



U.S. Small Business Administration

Santa Ana District Newsletter

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Greetings!

Welcome to the 4th issue of the Santa Ana District Newsletter!

These last few months have been busy times for our office!

We are in full swing planning and preparing for the 45th Annual Small Business Week Awards. This year we not only honor entrepreneurs and champions, we also celebrate our 20th Anniversary as a district office!

We also presented an SBA Day with our partners in Fullerton, partnered with the Center for International Trade Development in Riverside on an export assistance program and signed a historic MOU with two organizations dedicated to assisting the Native American community in economic development efforts.

We look forward to the entire community's support and participation on Thursday, September 25th at the Hilton Anaheim for the Small Business Week Awards luncheon.

Contact Patty Holohan at PSHoloha@aol.com or 909.794.3027 for more information and to make reservations.

Sincerely,

Christopher A. Lorenzana
Business Development Specialist
& Public Information Officer

NEW DATE & TIME!
45th ANNUAL

SMALL BUSINESS WEEK AWARDS

LUNCHEON

THURSDAY, SEPTEMBER 25, 2008

HILTON ANAHEIM



There are only eight weeks left until the 45th Annual Small Business Week Awards luncheon! Time flies, so be sure to contact [Patty Holohan](mailto:patty.holohan@sba.gov) by email or at 909.794.3027 soon to make your reservations.

We look forward to the support of the entire community as we honor entrepreneurs & champions and celebrate our 20th anniversary as a district office serving the Counties of Orange, Riverside and San Bernardino.

The Small Business Week Awards represent an excellent networking opportunity for businesses and individuals and is a time for people to catch up with friends and acquaintances from across the region.

We celebrate 55 years of SBA being the senior voice of small business, 45 years of responding to the President's call to acknowledge the importance of small business, and 20 years of outstanding service as the Santa Ana District Office!

We also honor 12 outstanding entrepreneurs & champions. These individuals competed amongst a select group of nominations and were selected because their achievements in business, commitment to community and overall excellence stood out from the crowd.

A request for nominations for next year's Small Business Week Awards will be made soon, but let's not get ahead of ourselves...we'll see you at the 45th Annual Small Business Week Awards luncheon Thursday, September 25th in Anaheim at the Hilton!

National Ombudsman Nicholas Owens travels from Washington, D.C. to support the Santa Ana District Office as it signs historic MOU to assist Native American businesses

The Santa Ana District Office of the U.S. Small Business Administration recently signed memorandums of understanding with two important organizations that serve Native Americans in an effort to coordinate activities and better serve the needs of Native American small business owners.

Participating in the event held at the Eagle's Nest located on the top floor of the Pechanga Resort in Temecula, California were the Pacific American Indian Development Center (PAID) and California Statewide Native American Business Enterprise Center. The event was sponsored by the Pechanga Tribe and coordinated by Andrew Masiel, Tribal Council member, and members of his staff

Jamie Fuller, former tribal chief of the Yavapai-Apache Nation in Arizona and Chairman & CEO of Blue Stone Strategy Group made a presentation on a new initiative to encourage Tribes who own and operate casinos to buy Native American products. Blue Stone Strategies is a Native American owned company and operates a consulting firm dedicated to providing advisory services to Tribal Nations and companies that do business in Indian Country.

A networking opportunity was provided for more than 200 individuals who attended the event. Several successful Native American companies including NANA, Hal Hays Construction and Horizon Companies talked about how their businesses were developed and opportunities for advancement with those present. Representatives of several large defense contractors and the California Department of Transportation (CalTrans) set up displays and were present to discuss upcoming contract opportunities. CalTrans will be letting more than \$20 billion of projects in the near future. Two Small Business Development Centers in the SBA's Santa Ana District are offering five module programs to get small businesses qualified to bid on projects.

Mr. Nicholas N. Owens, National Ombudsman and Assistant Administrator for Regulatory Enforcement Fairness, presented a

briefing to representatives from several Native American Tribes and Native American Small Business Owners prior to the event. He talked about upcoming issues of importance to small businesses that are operating in an arena impacted by excessive and unfair federal regulatory enforcement actions, repetitive audits or investigations, excessive fines, penalties, threats retaliation or other unfair enforcement action.

SBA staff members Paul Smith and Jill Andrews organized the event. District Director Adalberto Quijada, PIO Christopher Lorenzana, BDS Sylvia Gutierrez, and Legal Counsel Dace Pavlovskis also attended. A new SBA team member, Oscar Padilla, also organized the event before he joined SBA.

An additional signing is planned with the American Indian Chamber of Commerce of California in the fall.

The Santa Ana District Office is working on INPRO, which will be held in September in the Santa Ana District and is exploring the possibilities of adding a Native American Women's Business Center and starting a Micro Loan program with the Pechanga Tribe. This will be developed as a prototype, which will be used to assist all Tribes who deserve assistance in the region if it serves the needs of the Tribe effectively.

The Santa Ana District Office would like to thank the Pechanga Band of Luiseño Indians for their hospitality and National Ombudsman Nick Owens and Special Assistant Christina Marinos for making the trip from Washington, D.C.



Adalberto Quijada, SBA District Director, Andrew Masiel, Pechanga Tribal Council member and Nick Owens, SBA National Ombudsman at event



Jamie Fuller of the Blue Stone Strategy Group addressed the event and discussed opportunities for Native American business owners with those present



Those who made presentations at the event (L to R):

Nick Owens, SBA National Ombudsman, Oscar Padilla, SBA BDS, Adalberto Quijada, SBA District Director, Sharon Chambers, CANABEC Project Director, Scott Gregory, National Center for American Indian Enterprise Development, A/ President & CEO, Andrew Masiel, Pechanga Tribal Council member, Russell Murphy, Pechanga Tribal Council member, and Paul Smith, SBA BDS.

