



# Santa Ana District Newsletter

September 2008 : Vol 1 / Issue 6

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## Greetings!

Welcome to the 6th issue of the Santa Ana District Newsletter!

The 45th Annual Small Business Week Awards took place on September 25th at the Hilton Anaheim. The entire community came out to support the event and recognize the outstanding and deserving honorees.

The event, as always, was a fantastic opportunity to network; we had trouble getting people in their seats to start the program! Leaders from all industries were in attendance- business, government, community, educational, etc.

In this issue, you'll find a link to view pictures from the event. The next issue of the newsletter will contain another link to another set of pictures. Thank you to all the supporters of the event. Your contributions and partnership are truly valued and appreciated.

Nominations for 2009 are being accepted very shortly and are due in November. Contact [Sylvia Gutierrez](#) for more details.

Sincerely,

[Christopher A. Lorenzana](#)  
Public Information Officer  
Business Development Specialist



(Araceli Gonzalez, Governor Schwarzenegger's representative, Dr. Edward Hernandez, Chancellor of Rancho Santiago Community College District, and Carlos Rodriguez y Quezada, Consul of Mexico)



(Kimberly Davidson, MBD Marketing, Inc. and Mark Mitchell, Director of TriTech SBDC)

The 45th Annual Small Business Week Awards took place on September 25th at the Hilton in Anaheim. Approximately 700 business and community leaders turned out to help the SBA and Rancho Santiago Community College District recognize 12 outstanding entrepreneurs.

Thank you to our two emcees, Jan Norman, small-business columnist and blogger for the [Orange County](#)

[Register](#), and Enrique Perez, Assistant Vice Chancellor of Educational Services at [Rancho Santiago Community College District](#). Mr. Perez also served as the Event Chair. Both emcees did a terrific job of keeping the audience engaged and involved in the program.

Guests arrived and entered into a foyer full of people- the atmosphere provided for outstanding networking opportunities and allowed individuals to catch up with one another. After the presentation of colors and national anthem by Anaheim High School, guests continued networking over a delicious lunch.

After lunch, [Junior Achievement](#) poster contest winners were recognized. JA is the world's largest organization dedicated to educating students about workforce readiness, entrepreneurship and financial literacy through experiential, hands-on programs.

The winner's video was presented as a 'newscast', with each honoree as a 'feature story'. After the video played, each honoree was recognized individually and presented their award by a previous Small Business Week winner. Dr. Edward Hernandez, Chancellor of Rancho Santiago Community College District, was also presented with a surprise Director's Award by Director Quijada.

The day was truly about the winners. Each awardee excels in their respective industries while improving and strengthening our economy and giving back to the community. The 2008 Small Business Week honorees are:

**Thanh Nguyen, Ph.D.** - [Knowlwood Enterprises, Inc.](#)  
California Small Business Person of the Year

**Kimberly Davidson** - [MBD Marketing, Inc.](#)  
National Home-Based Business Champion of the Year

**Pack Family** - [Mark Company](#)  
Region IX Family-Owned Business of the Year

**Robert W. Yaap** - [Great Pacific Securities, Inc.](#)  
Region IX Veteran Small Business Champion of the Year

**Tim Gormick** - [Discount Water Sports](#) and [Massage Direct](#)  
Young Entrepreneur of the Year

**Lilian de la Torre-Jimenez** - [Jimenez Communications, Inc.](#) and [Bodas USA La Revista](#)  
Small Business Journalist of the Year

**Camille Jayne** - [Matters at Hand](#) and [the JAYNE Group](#)  
Women in Business Champion of the Year

**Kim Zastrow** - [Vitesse Recruiting & Staffing, Inc.](#) [Knowlwood Enterprises, Inc.](#)  
Minority Small Business Champion of the Year

**Nancy Russell** - [Comerica Bank](#)  
Financial Services Champion of the Year

**Fred Zandpour, Ph.D.** - [California State University, Fullerton](#)  
Director's Award

**Chris St. Hilaire** - [Jury Impact, Inc.](#)  
Small Business Person of the Year- Finalist

**Chris Andreozzi** - [KnowledgeCentrix](#)  
Small Business Person of the Year- Finalist

Rancho Santiago and the planning committee would like to especially recognize this year's top supporters and sponsors- your efforts, along with the rest of the sponsors, make this event possible.

[CENTRO](#) - Center for Education in TV and Radio

[RJ Medrano & Associates](#)

[United States Postal Service](#)

[Walmart](#)

[Sam's Club](#)

[Knowlwood Enterprises](#)

Click [here](#) to view photos of the event.

