



NEWSLINE

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San Diego North Chamber of Commerce holds Panel on Stimulus for Small Business at Business Forecast 09

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Photograph by: Ryan Breecs

Members and entrepreneurs take advantage of Q & A time at SDNCC Economic Panel. Photo above - left to right: Cameron Durckel, Director, San Diego Field Office, Office of Governor Arnold Schwarzenegger; Bruce D. Gordon, Senior Vice President, California Business Banking, Wells Fargo Bank; Kelly Cunningham, Senior Fellow/Economist, San Diego Institute for Policy Research; Ruben Garcia, SBA District Director; and George Chamberlin (Moderator), San Diego Daily Transcript. Below: San Diego Mayor Jerry Sanders speaking at podium

SBA Warns of Fraudulent Attempts to Obtain Bank Account Information from Small Businesses

[Click Here for more information](#)

SBA Applauds Stimulus Bill Planning Underway for Broadest Quickest Small Business Impact

There's a lot to digest in the legislation, and SBA has established teams to tackle a wide variety of policy decisions, system modifications, regulatory changes, legal requirements, reporting requirements, and new program launches authorized by the President and Congress.

More details on implementation will be coming over the next few weeks.

The bill provides \$730 million to SBA and makes changes to the agency's lending and investment programs so that they can reach more small businesses that need help. The funding includes:

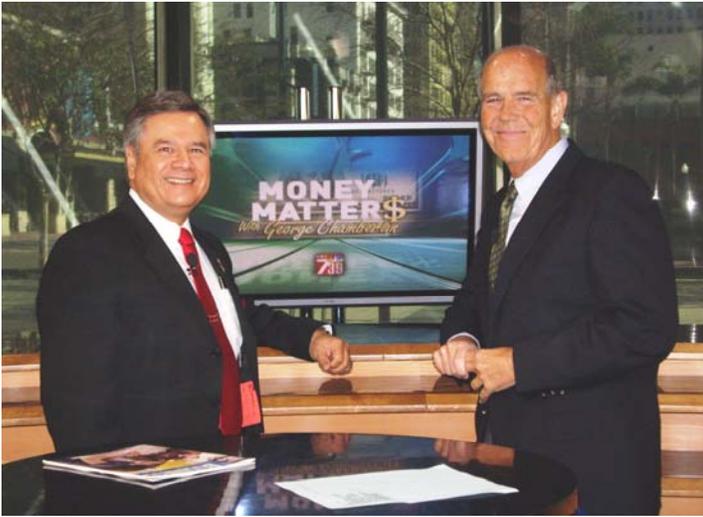
- \$375 million for temporary fee reductions or eliminations on SBA loans and increased SBA guaranteed shares, up to 90 percent for certain loans
- \$255 million for a new loan program to help small businesses meet existing debt payments



San Diego District Office
550 West C Street, Suite 550
San Diego, CA 92101
(619) 557-7250 Office
(619) 727-4883 Reception
www.sba.gov/ca/sandiego

(See Stimulus Bill on page 2)

EVENTS AROUND SAN DIEGO



L to R: Ruben Garcia, District Director, SBA District Director, San Diego, with George Chamberlin, Host of Money Matters, on KNBC 7/39 Television. Segment with Director Garcia included information on pending Stimulus Package to be implemented by Congress.



L to R: Alma Garcia, Mayor Jerry Sander, SBA District Director Ruben Garcia, and Program Manager for the Equal Opportunity Contracting Program, Beryl Bailey Rayford. EOCP Conference and Expos was held at Balboa Park and more than 300 attendees participated.



L to R: San Diego Councilmember Carl DeMaio - 5th District, SBA District Director Ruben Garcia, President CEO of the Asian Business Association - San Diego Joni Low, San Diego Councilmember Todd Gloria - 3rd District



L to R: SBA District Director Ruben Garcia, and from the City of San Diego's Equal Opportunity Contracting Program - Program Manager Beryl Bailey Rayford and Supervisor Terrell Breaux.

STIMULUS BILL

(continued from cover)

- \$30 million for expanding SBA's Microloan program, enough to finance up to \$50 million in new lending and \$24 million in technical assistance grants to microlenders
- \$20 million for technology systems to streamline SBA's lending and oversight processes
- \$15 million for expanding SBA's Surety Bond Guarantee program
- \$25 million for staffing up to meet demands for new programs
- \$10 million for the Office of Inspector General

(Read full article at: http://www.sba.gov/idc/groups/public/documents/sba_homepage/news_release_09-10.pdf)

Ask SCORE

Accuracy is Essential in Small Business Valuations

When you first contemplated becoming an entrepreneur, you probably spent some time calculating how much your time was worth. Now, you may be wondering how much this business that you've built is worth.

There are many reasons for determining the value of your small business. You may be ready to raise capital by issuing stock or selling a portion of the business to a prospective partner. An appraisal may also be needed in order to spin off a portion of your business, settle a dispute or divorce, liquidate some assets, or sell the business entirely.

Accurately valuing a small business, however, can be complicated. Most entrepreneurs are capable of boosting the value of their businesses by 40 percent simply by paying attention to the things that make a business valuable.

Too often, business own-

ers brush aside valuations, believing them necessary only if they decide to sell. As a result, only about one in 20 small businesses have done a formal valuation, according to the National Association of Certified Valuation Analysts.

