

Newsletter For You and Your Small Business



News from the North Central Idaho Region

North Central Idaho SBDC

Dear Readers,

The pandemic is not over. Another round of federal stimulus and small business loans may help. It may make all the difference, or not. Changes are being made in traditional SBA and USDA loan programs which could help your business not only survive but thrive. Let us help you examine the options and prepare to meet with a business lender.

We are currently offering a free on-demand webinar series to help accelerate your business success. Take a look at the topics in this newsletter. We also continue to offer our primary service, no cost business consulting on many topics that could be of value to you. Two of the primary areas of this consulting are accounting and online marketing. Our primary support comes from the US Small Business Administration, the State of Idaho, and LCSC.

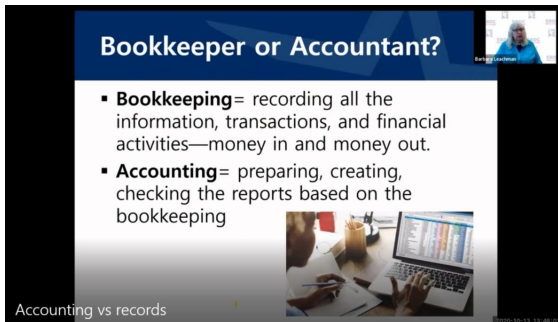
We currently have more business: consultants/advisors/coaches/counselors/educators/ available to help than we ever have before.

Don't hesitate to give us a call at 208-792-2465 or take a look at our [website](http://www.lcsc.edu/sbdc) at www.lcsc.edu/sbdc or <https://idahosbdc.org/locations/northcentral/>

Are You Ready for the Tax Season?

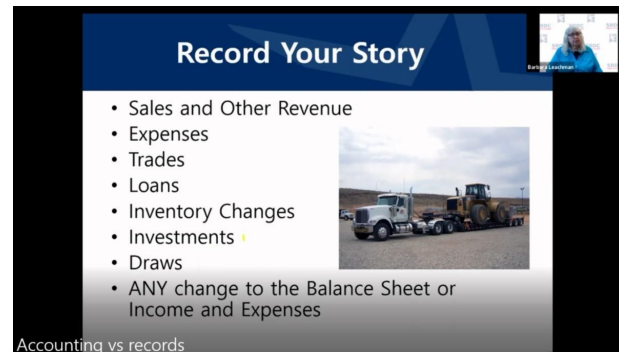
**Whether you are new in the business world,
or looking for a fresh start**

Check out these video trailers for our pre-recorded webinar series on Accounting and Risk:



Accounting and Risk: Organizing your Business Record Keeping
by Barbara Leachman

Video Trailer I - What is the difference between bookkeeping and accounting? Barbara explains the answer.



Accounting and Risk: Organizing your Business Record Keeping
by Barbara Leachman

Video Trailer II - Your business records tell the story of your business finances.

See the full webinar by registering for services. Call today at 208-792-2465. Request the webinar title, additional topics below:

Offering Seven Course Titles related to business financials:

- Why Good Books are So Important
- Organize Your Business Record Keeping (mentioned above)
- Using Your Balance Sheet Reports
- Using Your Profit & Loss Statements
- Using Cash Flow Projections
- Tips to Help Protect Your Assets
- Make Your Business Stronger

P.S. Do you prefer one-on-one assistance with setting up your books? Schedule an appointment today with one of our experienced consultants! Use the registration link shown above.

**On-Demand Free Webinars Available
SBDC at LCSC**

We at the North Central Idaho SBDC have launched our own on-demand **Accelerating Business Success Webinar Series**

now available at no cost.

The webinars cover a variety of topics designed to enhance business awareness and education. A few of the 18 available topics include:

[Webinar - Government Contracting - Online](#)

[Webinar – 17 Steps to Startup - Online](#)

[Webinar – Human Resources - Online](#)

[Webinar – Website Accelerator- Online](#)

[Webinar – Generating Leads On-Line and In The Real World - Online](#)



Time to set financial goals?

We have an excellent presenter, a hidden treasure, ready to help you in an On-Demand course!

*Rod Bristol, CFE, Director of Business Development at Profit Soup, shows you how to analyze financials for perspective on what your statements say about productivity, profit, cash, and financial strength to determine your business priorities and plans.

[Register at this Link](#)

[**Register Online for Courses**](#)

Statewide Live Webinars

Feb 9th - Statewide Capital Options Webinar by Idaho SBDC
1:00 pm PST

Feb 16th - Stress Management for Small Business Owners
By Carol Barkes a Neuroscience expert from BSU
1:00 PM PST

[**Statewide Live Webinars**](#)

SBIR Government Grant Topic NIST Examples

The National Institute of Standards and Technology's (NIST) Small Business Innovation Research (SBIR) FY 2021 Phase I Notice of Funding Opportunity

(NOFO) is now open.