**Governor's Small Business Advocate, Mr. Marty Keller, to address attendees at  
First Annual SBA Tri-County Faith-Based Small Business Summit  
October 9, 2008  
Ontario Convention Center**



**First Annual SBA Tri-County  
Faith-Based Small Business Summit**

**Thursday, October 9, 2008**  
7:30 a.m. - 2:00 p.m.

**Ontario Convention Center**  
2000 East Convention Center Way  
Ontario, California 91764

 **Keynote Speaker**  
**Dr. Jeffrey Decker**  
Professor, Biola University,  
School of Organization and Leadership  
Presenting *Business Ethics & Service:  
Excellence in Difficult Economic Times*

Registration/Continental Breakfast/Networking	7:30 a.m.
Opening Remarks-Event Overview	8:30 a.m.
Concurrent Workshops	9:30 a.m. - 11:30 a.m.
Lunch and Speaker	11:45 a.m.
Networking & Vendor Exhibits	1:00 p.m. - 2:00 p.m.

**COST: \$50** (includes a continental breakfast, lunch, and admission)

The U.S. Small Business Administration is committed to carrying out President George W. Bush's Executive Order to reach faith-based and underserved communities with the resources available for small businesses. The faith-based summit is a critical component of the Santa Ana District Office's commitment to reach the three counties of San Bernardino, Orange and Riverside Counties with this educational effort.

Licensed in April 2007, AmPac Tri State CDC is the first faith-based certified lender for the U.S. Small Business Administration.

**Who should attend?**

For-profit business owners seeking to learn about resources and services available from the U.S. Small Business Administration.

- The ABCs of Starting A Business
- Access to funds for growing your business
- Surviving & Thriving During an Economic Downturn...Where Faith & Business Meet

Nonprofit organizations seeking to provide an array of services to the community, including churches and other faith-based entities.

- Accessing Funds for Growing Your Non-Profit
- Non-Profit Advertising
- How to Develop Partnerships

Cooperating Activities are available only to SBA participants in this opportunity activity based on endorsement of the items, signage, product or service of any participant in other person or entity. The SBA programs and services are extended to the public on a nondiscriminatory basis.

To register or for more information, contact  
**AmPac Tri State CDC at (909) 915-1706**  
or visit online at: [www.tristatecdc.com](http://www.tristatecdc.com)

Presented by the



Partners & Supporters (Partial List)

CAK International, Inland Empire Economic Partnership  
City National Bank, Inland Empire Small Business Development Center  
Estrada Strategic, **ONTARIO** CENTRAL CALIFORNIA WESTERN BUSINESS CENTER

**DOWNLOAD EVENT FLYER [HERE](#)**

AmPac Tri State Certified Development Company, in conjunction with the U.S. Small Business Administration, is hosting its inaugural Faith-Based Small Business Summit- CONNECTING FAITH & BUSINESS...PRESERVING BUSINESS ETHICS IN DIFFICULT ECONOMIC TIMES, on Thursday, October 9, 2008 at the Ontario Convention Center.

The event targets business owners and prospective business owners in the faith-based community in the Tri-County region of San Bernardino, Riverside and Orange Counties, identified by the U.S. Census Bureau as the fastest growing metropolis in the country. Faith-Based leaders from more than 1,500 faith based organizations, representing over half a million parishioners, have been invited. Banks and financial leaders have also been invited from throughout this area.

The purpose of the Summit is to tangibly and practically promote President Bush's Faith-Based Initiative by inviting faith-based leaders and their "business owner" and "entrepreneur" congregants to a conference that will be educational, motivational and practical for sustaining, growing and expanding a business.

The Summit will include information on the extensive resources of the U.S. Small Business Administration. To address the hardships many small business owners are facing and the tight credit markets in banking, the Summit will include workshops on surviving and thriving during a tight market, and how to access capital during challenging credit markets. The keynote speaker, Dr. Jeff Decker, a well known professor at Biola University's School of Organization & Leadership, will discuss how to maintain business ethics and consistent customer service during difficult economic times.

Responding to the needs and requests of local Pastors, the Summit will also include workshops for non-profit organizations. We are inviting representatives from the President's Faith-Based initiative office, as well as several service providers for non-profits to be a part of the Summit.

The Summit is a great marketing opportunity to reach hundreds of influential community leaders and business owners who serve in the fastest growing metropolis in the country.

