



SANTA ANA DISTRICT NEWSLETTER

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Lender Roundtable - July 8 Register Now!

The Santa Ana District Lender Roundtable is rapidly approaching, so be sure to register soon. The roundtable will be held at the Fullerton Marriott and is hosted by the [Santa Ana Regional Lead SBDC](#).

SADO is proud to welcome two speakers from the Sacramento Loan Processing Centers to provide an update on new loan programs and policies.

Pam McGuffin, a 7(a) program loan specialist, will speak about the ARC loan program and changes in 7(a) policy.

Richard Jones, SBA's 504 Finance Chief, will discuss policy changes, including the new energy guidelines.

SBA will also provide information about microlenders in our community.

Don't miss this opportunity to obtain information about our new programs, meet key SBA Loan Processing Center individuals and network with peers.

Center staff will be available to answer your questions as well.

These roundtables are also great for industries related to SBA lending, such as environmental consulting firms, business brokers, title companies, real estate appraisers, etc.

Here are the details:

Wednesday, July 8, 2009
Registration 7:30 a.m.
Program 8:00 - 10:00 a.m.
[Fullerton Marriott](#)
[2701 East Nutwood Avenue](#)
[Fullerton, CA 92831](#)

Two easy ways to register:

1. [Online](#)
2. If you want to fax in your registration, email [Iris](#) at the SBDC

If you have any other questions, contact SBA's Lender

Relations Specialist, Stephen Leung by [email](#) or at 714.560.7450.

See you on July 8th!

ARC Loan Program

A temporary new loan program called America's Recovery Capital, or "ARC", made its debut June 15th. ARC loans are designed to provide a "bridge" for viable small businesses with immediate financial hardship-to keep their doors open until they get back on track.

ARC loans are deferred-payment loans of up to \$35,000, available to established, viable, for-profit small businesses that need short-term help to make their principal and interest payments on existing and qualifying business debt. ARC loans are 100 percent guaranteed by the SBA and have no SBA fees associated with them.

ARC loans will be disbursed over a period of up to six months and will provide funds to be used for payments of principal and interest for existing, qualifying small business debt including mortgages, term and revolving lines of credit, capital leases, credit card obligations and notes payable to vendors, suppliers and utilities. SBA will pay the interest on ARC loans to the lenders at the variable rate of Prime plus two percent.

Repayment will not begin until 12 months after the final disbursement. After the 12-month deferral period, borrowers will pay back the loan principal over a period of five years.

ARC loans will be made by commercial lenders, not SBA directly. For more information on ARC loans, visit [this](#) page on our website.

FAQs about the program can be found [here](#).



The community gathered recently to honor an outstanding group of entrepreneurs and business champions.

The SBA partnered with the [Inland Empire Small Business Development Center](#), the [San Manuel Band of Mission Indians](#) and other committed small business supporters to present a great event to celebrate National Small Business Week.

We were fortunate to have very special visitors on stage to welcome attendees.

San Manuel Tribal Chairman James Ramos provided opening remarks and treated everyone by performing traditional Native American songs.

Ms. Clara Pratte, SBA's newly appointed National Director for Native American Affairs, visited from Washington, D.C. and underscored the commitment the SBA has to the Native American small business community.

Photos can be viewed online by clicking [here](#).

The Santa Ana District Office would like to thank the San Manuel Band of Mission Indians, event donors, emcee Lou Desmond, the planning committee, event planner Patty Holohan, the honorees and all the guests that attended and made the event a huge success!

We'll see you next year!

French Delegation Visits California

Academics, corporate decision-makers and government officials from the [French Aerospace Valley](#) visited California recently to tour key elements of its space enterprise community. Initiated by the French Embassy in the United States, the trip was organized by the [California Space Authority \(CSA\)](#) and designed to establish closer links and partnerships between the world's two leading aerospace regions.

SBA's Santa Ana District Office has a *Strategic Alliance Memorandum* with CSA and made a joint

presentation to the delegation about how the partnership between SBA and CSA can benefit California's space enterprise community and create opportunities for our region's small businesses to do business in France and other areas. SBA's Paul Smith and CSA's Ray Wells conducted the presentation.

Lead by Ambassador Jean-Daniel Tordjman, International Promotion of the French Competitive Clusters within the French Ministry of Economy, Industry, and Employment, the delegation had the full endorsement of the French Embassy, including a letter of introduction from the French Ambassador to the United States, Pierre Vimont.

Ambassador Tordjman stated, "In today's difficult economy, the interest in creating aerospace jobs and educating our youth in the field of aerospace are two issues that bind us together. This mission will offer opportunities for us to jointly solve these issues."



French delegation members listen to presentation

Insight & Inspiration: Write a Business Plan

Business Plan Basics

A business plan precisely defines your business, identifies your goals, and serves as your firm's resume. The basic components include a current and pro forma balance sheet, an income statement, and a cash flow analysis. It helps you allocate resources properly, handle unforeseen complications, and make good business decisions.

As it provides specific and organized information about your company and how you will repay borrowed money, a good business plan is a crucial part of any loan application. Additionally, it informs sales personnel, suppliers, and others about your operations and goals.

Plan Your Work

The importance of a comprehensive, thoughtful business plan cannot be overemphasized. Much hinges on it: outside funding, credit from suppliers, management of your operation and finances, promotion and marketing of your business, and achievement of your goals and objectives.

Despite the critical importance of a business plan, many entrepreneurs drag their feet when it comes to preparing a written document. They argue that their marketplace changes too fast for a business plan to be useful or that they just don't have enough time, but just as a builder won't begin construction without a blueprint, eager business owners shouldn't rush into new ventures without a plan.

Before you begin writing your business plan, consider four core questions:

What service or product does your business provide and what needs does it fill?

Who are the potential customers for your product or service and why will they purchase it from you?

How will you reach your potential customers?

Where will you get the financial resources to start your business?

SBA's Resource Partners provide business plan preparation for their clients.

If you would like a referral to a Resource Partner located near you, call 714.560.7466.