



CalOSBA July Newsletter

CalOSBA's monthly newsletter features the most recent announcements from the State of California, along with resources available for all small businesses across our diverse communities.

Governor Gavin Newsom Promotes CA Comeback Plan.



Just before many Blacks across the state were set to celebrate Juneteenth, CalOSBA Director Tara Lynn Gray joined Governor Newsom in Oakland to promote his [California Comeback Plan](#) which adds another \$1.5 billion to the CA Relief Grant program which has helped thousands of small businesses in the state. The additional funds will make this the largest program of its kind in the nation.

Cathy Adams, President of the Oakland African American Chamber of Commerce, gave remarks in support of the Governor's plan and represented the positive sentiments of Black business owners in the city: more financial resources for small businesses are needed for economic recovery. With Ms

Adams were Beast Mode Barbershop and Graffiti Pizza business owners. Other officials speaking that day include State Senator Nancy Skinner, Oakland Mayor Libby Schaaf, and Alameda County Supervisor Wilma Chan.

Wildfire Season is Approaching. Access Resources to Help Your Business Prepare.



Small businesses can face many disruptions to their operations. Be prepared and make a plan so that your business can continue to operate or reopen in case a disaster strikes.

There are multiple resources available to help you create a plan of operation for your business.

The **Outsmart Disaster campaign** aims to equip California businesses with the tools they need to get back to business faster in the face of any disaster. Take the Business Resilient Challenge or review the Resiliency Toolkit. Visit www.Outsmartdisaster.com for more information

View the [Disaster Relief Resource Guide](#) to find additional state and federal resources.

Connect with a local advisor and Center today to get no-cost one-on-one consulting or no- to low-cost training to prepare your business. Visit business.ca.gov/centers to find your center.

Multiple Free Webinars are Available Through Local Small Business Technical Assistance Centers for the Month of July.



How do you stay resilient in your business? Look at multiple free webinars from local small business technical assistance centers designed to help your business become more resilient.

Business Recovery Series: Cyber Security (Hosted by Shasta-Cascade SBDC)

July 13, 2021 from 9:00 am – 10:00 am PDT

COVID has forced most small businesses to the web. Cybersecurity is a critical piece of all businesses, especially small businesses. During the second part of this webinar, we will provide some definitions to introduce business owners understand:

- what cybersecurity is
- why cybersecurity is important for small businesses
- a discussion on types of cyber attacks
- ways to protect your company

Learn more and register by clicking [here](#).

Navigating Change-Resiliency in the Face of Disequilibrium (Hosted by the Women's Business Center – Mission Community Services Corporation)

July 28, 2021 from 12:00 pm – 1:30 pm (PDT)

Join us for an interactive presentation to build your personal toolkit for riding the waves of change.

- Three keys to finding balance in the face of adversity
- Mind/ body secrets to instantly return to your center
- Staying focused on your bigger purpose

We will always face change & challenges. We can either numb out and wish they go away, or deal with them head on with courage & resiliency to become

unstoppable.

Learn more and register by clicking [here](#).

Manufacturing Matters: The Insecurity of Everything – Overlooked Cybercrime Threats (Hosted by San Joaquin Valley Manufacturing Alliance)

July 15, 2021 from 12:00 pm – 1:00 pm PDT

Due to technological advances, many businesses and organizations in and out of the manufacturing sector are faced with major issues pertaining to their electronic devices for fear that their private or personal data will be compromised – especially with the growing number of people now working from home due to the COVID pandemic.

This talk by John Shegerian will cover the broad array of technology that now contains data and what to expect on the horizon.

In addition to valuable information, each attendee will receive a free copy of John's latest book titled "The Insecurity of Everything: How hardware data security became the biggest issue facing the world today" .

Learn more and register by clicking [here](#).

What Manufacturers Need to Know About Workers' Comp & Risk Management in Today's Market (Hosted by California Manufacturing Network CMTC)

July 15, 2021 from 11:00 am – 12:00 pm PDT

With today's rapidly changing market, it's more important than ever to adopt effective workers' compensation programs and manage risk appropriately and efficiently. During this webinar, Poms and Associates' Executive Vice President Chris Poveromo and Senior Claims Analyst Eddy Canavan will cover best practices for implementing effective workers' compensation programs and discuss how to plan for controlling costs; managing claims; and saving employers time, money, and hassles.

Learn more and register by clicking [here](#).

Preventing Theft in the Workplace (Hosted by the LA SBDC)

July 29, 2021 from 10:30 am – 12:00 pm PDT

The National Restaurant Association estimates internal employee theft accounts for 75% of inventory shortages and 4% of overall sales in the restaurant industry. The key to stopping theft at your restaurant is understanding how it happens and then focusing on the most important areas for theft detection and mitigation. Join our webinar to learn best practices on inventory tracking, cash auditing and expense tracking.

Learn more and register by clicking [here](#).

The California Office of the Small Business Advocate (CalOSBA) supports economic growth and innovation and ensures that ALL California small businesses and innovative startups have the information and direct support they need to better navigate resources, programs and regulations. CalOSBA serves as the voice of small business, representing their views and interests across the state and advocating for equitable access to capital, markets, and networks so that all California small businesses successfully start, manage, grow and become more resilient.

For more small business resources and information, visit
business.ca.gov/calosba.

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