<https://www.grants.gov/web/grants/view-opportunity.html?oppld=331104>.

Applications in the following topic areas, related to NIST's mission, are sought:

- **Advanced Communications, Networks, and Scientific Data Systems**
- **Advanced Manufacturing and Material Measurements**
- **Cybersecurity and Privacy**
- **Fundamental Measurement, Quantum Science and Measurement Dissemination**
- **Health and Biological Systems Measurements**
- **Physical Infrastructure and Resilience**
- **Exploratory Measurement Science**

More information about the topic areas, as well as complete instructions on how to submit an application, are available in the NOFO.

Note: This is very high tech stuff. One example was measuring how much energy is contained in hydrogen fuel at the pump. Don't be misled into paying for information or help about government grants. This is all available for free. We can help. [Read our Ten Exceptions to "No Grants."](#)

Other Training



ANNOUNCING
ASCENT

The online learning platform that is packed with resources women need to set and achieve their business goals.

JOIN the  **ASCENT**
elevate your business

SBA has announced Ascent

An interactive digital platform packed with resources women business owners need to set, and achieve, their business goals. Ascent is designed for the "missing middle" — growth-oriented women entrepreneurs who are beyond the start-up phase and already generating revenue yet looking to grow and scale.

[Join the Ascent today at Ascent.SBA.gov](https://www.ascent.sba.gov)

[Learn More & Register Here](#)



Hello Grow with Google partner!

I'm the Grow with Google trainer for your state and wanted to let you know I'll be conducting a live webinar on Wednesday,

February 10th on how to **Learn the Basics of Google Ads**.

This free training is hosted by Idaho SBDC and SCORE Treasure Valley. Sign up on the link below:

<https://attendee.gotowebinar.com/register/398937315722331659>

New News

Contractors and the new 1099s:

<https://www.irs.gov/businesses/small-businesses-self-employed/independent-contractor-self-employed-or-employee>

Budweiser and puppies

That makes sense: <https://www.mediapost.com/publications/article/359383/consumers-want-warm-and-cuddly-ads-study-finds.html>

Tax Relief and the CARES Act

Questions?<https://www.journalofaccountancy.com/issues/2021/jan/2021-tax-season-preview.html>

Learn from the founder of GT's Living Foods and market-dominating Kombucha, creating value for your customer:

<https://www.inc.com/brit-morse/kombucha-gt-living-foods-gt-dave.html>

The new stimulus bill has 6 big tax savings for small businesses

by Gene Marks, For The Inquirer, Posted: January 21, 2021

<https://www.inquirer.com/business/small-business/stimulus-bill-tax-tips-small-business-file-covid-virus-20210121.html>

Highlight

QuickBooks discount for SBDC clients

SBDC clients can receive an exclusive offer:

QuickBooks is offering one month free then 50% off for 12 months for new QuickBooks Online customers.

