



# SANTA ANA DISTRICT NEWSLETTER

start · grow · succeed

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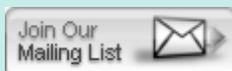
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## SBA 7(j) Training Recap

The Santa Ana District Office hosted four 7(j) training classes in May for eligible small businesses.

The goal of this training was to secure a large pool of 7(j) eligible small businesses, including 8(a) small businesses, and provide them with practical building blocks that facilitate growth and success in the marketplace.

The SBA 7(j) Management and Technical Assistance Program is a program in which the SBA provides qualifying businesses with counseling and training in the areas of financing, business development, management, accounting, bookkeeping, marketing, and other small business operating concerns.

Under Section 7(j) of the Small Business Act, the SBA is authorized to provide management and technical assistance through grants and cooperative agreements to qualified service providers.

The qualified service providers deliver the SBA 7(j) training and technical assistance to eligible firms and individuals participating in SBA's Business Development program, other small disadvantaged businesses, low income individuals, and firms in either labor surplus areas or areas with a high proportion of low-income individuals.

The four classes presented were:

- Cost & Pricing, Part 1\*
- Financial Management
- Business Development
- Cost & Pricing, Part 2

***\*Cost & Pricing, Part 1 - a repeat session will be held as a Webinar. Date has not been confirmed. Stay tuned.***

### Attention 8(a) firms

The Santa Ana District Office 8(a) Business Development Department and the Orange County Small Business Development Center will host a matchmaking event on Thursday, August 13, 2009 at the Orange Education Center in Orange, from 8:00 a.m. - 12:30 p.m.

Five procurement activities will be on hand for you to meet and market to. The five agencies are as follows:

- [U.S. Navy - NAVFAC SW](#)
- [U.S. Army Corps of Engineers](#)
- [U.S. General Services Administration](#)
- [March Air Reserve Base](#)

## [Orange County Transportation Authority](#)

Workshops will also be presented on SBA guaranteed loan programs, surety bonds, and government contracting.

For more information and to register, contact [Karen Burgess](#) by email or at 714.560.7451.

## Lender Roundtable Recap

Approximately 150 lenders and resource partners attended the Lender Roundtable on July 8th, to hear Richard Jones and Pam McGuffin from SBA's Sacramento Loan Processing Centers provide updates on new loan programs and policies.

District Director Adalberto Quijada also took this opportunity to recognize the efforts of Jim Anderson of SCORE Chapter 114, a counselor and member of SCORE's Finance Committee, who has worked tirelessly to connect entrepreneurs to the capital they need to move their business forward. Jim was presented a plaque of appreciation on behalf of the SBA.

Roundtables strengthen relationships with lending partners and can result in increased capital access for small business owners as lenders receive new information about SBA's loan programs and convey obstacles to lending with the district office.

This roundtable was hosted by the [Santa Ana Regional SBDC](#), hosted by [California State University, Fullerton](#). A big 'Thank You!' is in order for Jesse Torres, director of the Santa Ana Regional SBDC and his assistant, Iris Miranda, for all their hard work. They worked diligently with SBA's Stephen Leung, Rachel Baranick and Dace Pavlovskis to make the event a success!

Dean Puri of CSUF's [Mihaylo College of Business and Economics](#), made opening remarks and welcomed attendees.

Contact Lender Relations Specialist, [Stephen Leung](#), if you'd like to obtain copies of the guest speaker's presentations.



***Union Bank's Terry Butcher, SBDC's Jesse Torres and SBA's Stephen Leung***



*Roundtable attendees listen to panel presentations*

## SBA helps City of Cypress launch AGENT Program

Just like special operatives, SBA staff quietly infiltrated the [City of Cypress](#) early morning last Thursday as it launched its [Assist, Grow, Educate, Network & Thrive \(AGENT\) program](#), an initiative to help Cypress' small businesses succeed.

