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# PRESS RELEASE

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## SECOND ANNUAL BUSINESS BASICS SERIES

[SALINAS, 08/23/2023] – Building Business Back is thrilled to announce its collaboration with Platinum Tax, Payroll, & Bookkeeping for its second annual Business Basics Series. This collaborative endeavor aims to empower entrepreneurs and small business owners with essential knowledge and skills to navigate the intricacies of financial management and business operations. The series consists of four comprehensive workshops scheduled to take place during the first two weeks of October. Attendees can look forward to enriching sessions on crucial topics such as Taxes & Bookkeeping, Cash Flow, Employee vs. Contractor: What's the Difference?, and Debt & Credit.

Designed to address the fundamental challenges faced by businesses, the Business Basics Series provides a unique opportunity for participants to gain insights from industry experts and learn practical strategies for sustainable growth. Whether you're a startup founder looking to establish a strong financial foundation or a seasoned business owner aiming to fine-tune your operations, these workshops cater to all levels of expertise. The series will be held in-person at Hartnell College's Alisal Campus, allowing attendees to engage in hands-on learning and network with fellow entrepreneurs in a supportive environment.

"We are delighted to collaborate with Platinum Tax, Payroll, & Bookkeeping for this year's Business Basics Series," said Paul Farmer, COO of the Monterey County Business Council. "The expertise and guidance they bring to the table align perfectly with our mission of fostering business resilience and success. Together, we are excited to equip business owners with the knowledge and tools they need to thrive in today's competitive landscape."

Don't miss out on this exceptional opportunity to strengthen your business acumen and propel your business toward success. For registration and more information about the Business Basics Series, visit [MontereyCountyBusiness.com/business-basics/](https://MontereyCountyBusiness.com/business-basics/) or contact Jose Luis Barajas at: (831) 216-1300 or [jose@mcbc.biz](mailto:jose@mcbc.biz)

### About Building Business Back:

Building Business Back (BBB) is a program of the County of Monterey dedicated to helping local businesses recover from the pandemic, operated in partnership with the Monterey County Business Council. Our website, [MontereyCountyBusiness.com](https://MontereyCountyBusiness.com), is a hub for finding grants, loans, workshops, and more. We collaborate with many business support organizations and offer services in English and Spanish. The BBB program serves ALL businesses in Monterey County, with an emphasis on those operating in unincorporated areas as well as those owned by minorities, women, and LGBTQ+.

### About Platinum Tax, Payroll, & Bookkeeping:

Platinum Tax, Payroll, & Bookkeeping is a leading woman- and Latina-owned Monterey County-based financial services provider, specializing in tax planning, payroll management, and bookkeeping solutions. With a team of seasoned professionals, Platinum Tax, Payroll, & Bookkeeping is committed to helping businesses streamline their financial processes and make informed decisions for long-term success.

### All inquiries:

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