



NEWS RELEASE

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U.S. SMALL BUSINESS ADMINISTRATION NAMES KIMBERLY DAVIDSON, MBD MARKETING NATIONAL HOME-BASED BUSINESS CHAMPION OF THE YEAR



SANTA ANA, CALIF – The U.S. Small Business Administration has named Kimberly Davidson, owner of MBD Marketing, Inc. in Murrieta, CA **National Home-Based Business Champion of the Year**. Davidson earned this prestigious honor by first being nominated by Paul Nolta, a business consultant at the Inland Empire Small Business Development Center, an SBA resource partner. The independent judging committee reviewed nominations and selected Kimberly as a Santa Ana District winner. The Santa Ana District is responsible for the Counties of Orange, Riverside, and San Bernardino. Davidson and MBD Marketing proceeded to compete at the regional level; Region IX includes California, Arizona, Nevada, Hawaii and Guam. After successfully competing at the regional level, MBD Marketing went toe-to-toe with competition from across the country- and won! District Director J. Adalberto Quijada announced her selection, saying, “Mrs. Davidson is a creative entrepreneur who makes a difference for every business owner she helps.”

Davidson’s passion for making a difference in home based businesses is apparent in her volunteer involvement with several organizations. She is a member of the Murrieta Chamber of Commerce, where she chairs the Marketing Committee, serves as an editor of the *Ambassador* Newsletter and is an Ambassador for the Chamber. Kim is also a member of the Professional Women’s Roundtable serving on the membership committee and is on the Board of Directors for the California Inland Counties American Marketing Association.

Davidson formed MBD Marketing, Inc. in 2006 to provide affordable marketing services to small and home-based businesses. However, she began sharing her talents in the community through her volunteer work long before she started her own home based business. Davidson also demonstrated being a visionary by

becoming Founding President of Marketing Matters, the first networking group in the Temecula/Murrieta area for marketing professionals.

Kimberly's passion for seeing home-based businesses succeed is what distinguishes her and makes her a true champion of home-based entrepreneurs. Besides providing services that her clients purchased, she is generous with her clients, going beyond their expectations in a sincere and genuine manner that is her personal trademark for providing excellent customer service. Davidson is also an excellent communicator who understands all aspects of marketing and its importance to home-based business.

Kimberly Davidson, along with other small business owners and champions will be honored at the *45th Annual Small Business Week Awards* on September 25, 2008 at the Hilton Anaheim. For more information, please contact Christopher Lorenzana at 714.560.7453 or christopher.lorenzana@sba.gov.