



U.S. Small Business Administration

## Santa Ana District Newsletter

April 2008 : Vol 1 / Issue 3

### In This Issue

SAVE THE DATE!  
SEPTEMBER 27, 2008 Small  
Business Week Awards

Upcoming Event!!! Women in  
Business Breakfast Series -  
May 7-The Center Club-  
Costa Mesa

SBA Day & Procurement Fair  
in Ontario a success!

Pacific Coast National Bank  
shares its SBA loan success  
stories!

Insight & Inspiration:  
Business checklist

### In Every Issue

[About the U.S. Small  
Business Administration](#)

[Santa Ana District Office](#)

[Press Releases](#)

[Lender Rankings](#)

Join Our Mailing List!

### Greetings!

Welcome to the 3rd issue of the Santa Ana District  
Newsletter!

April was a busy month for our office- Some staff attended  
SBA U for training, Director Quijada was in Washington D.C.  
for National Small Business Week festivities, an SBA Day took  
place in Ontario, and it seemed that every member of the staff  
represented the agency at one function or another.

Those that requested 2008 Resource Guides received them; I  
received emails from people that found the publication to be  
very useful. If you are interested in receiving a copy, [let me  
know](#). Please also let me know if you would like to receive a  
hard copy of our Management Training Calendar. It lists the  
times, locations, and descriptions of all our training seminars &  
workshops.

April was an exciting month and the next several months and  
beyond look to be even more so! As always, feel free to share  
your successes with us. So many of you are doing great work  
and it should be recognized.

Sincerely,

Christopher A. Lorenzana  
Business Development Specialist  
& Public Information Officer

*September 27, 2008 SBA Small Business Week Awards*  
*September 27, 2008 SBA Small Business Week Awards*  
*September 27, 2008 SBA Small Business Week Awards*

Many of you have known our annual awards event as the **Small Business Week Awards**. The best and the brightest small business owners and champions have been celebrated at this event for a long time.

This year, like all the other years, we honor these individuals and their businesses. We're also celebrating 20 years of outstanding service to the community as a district office. Milestones require special recognition- that's why we are transitioning from a luncheon to an evening, black-tie event! With the changes comes a new name; the **Atlas Awards celebrating the 45th Annual Small Business Week** will be held on Saturday, September 27, 2008 at the Hilton Anaheim!

This is an opportunity for the entire community to come together and salute entrepreneurs that stand out in their respective industries and have done so much for the communities in which they live and work. Our office is proud to have the Rancho Santiago Community College District Foundation as a co-sponsor! Their willingness to step up and co-sponsor the event is a strong statement of their support of the small business community and their understanding of its importance to the vitality of our economy.



You will be receiving much more information about the event in the upcoming months. For more information, please contact [me](#).

For information about how you can support the event, please contact [Laurie McCulloch](#) at 949.706.3245.

### SBA announces its Small Business Week winners!

The Santa Ana District formally announced its Small Business Week winners on April 29th at Knowlwood Restaurant in Santa Ana. These winners will be honored September 27th at the Hilton Anaheim during the **Atlas Awards celebrating the 45th Annual Small Business Week**.

SBA, SCORE and Rancho Santiago Community College District Foundation had the pleasure of announcing the winners.

\*Special note\*: District winners represent Orange, Riverside, and San Bernardino Counties. Region IX winners represent California, Nevada, Arizona, Hawaii, and Guam. California winner represents the state and the six district offices within. National winner represents the entire country. All winners faced tremendous competition and we are proud they represent our district!

The winners are:



Kimberly Davidson - MBD Marketing - National Home-Based Business Champion of the Year



The Pack family - Mark Company - Region IX Family Owned Business of the Year - Melinda Pack Curtis and Brett Pack accepting on behalf of the family



Tim Gormick - Discount Water Sports - Young Entrepreneur of the Year - wife Autumn at his side



Lilian de la Torre-Jimenez - Jimenez Communications, Inc. - Small Business Journalist of the Year



Nancy Russell - Comerica Bank - Financial Services Champion of the Year



Camile Jayne - Matters at Hand - Women in Business Champion of the Year



Kim Zastrow - Vitesse Recruiting & Staffing - Minority Small Business Champion of the Year



Don Gonneville accepting on behalf of Robert Yaap - Great Pacific Securities - Region IX Veteran Small Business Champion of the Year



Dr. Fred Zandpour - Associate Dean of the College of Communications at CSU Fullerton - District Director's Award



Thanh Nguyen, Ph.D. - Knowlwood Enterprises, Inc. - California Small Business Person of the Year - wife Ginger at his side (The Nguyen family served as gracious hosts at their Santa Ana Knowlwood location)



Christopher Andreozzi - KnowledgeCentrix - Small Business Person of the Year Runner-up  
Chris St. Hilaire - Jury Impact, Inc. - is also a Small Business Person of the Year Runner-up.

Also in attendance were the Junior Achievement of Orange County Small Business Week poster contest winning students from the fourth grade class of John Adams Elementary School in Santa Ana. This program teaches fourth grade students about entrepreneurship, the free enterprise system, and how it could make a difference in their lives.

