

**FOR IMMEDIATE RELEASE**

**August 4th, 2026**



## **Empowering California Businesses with AI: ChicoSTART Co-Hosts High-Impact Workshop with Meta and CalOSBA**



**Chico, CA - August 4th, 2026:** *Exclusive Free Event Offers North State Founders, Startups, and Small Businesses Direct Access to Meta Experts and Practical AI Tools*

ChicoSTART is proud to partner with [Meta](#) and the [California Office of the Small Business Advocate \(CalOSBA\)](#) to co-host an exclusive, no-cost workshop: **"Empowering California Businesses with AI."** This special event will take place on **Wednesday, August 12, 2026**, designed to give North State small business owners, startup founders, and local entrepreneurs direct access to AI solutions straight from the source.

Meta provides practical AI workshops and training programs for businesses to help owners master artificial intelligence, marketing automation, and content creation. Wednesday's opportunity presented by Meta experts, is designed to give small business owners practical, real-world skills they can apply immediately. Attendees will receive step-by-step guidance on using AI to simplify daily tasks, create content and communications more efficiently, and connect with more customers. This session can also count for professional development.

"Founders, entrepreneurs and small businesses need the tools and knowledge to stay competitive in a fast-changing world," **said Eva Shepherd-Nicoll, Executive Director of ChicoSTART.** "Bringing Meta and CalOSBA directly to Chico offers our regional founders a rare, high-value opportunity to learn straight from the Meta pro team. Whether you are running a main street shop or scaling a tech startup, this session will show you how to leverage AI to work smarter, connect with more customers, and drive growth."

## Event Details & What to Expect

- **Date:** Wednesday, August 12, 2026
- **Time:** 11:30 a.m. – 2:00 p.m. PST
- **Location:** The Westport Event Venue, Downtown Chico
- **Cost:** **FREE** (*Registration is required*)

### Key Takeaways for Attendees:

- **Direct Access to Meta Experts:** Learn directly from Meta representatives on practical, real-world skills they can apply immediately
- **Step-by-Step Guidance:** Step-by-step guidance on using AI to simplify daily tasks, create content and communications more efficiently, and connect with more customers
- **Peer Case Studies & Best Practices:** Hear firsthand from other small business owners who have successfully integrated these platforms into their day-to-day operations.
- **Networking:** Connect with fellow North State entrepreneurs, community leaders, and economic resource partners over lunch.

## How to Register

👉 **Register for Free!** Questions? Contact [info@chicostart.com](mailto:info@chicostart.com) for any event questions.

For all press inquiries, please contact [eva@chicostart.com](mailto:eva@chicostart.com).

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**ChicoSTART's** mission is to empower - entrepreneurs, startups and businesses with resources, training and community support needed to start, grow and thrive throughout Northern California. ChicoSTART is 1 of 13 designated iHubs awarded the statewide Accelerate CA Inclusive Innovation Hub (iHUB2) grant from CalOSBA. Combined, ChicoSTART's iHUB2, TAP and SCALE designation covers over 20+ counties in Northern California, focusing on building the regional entrepreneurial ecosystem for equitable access to entrepreneurial resources with inclusive ecosystem expansion into our rural and diverse communities. Learn more at [chicostart.com](http://chicostart.com) ###