 10, 17**

3 – Mondays, 6:30pm – 8:30pm

# PROFESSIONAL DEVELOPMENT



## SBDC

The local SBDC has partnered with Shasta College to bring a series of professional development courses. These courses are beneficial to anyone with a small business or those looking to start a small business. Funded in part through a cooperative agreement with the U.S. Small Business Administration, and grants with the California Office of the Small Business Advocate. All opinions, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or the California Office of the Small Business Advocate. Reasonable accommodations for persons with disabilities will be made if requested at least 72 hours in advance of this event; please send an email with the subject header ACCOMMODATION REQUEST to Shasta-Cascade SBDC, Alexander@siskiyoucounty.org, (530) 222-8323

### SBDC - Making 2025 the Year to Update Your Business Plan

**In-Person:** Trinity Campus

**Facilitator:** Lani Lott

**Fee:** \$30

This two-hour workshop provides a focused opportunity to revisit, revise, or rewrite your business plan for the next two years.

**Nov 06**

Thursday, 3:00pm – 5:00pm

### SBDC - Marketing that Works - Series

**In-Person:** Trinity Campus

**Facilitator:** Lani Lott

**Fee:** \$30 per class

#### Class 1: Creating Customer Personas for Laser-Focused Marketing

Understanding your target customer is essential to effective marketing. Buyer personas transform data into relatable profiles that help teams connect with ideal customers.

**Sept 11**

Thursday, 3:00pm – 5:00pm

## A Nonprofit IS A Business And Needs To Be Operated That Way

**Online:** Zoom Class

**Facilitator:** Bob Reich

**Fee:** \$45

Many people do not view nonprofits as a business, which can create problems. A nonprofit MUST be run in a business-like manner to ensure success and survival. This workshop will discuss how nonprofits are a business, and the variations from a for-profit business.

**Oct 30**

Thursday, 6:30pm – 8:00pm

## Techniques Of Managing A Nonprofit Organization

**Online:** Zoom Class

**Facilitator:** Bob Reich

**Fee:** \$110

Do you want an overview to learn, understand, or review the techniques and functions of operating and managing a nonprofit organization? This class can be valuable for staff, volunteers, board members, and those considering starting a nonprofit organization.

**Sept 22, 29, Oct 6**

3 – Mondays, 6:30pm – 8:30pm

## Are You Thinking About Starting A Nonprofit Organization?

**Online:** Zoom Class

**Facilitator:** Bob Reich

**Fee:** \$45

Do you want an overview of the processes, requirements, and planning for creating, incorporating, and applying for nonprofit status with the IRS and state for a nonprofit organization? This workshop will provide information to understanding what lies ahead.

**Sept 11**

Thursday, 6:30pm – 8:00pm

**Ready to sign up?**  
Scan the QR code  
to register.



# PROFESSIONAL DEVELOPMENT

## **Class 2: Kickstart Your Social Media Advertising to Build Your Audience**

Social media advertising can feel overwhelming—new terms, platforms, and strategies. In this two-hour session, we'll break it down, explain why it matters, how it works, and share tips to make your ads stand out. We'll also walk through creating a Facebook Ad Campaign in eight simple steps.

**Sept 25**

Thursday, 3:00pm – 5:00pm

## **Class 3: The Significance of Traditional Marketing in Today's World**

Traditional marketing—like print, TV, and direct mail—still works in a digital-first world. This session shows when to use these channels, how they pair with digital strategies, and how to find the best ROI for your business.

**Oct 16**

Thursday, 3:00pm – 5:00pm

## **Class 4: Putting It All Together – Crafting Your 18-Month Marketing Strategy and Budget**

Now it's time to put your knowledge into action. In this final session, you'll create a personalized 18-month marketing plan with goals, metrics, tactics, and a budget—guided by an SBA template and tailored to your business.

