For Immediate Release

**Brown Bag Workshops Designed to Support Local Small Business Community**

**Aptos, CA** – The Central Coast Small Business Development Center (SBDC) at Cabrillo College has announced the schedule for this year’s Small Business Brown Bag workshops; a series of ten, hour-long classes designed to support small businesses. The workshops are a collaborative effort between the SBDC, the Santa Cruz Downtown Association, the City of Santa Cruz, Think Local First, NextSpace, SCORE, and the Santa Cruz Public Library. Bay Federal Credit Union sponsors the workshops.

All workshops are free of charge and will be held on the second Thursday of the month from 11:45 AM – 1:00 PM in the upstairs meeting room of the Santa Cruz Public Library, at 224 Church Street. Pre-registration is recommended but not required. To register, visit [www.santacruzpl.org/brownbags](http://www.santacruzpl.org/brownbags). The list of workshops is as follows:

- **March 14** – The New Kitchen Cottage Bill: Produce Your Own Specialty Foods for Profit
- **April 11** – Your Online Cash Register: New Tech Tools for Instant Sales
- **May 9** – Easy Website Development: The Basics of WordPress
- **June 13** – Email Marketing Programs: Boost Your Sales, Stay in Touch with Customers
- **July 11** – Sell to the World, Part I: eBay Basics
- **August 8** – Sell to the World, Part II: Etsy, Shopify & Other Sites to Expand Your Markets
- **September 12** – Your Online Reputation: How to Establish, Nurture & Protect it
- **October 10** – Using Your Advertising Dollars Wisely: Broadcast, Print, & Web - Which is Best for You?
- **November 14** – Intellectual Property Protection: The Basics of Patents, Trademarks & Copyrights

**About the Central Coast Small Business Development Center**

The Central Coast SBDC at Cabrillo College offers a wide variety of services for current and potential small business owners by providing quality management and technical assistance, employee retention support, expansion and development planning support, education resources, and more. All business counseling services are confidential and free of charge. [www.centralcoastsbdc.org](http://www.centralcoastsbdc.org)
About Bay Federal Credit Union
Bay Federal is a full-service financial institution that serves over 55,000 members and 1,000 local businesses throughout Santa Cruz, San Benito and Monterey Counties. With over $600 million in assets, Bay Federal Credit Union is the largest member-owned financial institution in Santa Cruz County, serving its members and the community since 1957. Bay Federal supports many local schools and nonprofit organizations. For 8 consecutive years, 100% of their employees have given their own time and money to support the community.

www.bayfed.com

About Cabrillo College
Cabrillo College is a leading California community college serving Santa Cruz County with locations in Aptos, Scotts Valley and Watsonville. It is ranked #1 in transfers to UC Santa Cruz. Founded in 1959, the college offers over 100 academic and career technical education programs that serve multiple educational goals such as A.A. and A.S. degrees, certificates of achievement, skills certificates, transfer to 4-year institutions or for lifelong learning and personal enrichment. Cabrillo College is a dynamic, diverse and responsive educational community that is dedicated to helping all students achieve their academic, career, and personal development goals.

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