You can determine the value of a business in many different ways, from quick and

inexpensive software-based calculations you do yourself, to full-scale, certified valuations by professionals. The price range is enormous, from as little as \$15 for the simplest software, to thousands for a detailed analysis performed by certified pros. Business brokers, hoping to sell your business, may even do them for free.

Try to match the person or method you use for a valuation with the reason you are doing it. If the valuation is for loan purposes, for example, look for someone who's done small business valuations for that purpose.

The National Association of Certified Valuation Analysts (NACVA) offers a free service



online to help you find a business valuation expert in your area. Look for the "Value of Your Business?" at Web site, www.nacva.com. You'll also find links to other business valuation data resources and services.

PriceYourBusiness.com offers simple, online small business valuation software that allows business owners to

determine their highest business worth quickly, accurately and at their convenience. The company also offers consulting services to help small business owners with a wide range of financial issues.

To learn more about valuing your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 1-800/634-0245 for the SCORE chapter nearest you, or find a counselor online at www.score.org.

Ask SCORE your question. Email sd.score@sba.gov or visit www.score-sandiego.org for additional information.



Announcements

March 10 Tax Talk Today Program Illuminates the IRS Audit Process

Although no phrase may strike more fear in a taxpayer than the dreaded, "IRS audit", the prospect of an IRS audit need not paralyze small businesses and the tax professionals who assist them.

They can learn how to prepare for and what to expect

during an audit by tuning in to the Internal Revenue Service March Tax Talk Today program, "Surviving the IRS Audit," on Tuesday, March 10, 2009 at 2 p.m. Eastern time. The program will include what happens before, during and after the audit as tax professionals and IRS staff talk about audits from both sides of the desk.

To access the Web cast at no charge, viewers can register

online at Tax Talk Today. They can view the show with Windows Media Player or an Adobe Flash Player. Go to the [Tax Talk Today](http://www.taxtalktoday.com) Web site at <http://www.taxtalktoday.com> for complete information.

To get the latest IRS information and learn about IRS products and services as they become available, start a FREE subscription to [e-News for Small Businesses](http://e-NewsforSmallBusinesses.com); just go to IRS.gov at

<http://www.irs.gov/businesses/small/content/0..id=154826.00.html>, type in your e-mail address and submit.

[New Withholding Tables Now Available on IRS.gov; Most Workers Will See Bigger Paychecks this Spring](http://www.irs.gov)

[Listings of "shovel ready" construction projects throughout the U.S.](http://www.irs.gov)

Meet a San Diego District Office Employee

Rosa Rodarte—Assistant District Director for Business Development

Rosa Rodarte has been with SBA San Diego since 1978. She has held various positions over the years and currently holds the position of Assistant District Director for Business Development. Additionally, she is cross training in the 8(a)/Contract Division. Rosa is a fluent Spanish speaker who regularly assists SBA's Hispanic clients.

Rosa is the proud mother of Hermosa (29) and Rosita (28) and loves spoiling her grandchildren Niko (6) and Mariposa (6).



SAN DIEGO DISTRICT OFFICE FISCAL YEAR 2009 ACTIVITY OCTOBER 1, 2008 THROUGH JANUARY 31, 2009

	Number of Loans	Dollar Amount
7(a) Loans	123	\$33,426,000
504 Loans	35	\$24,381,000
Total	158	\$57,807,000

Wells Fargo Bank, NA	33	\$9,996,300
CDC Small Business Finance Corporation	24	\$16,004,000
US Bank, NA	10	\$2,830,900
Borrego Springs Bank, NA	10	\$385,000
EDF Resource Capital, Inc.	9	\$5,984,000
Temecula Valley Bank	7	\$5,072,900
La Jolla Bank, FSB	6	\$2,670,000
Union Bank of California, NA	4	\$90,000
Innovative Bank	4	\$80,000
California Bank & Trust	3	\$616,400

Training Calendar

A list of events from SBA and our resource partners may be found at www.sba.gov/ca/sandiego under Training Calendar.

March 5 - What Should I Know Before Starting a Business? presented by the Imperial Valley SBDC in El Centro, CA.

March 12 - High Impact Low Cost Marketing Workshop presented by the NCSBDC in Oceanside, CA.

March 13 - Women's Networking Breakfast: Enjoy Your Moment in Front of an Audience presented by SCORE in San Diego, CA.

March 19 - Small Business Loan Day presented by the SBDITC in National City, CA.

SBA San Diego Management Staff

[Ruben R. Garcia](#)

District Director

[Anthony J. Vigil](#)

Deputy District Director

[Terrill K. Ashker](#)

District Counsel

[Rosa M. Rodarte](#)

Lead Business Dev. Specialist

[Juliane Talley](#)

Lead Business Dev. Specialist

The U. S. Small Business Administration was created in 1953 to maintain and strengthen the nation's economy by aiding, counseling, assisting, and protecting the interests of small businesses and by helping families and businesses recover from national disasters.

SBA's San Diego District Office is your small business resource for access to capital, counseling services, training, and government contracting opportunities, to help start or grow a small business in San Diego and Imperial counties. Our programs and services are delivered through participating lenders and our resource partners, SCORE: Counselors to America's Small Businesses and Small Business Development Centers.

Newsline is produced by the U. S. Small Business Administration's San Diego District Office. Subscribe to Newsline by registering online at web.sba.gov/list. Look for San Diego News.

Send questions or comments to the Newsline Editor, Cynthia Harris, Business Development Specialist, at Cynthia.Harris@sba.gov.