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**Free Small Business Workshops Coming to El Dorado County**  
**Thursday, September 14<sup>th</sup> - E-Commerce for Brick and Mortar Businesses**  
**Thursday, October 5<sup>th</sup> - Beyond Facebook: Social Media Marketing**

El Dorado County— The County of El Dorado, the El Dorado County Chamber of Commerce, the El Dorado Hills Chamber of Commerce, and Sierra Business Council in conjunction with the local office of the Small Business Administration are delivering two free workshops for small businesses to be held from 8:00 to 10:00 am in Shingle Springs this fall. The workshops, taught by consultants from Sierra Business Council's Small Business Development Center, will be geared towards helping small businesses succeed in the digital age.

The first class, **"E-Commerce for Brick and Mortar Small Businesses,"** will take place on **Thursday, September 14<sup>th</sup> at 8am.** Attendees will learn how to sell and market their products online in today's fast-paced digital world. The topics covered will include identifying ideal customers, managing the ecommerce store, and selling on different online platforms.

The E-Commerce workshop is taught by Veronika Monnell, the owner of JumpStartNOW, a consulting firm that helps businesses who are stuck in the myriad of complexities and details relating to establishing and launching their products or services and 'jumpstarts' their strategy with an intensely focused and collaborative approach. Before owning her own consulting firm, Veronika started her career in video gaming where she helped transition the publishing company from physical goods to the digital world. Learn more about Veronika at [jumpstart-now.com](http://jumpstart-now.com).

**On Thursday, October 5<sup>th</sup> at 8am, small businesses and entrepreneurs are invited to "Beyond Facebook: Social Media Marketing"** where attendees will learn to leverage social media and email marketing to create raving fans and repeat customers. Key topics covered in this workshop will include developing a customer base, crafting the message, and current social media and email marketing platforms. Taught by Megan Arneson of Here and Now Coaching, attendees will learn how to develop an online marketing strategy to fit their business goals.

Megan is an entrepreneur, business coach and consultant with over 15 years of experience across multiple industries. She holds an MBA in Sustainable Management and BA in Communications. Having lived in South Lake Tahoe, Truckee, and now the Foothills, she is passionate about helping small businesses thrive in the Sierra region. Her specialties include business planning, marketing/communications and branding, sales, start-up systems and operations, and strategic planning. Learn more about Megan at [hereandnowcoach.com](http://hereandnowcoach.com).

Classes will be held at the El Dorado County Office of Child Support Services, 3883 Ponderosa Rd., Shingle Springs CA 95682. Separate registration is required for each class. Links to register can be found on the Sierra SBDC website: [www.SierraSBDC.com](http://www.SierraSBDC.com). Please see the attached flyers for more information on both workshops. Call the Sierra Small Business Development Center with questions: 530-582-5022.