**For more information about AmPac Tri State CDC, visit their [website](#)**

**For more information on how to be a part of the Summit, contact Hilda Kennedy at 909.915.1706**

**IWE hosts seminar for women business owners and honors Terry Neese**



The IWE Women's Business Center, hosted by Rancho Santiago Community College District, presented a seminar for women business owners September 18th at the community college district office.

The seminar was followed by a ribbon cutting opening the new IWE WBC office space and a reception honoring Terry Neese.

Ms. Neese has been in the fore-front of women's business issues for more than 25 years. She served as the national president of the [National Association of Women Business Owners](#) (NAWBO) and is the co-founder of [Women Impacting Public Policy](#) (WIPP).

She frequently testifies before Congress on issues of importance to women business owners.

Ms. Neese has recently returned from trips to Afghanistan and Rwanda where she has helped develop programs for women devastated by the ravages of war in their countries, start and build businesses to support their families.

*Inc.* and *Fortune* magazine have named her as one of the most effective women in the U.S.

The governor of California and the California Hispanic Chamber of Commerce both recognized Terry Neese for her years of service to women business owners at the IWE event. SBA District Director, J. Adalberto Quijada, congratulated Terry and welcomed her to the district.

More than 150 business, educational and community leaders attended the reception, including the Consul of Mexico in Santa Ana, the honorable Carlos Rodriguez y Quezada.

Lead BDS, Jill Andrews, organized the event with Sallie Salinas of the IWE WBC. Ms. Andrews is a long-time friend of Ms. Neese's and the DOTR for the Women's Business Centers in the Santa Ana District.

**UPDATE:** Frank Peters and Terry Neese recently sat down for an outstanding interview. Frank Peters, amongst many other things, is the host of, surprisingly enough, *the Frank Peters Show*. You can visit the show's site and listen to the interview at [www.thefrankpetersshow.com](http://www.thefrankpetersshow.com).

## SBA participates in American Indian Chamber of Commerce of California EXPO '08



(American Indian Chamber of Commerce of California President, Tracy Stanhoff, addresses attendees)



**(BDS Paul Smith and Lead BDS Jill Andrews)**



**(BDS Eric Ravelli and representatives from the Inland Empire WBC and Coachella Valley WBC)**

The Santa Ana District Office of the SBA participated in EXPO '08, the American Indian Chamber of Commerce of California's annual event, in July. The excellent three day event consisted of receptions, networking, exhibitions, formal matchmaking, informal meetings and training sessions. There were representatives from the tribes in California and others parts of the country. Lead BDS Jill Andrews and BDS Paul Smith, Oscar Padilla and Eric Ravelli participated in all relevant activities promoting SBA programs and services.

This was an excellent opportunity to meet corporate, government and municipal partners, tribes and American Indian businesses. SBA's Resource Partners, SCORE, the WBC and the Inland Empire SBDC all provided tremendous support. SBA met with a number of individuals seeking assistance in their entrepreneurial endeavors.

The primary goal of the AICCC is to provide opportunities for networking and support of American Indian business people in the state. Goals are primarily met through monthly meetings and special events. Monthly meetings provide an educational forum for members to receive: educational information from expert presenters; an opportunity to share ideas and discuss business experiences; an opportunity to remain connected with issues confronting American Indian business; and an organized body in which to participate in the solutions to the issues.

## Insight & Inspiration: Write a business plan : strategic planning

Too many people think strategic planning is something meant only for big businesses, but it is equally applicable to small businesses. Strategic planning is matching the strengths of your business to available opportunities. To do this effectively, you need to collect, screen, and analyze information about the business environment. You also need to have a clear understanding of your business - its strengths and weaknesses - and develop a clear mission, goals, and objectives. Acquiring this understanding often involves more work than expected. You must realistically assess the business you are convinced you know well.

In addition, strategic planning has become more important to business managers because technology and competition have made the business environment less stable and less predictable. If you are to survive and prosper, you should take the time to identify the niches in which you are most likely to succeed, and to identify the resource demands that must be met. Learn more about this topic.

[Free Online Course on How to Prepare a Business Plan](#)

An enormous THANK YOU goes out to all those that supported the 45th Annual Small Business Week Awards! Events like that one are truly not possible without the support of the entire community.

Nominations for 2009 are being accepted very shortly and are due in November. Keep an eye out!

Sincerely,

Christopher Lorenzana  
Public Information Officer  
Business Development Specialist