We look forward to seeing you at the Atlas Awards on September 27th as the SBA and the community honor these well-deserving entrepreneurs.

Women in Business Breakfast Series - May 7th - Center Club - Costa Mesa - presented by SCORE



SCORE, "Counselors to America's Small Business", will present a wonderful and worthwhile event Wednesday, May 7th, from 7:30 a.m. - 9:30 a.m. at the Center Club, 650 Town Center Drive in Costa Mesa.

Join SCORE for an exciting, informative breakfast with Mary Scarborough, noted marketing guru who believes that successful marketing has to do with "matching your message to your market and using a suitable vehicle." If you are a small business owner, you won't want to miss Mary's presentation because she'll explain why a marketing plan is your businesses' best friend. She'll also debunk the current get-rich-quick hype and provide you with solid and actionable advice based on her hard-won, in-the-trenches practical experience combined with years of study. A former Fortune 500 marketing executive, she is also a founder of two successful small businesses, an award-winning speaker and the co-author of two new books, "The Procrastinator's Guide to Marketing" and "Mastering Online Marketing". Read more at her web site <http://www.strategicmarketingadvisors.com>.

The cost for the breakfast is \$30.00 pre registration, \$35.00 at the door. There are usually exhibit tables available for business owners to showcase their business, but those are SOLD OUT!

Sign up on the SCORE website [http://www.score114.org/women\\_in\\_business.html](http://www.score114.org/women_in_business.html) to reserve your space as seating is limited.

**SBA Day & Procurement Fair in Ontario was a great day full of information & resources!**

SBA Day & Procurement Fair in Ontario took place April 17 at the Convention Center. Attendees

were able to take advantage of workshops, exhibit tables and the valuable networking opportunities that the event offered.

Lender, Business Resource Provider, and Procurement rooms were set up and exhibitors were excited to meet with the public and showcase how they could help businesses to start or grow by providing access to capital, business counseling, or awarding contracts.

The Santa Ana District Office would like to thank the people that attended and entities that exhibited.

A big thank you to the organizations that supported the event!

A special thank you goes out to the SBA team for their support and expertise during the day's activities.

And last, but certainly not least, thank you to the planning committee that diligently planned and worked together to present such a worthwhile day:

Robert Usher & Jennifer Hoff - Inland Empire Small Business Development Center  
Michelle Skiljan & Nicole Kinney - Inland Empire Women's Business Center  
Wendy Clements, Vanessa Gilmore, Nick DeMartz, Gene Eisenbeisz - County of San Bernardino  
Bradley Gates - City of Ontario  
Richard Phillips - Inland Empire Economic Partnership  
Steve Harrington - Inland Empire Economic Partnership



Welcome to SBA Day & Procurement Fair!



Karen Burgess, SBA, conducts a workshop on Federal Certifications



Robert Usher, IE SBDC, prepares to conduct a workshop on financing your small business



Nick Manalisay, SBA, conducts a workshop on how to do business with the Federal Government



Workshops were full of individuals seeking information on how to start or grow their business



Over 400 people attended and took advantage of all the resources & information available to them

### Pacific Coast National Bank shares SBA loan recipient success stories!

Several members of the SBA Santa Ana District staff were invited to hear firsthand from business owners that benefited from SBA loans through Pacific Coast National Bank. The luncheon meeting was attended by officials from our office, Pacific Coast representatives, members of the media, and of course, the business owners.

The entrepreneurs operated in various industries and one business had a peculiar name (Boneheads!?) - but the link between them all was the outstanding service they say they received from Pacific Coast National Bank and the SBA financing opportunities that were available to them.

The businesses present were: Boneheads Grilled Fish & Piri Piri Chicken, One Life Digital and Forza Electronics. Look for more information about these enterprises in upcoming newsletters.

Boneheads catered a delicious lunch of fish, chicken, salads, and sides. The restaurant used an SBA 7(a) loan to start up. One Life Digital deals in the computer storage & memory market and used an SBA Express Line of Credit to enable the company to pay off higher rate debt to increase profitability. Forza Electronics is an independent stocking distributor. Their company makes it possible for customers to obtain products that are no longer available directly from the manufacturer. Forza used an SBA loan to position the company to take advantage of opportunities that would have been passed up otherwise.

The meeting was outstanding because it allowed multiple pieces of the 'business puzzle' to come together in the same room and discuss successes and the importance of continuing to work together.



Enjoying a great lunch and networking opportunity!



President & COO Michael Hahn and Director Quijada

**Insight & Inspiration: Checklist for starting a business**

Are you ready to start a business? Check out our assessment tool, designed to help you better

understand your readiness for starting a small business. It will prompt you with questions and assist you in evaluating skills, characteristics and experience - as they relate to your preparedness for starting a business.

Your responses will be scored automatically and an assessment profile provided, when you click the submit button. You will also receive, based on your score, a statement of **Suggested Next Steps**, directing you to the most appropriate SBA resources to help improve your business preparedness. Access the Assessment Tool [here](#)



If you have suggestions for content, send them over! I would like to highlight our partners through success stories as well. I look forward to hearing from you.

Sincerely,

Christopher Lorenzana  
Business Development Specialist  
& Public Information Officer