



# News Release

## PRESS OFFICE

<b>Release Date:</b> Feb 28, 2008	<b>Contact:</b> Cynthia Harris (619) 727-4884
<b>Release Number:</b> 08-03	<b>Internet Address:</b> <a href="http://www.sba.gov/localresources/district/ca/sandiego/news/index.html">http://www.sba.gov/localresources/district/ca/sandiego/news/index.html</a>

## *SBA Forms Strategic Alliance with the Urban League of San Diego County (ULSDC)*

The San Diego district office of the U.S. Small Business Administration (SBA) and the Urban League of San Diego County (ULSDC) today signed a strategic alliance pledging to work together to improve business access to technological information through educational opportunities and SBA resources. The alliance also provides maximum financial opportunities and training to entrepreneurs. The agreement was signed by SBA's San Diego District Director, Ruben Garcia, and ULSDC President/CEO Ray King.

The ULSDC works to unite and empower San Diego's African-American business community by creating opportunities for professional development and economic growth. The non-profit ULSDC also has the aim of economic empowerment for African-American-owned and other minority-owned businesses so they may play an increasing role in the economy of San Diego County through advocacy, networking, training and other resources.

"I'm very pleased with the work of the Urban League of San Diego County and its excellent leadership through Mr. Ray King" said Garcia. "Mr. King has a strong background of helping entrepreneurs take their place as business owners and I know that he will do a great job of assisting potential owners fulfill their dreams of small business ownership."

A package of studies released last month by the nonpartisan Urban Institute has found that SBA programs are more effective than conventional loans in reaching minorities, women and start-ups, and that SBA loans are a key financing tool for creditworthy small businesses that nevertheless do not meet conventional underwriting standards.

"Having the San Diego SBA as a strategic alliance partner only enhances an already strong foundation of services this organization provides to clients," said King. "In a nutshell, our organization is geared primarily to provide hard-to-find information, the 'know-how' and guidance to small business owners interested in penetrating highly profitable markets with the least amount of effort and expense."

###

To learn more about the SBA call (619) 727-4883 or visit the web at [www.sba.gov/ca/sandiego](http://www.sba.gov/ca/sandiego). To find out more about the Urban League of San Diego County you can visit their web site at [www.ulsdc.org](http://www.ulsdc.org) or contact them by phone (619) 266-6244 or email: [sdul@sdul.org](mailto:sdul@sdul.org)