



Come learn about resources that are available to help start or grow your business!

# Training Workshops for Small Businesses in McFarland

5:30pm - 8:30pm

McFarland Community Center

103 W. Sherwood Ave McFarland, CA 93250



## Business Plan 101

October 17-18, 2017

- Outline and Format
- Market Analysis
- Product and Services
- Financial Projections

## Branding for Your Small Business

November 7-8, 2017

- What is your brand?
- What makes up your brand?
- Why is branding important?

### Cost per Event:

(Pay at Door: Cash or Check only)

**\$25** Greater McFarland Chamber of Commerce Members

**\$50** Non-members

*Dinner will be provided to participants.  
Spanish translation services will be available.*

**For more information and to RSVP, contact:**

David Vazquez

559.278.3712, [davazquez@csufresno.edu](mailto:davazquez@csufresno.edu)



San Joaquin Valley  
Rural Development Center



Community and  
Economic Development



Committed to the future of rural communities.



Funded in part through a cooperative agreement with the SBA. Reasonable accommodations for persons of disabilities will be made if requested at least 2 weeks in advance. Contact David, 559.278.3712