

January 2009

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San Diego District Office Presents Minority Small Business of the Year Award



L to R: Rodney Thompson, Director of Operation, Accurate Engineering Integrated Construction Services, Inc.; Ruben Garcia, District Director, SBA San Diego; (Award Recipient) Ms. Aldrica Lattimore, President/CEO, Accurate Engineering Integrated Construction Services, Inc.; Anthony Vigil, Deputy District Director and Ming Yee, Business Development Specialist, SBA San Diego

We, at the SBA
San Diego
District Office,
wish you all a
happy and
prosperous
2009!

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

SBA Offers New Online Resources for Small Businesses to Help with Economic Recovery

Entrepreneurs can take advantage of new, free online training and other resources offered by the U.S. Small Business Administration to assist them during this period of economic recovery.

The SBA offers a variety of online courses to assist small businesses in more effectively managing their firms in the current economy. The new course topics, available directly at:

www.sba.gov/services/training/onlinecourses, include revising business plans to reposition with current conditions, winning customers in a slowing economy, restructuring existing debt, and diversifying your customer base with federal

contracts.

The most recently added course is "Downshifting in a Slowing Economy: A Business Planning Guide." This course is designed to help business owners reorganize and streamline their business strategies. Other related business tools include a new automated business plan template, and an assessment and strategies guide for surviving in a slowing economy.

"The SBA is helping small businesses with the resources and tools they need in the current business cycle," said Jeff Andrade, Associate Administrator for Entrepreneurial Development. "In addition, SBA

offers a variety of resources and referrals to small businesses uncertain about what to do in the current economy on its Web page on Economic Recovery at www.sba.gov/helpingmainstreet.

Each free course is self-paced, and provides practical guidance on how to stay on top of economic conditions. These and other courses can be accessed from the SBA's Web site at www.sba.gov/training. To access them, click on "Free Online Courses," then make a selection under the header "Surviving in a Down Economy."

[See Online Resources—page 3](#)

EVENTS AROUND SAN DIEGO



L to R: Maria Hughes, Lender Relations Specialist and Ruben Garcia, District Director, SBA San Diego with Sandra L. Smith, President, Society of Government Meeting Professionals, San Diego Chapter meeting held at the Town and Country Resort and Convention Center.

L to R: Ruben Garcia, District Director, SBA San Diego and David Dickey, President, San Diego County Disabled Veteran Business Enterprise Alliance and President of Alpha Ten Technologies, Inc., at the January meeting of the CA DVBE Alliance, held at California State University in San Marcos.

NOW ACCEPTING NOMINATIONS FOR LOCAL SMALL BUSINESS AWARDS

Each year during National Small Business Week, the U. S. Small Business Administration (SBA) recognizes outstanding small business owners for their contribution to the American economy and society. SBA is currently accepting nominations for several SBA award categories including the 2009 Small Business Person of the Year Award. The San Diego SBA Office services San Diego and Imperial counties. Trade associations, chambers of commerce and business organizations frequently sponsor candidates. A business owner may also nominate themselves or other candidates.

For criteria and nomination requirements contact **Cynthia Harris of the San Diego SBA Office at (619) 727-4884 or Cynthia.Harris@sba.gov.**

This is an opportunity to recognize an individual or an organization dedicated to the support of the small business community. Please send all nominations to the U. S. Small Business Administration, 550 West C Street, Suite 550, San Diego, California, 92101, Attn: Cynthia Harris.

Please consider submitting nominations for one or more of the following categories:

Small Business Awards

Must meet SBA size standards as a small business and be in business 3 or more years.

- ◆ **Small Business Person of the Year:** For developing an outstanding, growing business; innovative product(s), increasing jobs, increasing sales, overcoming adversity, and community contributions.
- ◆ **Small Business Exporter of the Year:** Business owner who has significantly increased export sales and profits, encouraging other firms to export, increased jobs through exports, and innovative methods of creating markets.
- ◆ **SBA Young Entrepreneur of the Year:** Owner will not reach 30th birthday by June 1, 2008, three-year evidence of success in sales and profits, increased jobs, innovative products, demonstrated potential.

- ◆ **SBA Family-Owned Small Business of the Year:** Family owned and operated business which has been passed on from one generation to another. *(Business must have a 15-year track record.)*
- ◆ **Minority-Owned Small Business of the Year:** Ethnic minorities who own and operate or bear principle responsibility for operating a small business.
- ◆ **Veteran-Owned Small Business of the Year:** Veterans who own and operate or bear principle responsibility for operating a small business.

Small Business Champions

Those who have fulfilled a commitment to the advancement of small business, including volunteering time and services to small business interests and groups, championing the cause of small business in the legislative process. Champions may or may not be small business owners.