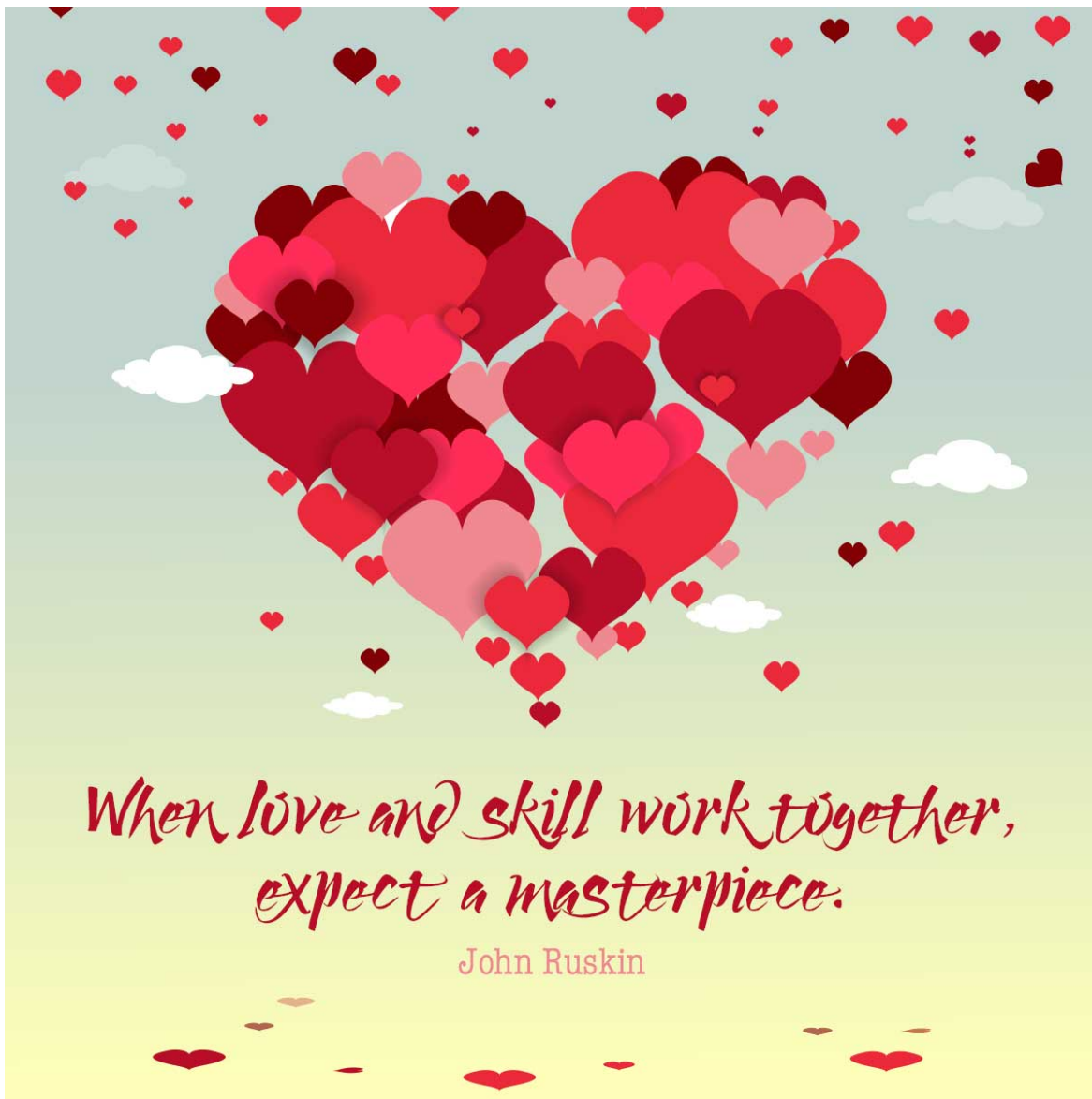
To redeem this offer,

sign up here https://quickbooks.intuit.com/franchise/sba/?cid=franchise4_cf_asbdc

or reach out to Chadwick Farrell, Account Manager, at chadwick_farrell@intuit.com or (775) 834-0163.



Please check with your accountant or tax preparer before selecting a bookkeeping system.



*When love and skill work together,
expect a masterpiece.*

John Ruskin

We are here for you

We have had reports of client businesses permanently closing for reasons unrelated to the virus. We have had reports of temporary closings due to the owner catching the virus or being required to quarantine due to being exposed. Then, closures due to regulations related to the virus. Many businesses are experiencing financial problems due to the virus but permanent closings have been rare in North Central Idaho.

Email us if we need to update our records about your business business@lsc.edu

We work with owners on everything from online marketing to preparing cash flow projections. The primary topic has been accessing government grants and low-cost loan funding. We are happy to meet with you as well. Our consulting is at no cost and currently it is usually by Zoom meeting or telephone 208-792-2465.

**Could one of our
SEVEN,**

that's right 7
North Central Idaho Business Consultants,
have some ideas for you?

This is a free service, supported by the SBA, Idaho, and LCSC.
Meet our consultants [here](#).

**Thank you for reading and please forward this
along to another small business owner who
could benefit.**

Register Online for No Cost Consultation



Sincerely,
Barbara Leachman
Director of the Region II SBDC
at Lewis-Clark State College

Email: baleachman@lcsc.edu
Websites: www.LCSC.edu/sbdc
www.idahosbdc.org

February 2021

Visit our website



We are here to help with COVID 19. The Idaho SBDC remains open to provide consulting support for Idaho businesses during this time. Some of our consulting will be held virtually, but our expert staff across the state can still help you navigate this situation. We do not offer legal services, legal advice, or tax advice, for any legal/tax questions, issues, or advice, please contact a qualified attorney and/or certified public accountant.

The Idaho SBDC is funded by the U.S. Small Business Administration, host institutions of higher education, and the State of Idaho. The Idaho SBDC is an equal-opportunity/affirmative action employer. Services are provided on a non-discriminatory basis. Language assistance is available to those with limited English proficiency. To request an accommodation or language assistance, please contact Barbara Leachman at 208-792-2465 or baleachman@lcsc.edu. LCSC welcomes participants with disabilities. In all situations, a good faith effort will be made to provide accommodations. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.