Fullerton SBA Day & Business Expo- a weekend event well received by City of Fullerton!

Fullerton SBA Day & Business Expo took place Saturday, June 21st, at California State University Fullerton's Titan Student Union. This great event was presented by the Fullerton Chamber of Commerce, City of Fullerton, Santa Ana Regional Lead

Small Business Development Center, and the SBA.

Around 300 current & future entrepreneurs turned out to take advantage of the tremendous number of resources available.

Keynote Address speakers included former Treasurer of the United States and current California Secretary of the State and Consumer Services Agency, Rosario Marin, SBA District Director, Adalberto Quijada, Mayor of the City of Fullerton Sharon Quirk, Fullerton Chamber of Commerce Chair, Tina Javid, and Fullerton Chamber of Commerce Executive Director, Theresa Harvey.

The event included an open area full of business resource providers and Fullerton Chamber member businesses, including several SBA lenders. Speaking of financing, there was a panel discussion about access to capital that included Stacey Sanchez, Executive Director of SoCal Reinvestment CDFI, Reuben Franco, VP of Citibank and OC Hispanic Chamber of Commerce Chair, and SBA's Lender Relations Specialist Stephen Leung. The panel provided expert insight into the various options that exist to start or grow a business. Other workshops included, *How to Start a Business*, *Exploring New Markets*, and *Marketing your Business*.

Many thanks go out to SBA's Paul Smith for taking the lead for our office on this important event. The OC Small Business Development Center also stepped up to assist in presenting a successful SBA Day. A special thank you goes to Fullerton Chamber Executive Director Theresa Harvey and her entire team, including Erin Craton, for displaying the leadership and dedication needed to ensure the Fullerton small business community is aware of the multitude of programs and services available through SBA, the Chamber, City of Fullerton, and Orange County.

The Santa Ana District Office would like to thank the people that attended and entities that exhibited and supported the event. While this was the first Fullerton SBA Day & Business Expo, it certainly won't be the last.

If anyone would like to know which organizations participated, feel free to email [me](#) and I'll do my best to point you in the right direction.



Attendees listen to comments from keynote speakers



Keynote Address speakers, from left to right:

Fullerton Mayor Sharon Quirk, Fullerton Chamber Executive Director, Theresa Harvey, Fullerton Chamber Chair Tina Javid, California Secretary of the State and Consumer Services Agency, Rosario Marin and SBA District Director Adalberto Quijada.

ETAP program helps small business owners compete in the global market

The Santa Ana District Office participated with the [Riverside Center for International Trade](#), [City of Riverside](#) and U.S. Export Assistance Center in presenting a certificate program to assist small business owners become export/import ready. Seminars were taught by industry experts and key government agencies. The program covered a variety of topics critical to doing business abroad. Topics included logistics & transportation, marketing, cultural sensitivity and international trade finance, just to name a few.

The sessions were designed to debunk the myths of international trade- too many businesses think that doing business internationally is only for large corporations. The seminars were designed for business professional interested in gaining a better understanding of the complexities of international business. Upon completion of the program, a certificate was awarded by the participating organizations to certify that the program graduates have an understanding and appreciation for the characteristics of international business.

Thanks goes to CITD's Robert Corona for his hard work during the entire process!



SBA's Paul Smith speaks to ETAP program attendees

Director Adalberto Quijada presented with Leadership Award by the Federal Executive Board

District Director Adalberto Quijada was recently recognized by the Federal Executive Board with a Leadership Award. This award is given to individuals who have made a great contribution to public service.

Some of the award criteria includes: developing new and innovative ideas, encouraging empowerment and inspiring trust, and participating in and development of partnerships within the community.

The SBA Santa Ana District Office is similar to many federal agency offices in that it tries to complete its assignments and tasks with severely limited budgets and personnel. Operating under such constraints could be demoralizing or viewed as a difficult challenge to overcome.

In 2006-2007, many long-time staff members who were nearing retirement, moved to other parts of the country, or transferred to other agencies, leaving large gaps in staffing. Many positions were not refilled. Remaining staff members filled these voids to the best of their abilities, often completing assignments and projects of two or three individuals.

Mr. Quijada worked tirelessly to ensure that the Santa Ana District Office became staffed at the levels required to provide excellent service to Orange County and the Inland Empire. He has empowered team members to partner and maintain strong relationships with the lending community and community based organizations from all industries to better serve the small business community. Director Quijada has also been a vocal supporter of SBA's important Resource Partners- the network of Small Business Development Centers, Women's Business Centers and SCORE.

Director Quijada is appreciative of the recognition and feels that the Santa Ana District Office is moving forward daily to achieve its mission of strengthening the Nation's economy by helping entrepreneurs to start, grow and succeed!



Insight & Inspiration: Starting a Business FAQs and Glossary of Terms

Starting a business can seem daunting, especially if you don't know what questions to ask. Our website, www.sba.gov, has compiled a list of some of the most [frequently asked questions](#). There you can find information topics such as how to obtain a loan or what business licenses you will need where you do business.

The [glossary of terms](#) is a great collection of terms and definitions that an entrepreneur in the business world may need to be familiar with.

We'll see you all on Thursday, September 25th at the Hilton Anaheim! Until then, feel free to reach me with any questions you have about SBA and our programs & services.

Sincerely,

Christopher Lorenzana
Business Development Specialist
& Public Information Officer