- ◆ **Women in Business Champion of the Year:** Has fulfilled a commitment to the advancement of women's business ownership.
- ◆ **Home-Based Business Champion of the Year:** Has experienced the rewards and difficulties of home-based businesses and has volunteered to improve the climate for these businesses.

Nomination deadline for all award categories is March 31, 2009.

Awards will be presented at Small Business Awards Luncheon tentatively scheduled for May 27, 2009.

Ask SCORE

SOME INSIGHTS ON SUCCESSFUL OUTSOURCING

Outsourcing is a common practice in today's business world, but it's not the domain of large companies. Small business owners use outsourcing for a variety of reasons—to handle work overflows, receive specific expertise in a new or unfamiliar area such as marketing or IT, or take on more routine administrative tasks that are taking up too much of their time and attention.

The decision to outsource certain functions requires a professional approach, particularly since the small business owner may be understandably leery about relinquishing control over a task that he or she has handled from the outset. Developing a successful long-term relationship with an outsourcing partner requires effort on both sides. It's important to treat it like a partnership, because that's what it really is. A vendor who supplies a vital

service for your business is like part of your staff, so you should go through a similar interviewing and reference checking process before you "hire" them.

Using outside service providers who have experience working with your particular

type of business is important. You'll also want someone with the technology and expertise to deliver cutting edge services.

Be sure to ask detailed questions about the service you will receive and your access to someone who can answer questions and solve problems as they arise. For most small business owners, this

kind of accessibility and service are top priorities. If the firm you are considering won't be available when something goes wrong, look elsewhere.

Also ask your candidate firms for current and past clients who received services of a scope similar to what you're

looking for. If possible, ask for clients similar to yours to properly gauge how well the company understands your needs. And, always meet with the service provider's leadership as well as the people who will be working directly with you. You don't want to have any doubts about their ability to handle what may be critical tasks for your business.

The "go-to" resource for help is the Outsourcing Institute, the world's largest professional community dedicated solely to outsourcing. The Institute's Web site (www.outsourcing.com), provides a wealth of information about outsourcing trends, articles on securing IT and business processing services, and tips for ensuring your outsourcing partner delivers the level of performance you want.

To learn more about outsourcing successfully, 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. 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.

SCORE
Counselors to America's Small Business

Online Resources/Announcements

Continued from cover page

The SBA can also help to find local agency offices and lenders. Business owners can: talk with an SBA representative about financing options and identify local, participating SBA lenders; learn about SBA's Loan Guaranty Program using an electronic guide with audio and many targeted links; and train with expert counseling and mentoring services by talking with an SBA

representative or resource partner about management assistance.

Karen Gordon Mills has been **nominated** by President Barack Obama for the post of **Administrator of the Small Business Administration**.

On January 20, 2009, President Barack Obama designated **Darryl Hairston** as

Acting Administrator of the U.S. Small Business Administration.

Hairston currently serves as deputy associate administrator for Management and Administration, and has served the agency over the past 30 years in a variety of senior executive positions in the Office of Government Contracting - Business Development, the Office of Investment, and the Washington D.C. District Office.

He began his SBA career in 1978 as a business management specialist in the Charleston, W.V., District Office.

Meet a San Diego District Office Employee

Cynthia Harris—Business Development Specialist

Cynthia Harris started her Government career in 1991 with the U.S. Small Business Administration's (SBA) San Diego District Office. She is a Business Development Specialist and currently is assigned the duties of Public Information Officer (PIO), Women's Business Opportunities Representative (WBOR), District Small Business Week Awards Coordinator and E-Newsletter Editor for the San Diego District Office.

In her spare time, Cynthia enjoys reading, decorative painting, quilting and spending time with her 19 year old daughter Alyssa.



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

	Number of Loans	Dollar Amount
7(a) Loans	98	\$28,368,000
504 Loans	25	\$16,532,000
Total	123	\$44,900,000

Wells Fargo Bank, NA	24	\$7,852,400
CDC Small Business Finance Corporation	17	\$11,415,000
US Bank, NA	8	\$2,710,900
Temecula Valley Bank	7	\$5,072,900
EDF Resource Capital, Inc.	7	\$4,724,000
Borrego Springs Bank, NA	7	\$285,000
La Jolla Bank, FSB	5	\$2,338,000
Bank of America, NA	3	\$88,000
Union Bank of California, NA	3	\$65,000
Innovative Bank	3	\$55,000

Training Calendar

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

[February 12 - E-Business Workshop](#) presented by the NCSBDC in Oceanside, CA.

[February 18 - Successful Strategies for Importing](#) presented by the SBDITC in National City, CA.

[February 3 - Restaurants 101](#) presented by SCORE in San Diego, CA.

[Call for February Schedule - \(760\) 312-9800](#) Imperial Valley SBDC in El Centro, CA.

SBA San Diego Management Staff

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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.