AGENT's inaugural meeting was held at the Cypress Community Center. Over 40 Cypress small business owners participated. This meeting is the kickoff of a series of free educational meetings to address the needs of the Cypress small business community.

The topics of discussion included survival tips to help the Cypress business community survive and thrive, the 2009 Economic Stimulus Package and what's in it for Cypress businesses, government contracts and learning the process of obtaining the necessary certification to get those contracts.

The next AGENT meeting will take place in October and the date will be announced. Additional details and information about the AGENT program and other City services for the business community are available by contacting Mr. Bill Manis, Redevelopment/Economic Development Manager at (714) 229-6671.



*Business Development Specialist Sylvia Gutierrez helped plan the event with the City of Cypress*



*Attendees fill the room*

## Small Businesses Urged to Tap into Federal Market

*Article written by Elise Castelli and reprinted with permission from [Federal Times](#)*

SAN ANTONIO- Many small businesses shut themselves out of the federal market by not taking simple steps that would win them business.

Those businesses don't reply to requests for information or source notices posted on the government contractor job board, FedBizOpps.gov. Unless small businesses respond to these market research postings, work that could be set aside for small firms competed as a full and open competition, said Valerie Coleman, a Small Business Administration procurement center and commercial market representative.

Coleman's job is to help agencies identify work that can be set aside for small companies. Without small-business responses to the market research requests, procurement representatives such as her don't have the evidence to say that small businesses are interested in performing the work, Coleman said. She spoke to vendors and agency contracting officers at the General Services Administration Expo here last week.

Small firms should routinely check FedBizOpps or sign up for FedBizOpps notices in their field to ensure that they're not letting opportunities slip by, Coleman said.

Firms also need to make sure their information in government databases, like SBA's Dynamic Small Business Search, is complete, so that their companies turn up when contracting officers are performing market research, she said.

When an agency is looking for a small business, it wants to know what that business is capable of, what its references say about it, and how to contact it. But contracting officers can't do this unless the information is available, Coleman said.

Agencies also need to make better use of the electronic tools available to find small businesses to perform work. Within the last year, SBA added a feature called the Quick Market Search to its Dynamic Small Business Search database.

The feature returns a list of small businesses capable of doing a desired task and breaks the list down along

socioeconomic lines, Coleman said. For example, if an agency needs janitorial services, the Quick Market Search tool would return a list of cleaning companies and denote which firms are 8(a), HUBZone, women-owned, veteran-owned small businesses.

Before the Quick Market Search tool, contracting officers were forced to run separate searches for each socioeconomic category, a time-consuming proposition, Coleman said.

The executive branch is required to spend at least 23 percent of its contract dollars through small businesses, a goal the government often fails to reach.

Executive agencies also have statutory, government-wide goals for the varying socioeconomic categories. The executive branch should spend 5 percent of contract dollars on disadvantaged small businesses, 5 percent on women-owned small businesses, 3 percent on HUBZone businesses and 3 percent on service-disabled veteran-owned small businesses.

## SBA's Monthly Web Chat Disaster Preparedness

SBA's [website](#) has a number of online chat transcripts featuring highly topical questions from the small business community and responses from experts on a variety of relevant small business issues.

The June web chat covered disaster preparedness and featured business owner Luis Yépez of [Mainstream Global](#). You can read the chat transcript [here](#).

While on a European business trip in May 2006, Luis and Juan Yépez learned that the Merrimack River was flooding. Their company, Mainstream Global—a distributor of integrated circuits and computer products—was housed in a 100,000 square-foot mill on the banks of the Merrimack. Upon their return to the warehouse, they were stunned by the sight of floating inventory, debris and sewage.

They had lost hundred of thousands of dollars in inventory. While Luis and Juan kept their staff of 12 on the payroll as part of the "recovery team," the company was not fully operational and they were losing money. They received a working capital disaster loan from the SBA, which helped Mainstream Global stay in business. Three years later, the company has grown to 32, with sales that exceed \$8 million.