**Oct 23**

Thursday, 3:00pm – 5:00pm

## **QuickBooks Series**

**In-Person: TBD**

**Facilitator: Rebecca Lehamn**

**Fee: \$60 per class**

## **Class 1: Bookkeeping Basics & Getting Started with QuickBooks Online**

This 2-hour class covers accounting 101, terminology, debits/credits, Chart of Accounts, and which QuickBooks online is best for your business.

**Sept 17**

Wednesday, 6:00pm – 8:00pm

**Level Up Your Leadership!**  
Don't miss our new *Leading with Purpose* class on **page 2**

## **Class 2: Small Business QuickBooks Series - Setting Up QuickBooks and Creating Customized Forms**

This 2-hour class offers how to completely set up your QuickBooks with best practices, finding your way around, and getting ready to do business in QuickBooks.

**Sept 24**

Wednesday, 6:00pm – 8:00pm

## **Class 3: Small Business QuickBooks Series - Accounts Receivable in QBO**

This 2-hour class offers a complete AR process from making sales in QuickBooks, invoicing vs sales receipts, receiving payments, using credit cards, and bank feeds.

**Oct 1**

Wednesday, 6:00pm – 8:00pm

## **Class 4: Small Business QuickBooks Series - Accounts Payable, Reconciliations, Reports in QBO**

This 2-hour class offers a complete AP process from entering and paying bills in QuickBooks, cutting checks in QuickBooks, paying bills through bank and credit cards. Then we reconcile bank accounts and end with a review of all the cool reports that QuickBooks gives you and why reports are important.

**Oct 8**

Wednesday, 6:00pm – 8:00pm



## **Siskiyou EDC - Launching Cottage Food Businesses**

**Hybrid: COS Weed Campus**

**Facilitator: Quintin Gaddy**

**Fee: \$30 per class**

This two-part course is structured to support entrepreneurs in Siskiyou County who want to learn how to start and grow a cottage food business.

**Class 1: Nov 5**

**Class 2: Nov 12**

Wednesday, 6:00pm – 8:00pm

# PROFESSIONAL DEVELOPMENT

## Siskiyou EDC - Small Business Finance Bootcamp

Hybrid: COS Weed Campus

Facilitator: Quintin Gaddy

Fee: \$30 per class

This two-part series will cover the basics of small business financial management and understanding how to improve profitability.

**Class 1: Aug 6**

**Class 2: Aug 13**

Wednesday, 6:00pm – 7:30pm

## Siskiyou EDC - Wildland Firefighting Procurement

Hybrid: COS Weed Campus

Facilitator: Quintin Gaddy

Fee: \$65 per class

Are you interested in being a vendor for Cal Fire or the US Forest Service? Join us for this two-part session on becoming a certified wildland firefighting vendor.

**Class 1: Dec 3**

**Class 2: Dec 10**

Wednesday, 4:00pm – 6:00pm



## Soft Skills

### From Stuck to Unstoppable: Discover the Mindset That Moves You Forward

In-Person: TBD

Facilitator: Mark Putnam

Fee: \$90

Are limiting beliefs and negative thought patterns holding you back? This transformative course is designed to help you break free from mental barriers and unlock the power of a growth mindset.

**Nov 4, 11, 18**

3 – Tuesdays, 10:00am – 12:00pm

**Nov 6, 13, 20**

3 – Tuesdays, 5:00pm – 7:00pm

## Workplace Integrity Essentials 101: Ethics, Professionalism, and Decision-Making for Career Success

In-Person: TBD

Facilitator: Mark Putnam

Fee: \$120

Whether you're launching your own business or stepping into your first professional role, Workplace Integrity Essentials 101 equips you with the foundational skills to navigate the workplace with ethics, professionalism, and confidence.

**Oct 7, 14, 21, 28**

4 – Tuesdays, 10:00am – 12:00pm

**Oct 9, 16, 23, 30**

4 – Thursdays, 5:00pm – 7:00pm

## YOU University: Turn Your Passion into an Online School of Influence and Income

In-Person: TBD

Facilitator: Mark Putnam

Fee: \$120

Turn your skills and passions into a powerful online course. This program helps coaches, creatives, and professionals educate others, grow a personal brand, and launch a profitable e-learning platform.

