



NEWS RELEASE

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SOUTHERN CALIFORNIA BUSINESS OWNER LEADS CONTRACTING AND BUSINESS DEVELOPMENT OFFICE

WASHINGTON – Fred Armendariz, a successful small business owner and entrepreneur, has been chosen to direct the U.S. Small Business Administration’s Office of Government Contracting and Business Development by SBA Administrator Hector V. Barreto.

As associate deputy administrator, Armendariz serves as the principal advisor to SBA Administrator Barreto on all government contracting and business development issues. He oversees the implementation of all policies and procedures for the SBA Offices of GC/BD, which includes the 8(a) Business Development and HUBZone Empowerment Contracting programs, and the offices of Policy, Planning, and Liaison; Government Contracting; Technology, and Size Standards.

“The tremendous knowledge and experience that Mr. Armendariz brings to the SBA will be invaluable to this program,” Barreto said. **“His personal experience and understanding about the challenges and rewards of small business ownership will help SBA clients successfully compete for some of the billions of dollars worth of federal contracts awarded by the government each year.”**

In 1990, Armendariz started a regional office equipment distributorship in Irvine, Calif., specializing in high-speed laser and digital imaging machines. In 1997, his company was recognized by *Inc. Magazine* as one of the 500 fastest growing companies in America.

In 1998, he started another company in San Juan Capistrano, Calif. Digikon USA is a nationwide sales and marketing group assisting the auto, financial and law-enforcement industries with the disposal of returned, seized and repossessed assets.

Armendariz has been recognized as an outstanding businessman and in 1997, was named Businessman of the Year by the Conservative Women Leaders of America. In 1994, he was a national finalist for the Ernst and Young Entrepreneur of the Year award.

Armendariz graduated from the University of Southern California in Los Angeles with a bachelor of arts degree in political science. He is affiliated with the Orange County (Calif.) Sheriff’s Department as a reserve deputy sheriff and serves as chairman of its corporate council. He serves on the board of governors of Saddleback College and he is on the board of directors of the Orange County Lincoln Club.

For more information about all of SBA’s programs for small businesses, call the SBA Answer Desk at 1-800-U-ASK-SBA, or visit the SBA’s extensive Web site at www.sba.gov.

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