**Sept 12, 19, 26, Oct 3**

4 – Fridays, 10:00am – 12:00pm

**Oct 10, 17, 24, 31**

4 – Fridays, 5:00pm – 7:00pm

## Workforce Development Training

### Ethanol Emergencies

Online: Asynchronous online class

Facilitator: Frank Friend

Fee: \$80

Considering that most vehicles run on a blend of ethanol in their fuel, emergency responders need to know how to deal with these emergencies. This course will give responders a better understanding of ethanol, its properties, and tactics that may be used during responses.

**Sept 22 – Oct 3, (2 weeks)**

24/7 access during the dates presented



# PROFESSIONAL DEVELOPMENT

## Mass Casualty Incidents, Management, and Triage

Online: Asynchronous online class

Facilitator: Frank Friend

Fee: \$40

Mass Casualty Incidents are becoming all too common in today's world. Learn how to respond to and manage these incidents through a review of triaging patients, the incident command system, national incident command system, interactive triage practices, and case studies.

**Sept 15 – 19**

24/7 access during the dates presented

## Incident Safety Awareness for Hired Vendors - INTEREST LIST

In-Person: TBD

Facilitator: Greg McFadden -  
North Valley Training Associates

Fee: \$225

This course introduces fireline and incident safety for vendors involved in wildland fire suppression and support. Topics include hazard awareness, entrapment avoidance, risk mitigation, safe work practices, fire shelter use, incident organization, and case studies.

**Date: TBD**

Time: TBD

## American Heart CPR, First Aid, AED

In-Person: Main Campus & Tehama Campus

Facilitator: Korey Conry

Fee: \$150 \$75\*

CPR is required at most companies as a part of employment and is needed to be renewed every two years. This certification is good for two years.

**Sept 12, Tehama Campus**

Friday, 8:00am – 12:00pm

**Oct 17 & Nov 21, Main Campus**

Friday, 1:00pm – 5:00pm

## Certified Flagger Safety Training

In-Person: Main Campus & Tehama Campus

Facilitator: Korey Conry

Fee: \$150 \$75\*

Most major contracts will require a flagging group on-site while any type of road work is being performed to keep liability to a minimum. Certification is good for four years.

**Oct 17 & Nov 21, Main Campus**

Fridays, 8:00am – 12:00pm

**Oct 31, Tehama Campus**

Friday, 8:00am – 12:00pm

## OSHA 10

In-Person: Main Campus & Tehama Campus

Facilitator: Korey Conry

Fee: \$250 \$125\*

An OSHA 10 general industry card is good for any entry-level general industry (non-construction) worker. OSHA 10 courses promote workplace safety and health and inform workers about their workplace safety rights.

**Sept 05 – 06, Tehama Campus**

Friday & Saturday, 8:00am – 1:00pm

**Nov 14 – 15, Main Campus**

Friday & Saturday, 8:00am – 1:00pm

## Notary Public Certification

In-Person: TBD

Facilitator: Tracy Boyum

Fee: \$150

This course is designed to provide students with the knowledge and professional skills necessary to become a proficient California notary public and prepare for the State's examination.

**Aug 29**

Friday, 8:30am – 5:00pm

**Jan 30, 2026**

Friday, 8:30am – 5:00pm

*\*Reduced fee brought to you by Strong Workforce Program funding*

## Can't find what you are looking for?

Discover all that our Business Training Center has to offer  
—scan the QR code and connect with our team today!



## PROFESSIONAL DEVELOPMENT

**Notes:**

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## Looking for Talented Presenters!

**Have a skill you can share? A new course idea you're interested in?** Let us know! Pass on what you've learned and earn some extra cash—all in a fun, interactive teaching environment! We value your feedback and are always looking for qualified, passionate instructors. Drop us a quick email at: [Comm-Ed@shastacollege.edu](mailto:Comm-Ed@shastacollege.edu) and one of our coordinators will personally reach out to schedule a meeting!



**Shasta College**

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