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SDDO Small Business Success Story



Kathy Koenig Culinary Concepts

When Kathy Koenig developed the idea for Culinary Concepts, she was looking to start more than just a catering business. She wanted to go beyond the menu – to create the ambiance, theme, décor, and style for an event.

Kathy is a 25-year veteran of the food industry. Her business acumen, honed by years of hands on experience, as well as her creativity and resourcefulness, have ensured her success throughout the years. Her 13-year-old business,

Culinary Concepts of San Diego, is an off-premise catering enterprise that employs 15 full-time professionals to create food and entertainment magic for many of the area's large, high-profile events.

Kathy uses frequent brainstorming sessions to develop theme and menu concepts for upcoming events. Every client gets the benefit of collective ideas from the Culinary Concepts team. Koenig's list of exquisite weddings, corporate parties, and receptions include two Super Bowls, the Padres 1998 World Series parties, the Republican National Convention, Culligan Chrysler Speed Classic and the Southwest Airlines Spirit party, just to name a few.

Culinary Concepts recently had the opportunity to purchase their facility with

an SBA 504 loan through CDC Small Business Finance. Koenig found that buying her 5,000-square-foot building versus leasing offered a chance to build equity, not to mention tax benefits.

Culinary Concept's philosophy is "challenges are opportunities that are awarenesses to sharpen and strengthen our performance." Koenig's business savvy, belief in her employees, and pleasure in serving her clients, combine to make Kathy Koenig a remarkable business owner.

Culinary Concepts is located at 8575 Commerce Avenue, San Diego, CA, 92121 and may be contacted by telephone at (858) 530-1885 or by email at info@cateringspecialist.com. You may also visit their website at www.cateringspecialist.com.

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Did you know ...

Home-based businesses account for 53 percent of all small businesses.

Four years after start-up, half of all small businesses with employees remain open.

Small businesses make up 97 percent of all exporters and produce 29 percent of all export value.

Small businesses with employees start-up at a rate of over 500,000 per year.



Refinancing Business Credit Card Debt



Many new businesses start with insufficient working capital and frequently rely on credit cards to supplement their cash flow. These struggling new businesses often find themselves burdened with high interest credit card debt, right at the point when the need for capital to continue their growth is at its peak.

Credit card financing is easily secured with credit card companies issuing pre-approved cards with no strings attached. New businesses see this as an opportunity to obtain financing that otherwise

might not be available or available only on stringent terms.

Many lending institutions, along with the U. S. Small Business Administration, understand the reality of high-interest credit card debt. To assist small business, SBA provides guaranties for loans used to refinance business credit card debt and other debts incurred by small businesses in the course of their regular operations.

Interest rates are competitive and negotiated between the borrower and the lender, subject to SBA maximums, which are pegged to the Prime Rate.

Clearly, the refinance of high interest rate credit cards can benefit a struggling new business.

Currently, there are over thirty participating SBA lenders in San Diego County that will consider these kinds of loans.

If you are a small business and would like further information about an SBA guaranteed loan to refinance credit card or other business debt please call SBA's San Diego District Office at (619) 557-7250 or visit our website at www.sba.gov/ca/sandiego.



Questions and Answers

Q: How do I get my business certified for government procurement purposes?

A-1: The SBA administers two business assistance programs for small disadvantaged businesses. These programs are the 8(a) Business Development Program and the Small Disadvantaged Business Certification Program. While the 8(a) Program offers a broad scope of assistance to socially and economically disadvantaged firms, SDB certification strictly pertains to benefits in federal procurement. 8(a) firms automatically qualify for SDB certification. Visit www.sba.gov/8abd and www.sba.gov/sdb for additional information about these programs or visit SBA's web site at www.sba.gov and click on Business Opportunities.

A-2: SBA does not offer a certificate declaring your business "woman-owned", but to find out more about which agencies do, contact our resource partner, the Contracting Opportunities Center at (619) 285-7020 or visit their web site at <http://www.ptac-sandiego.org>. Funded by the Department of Defense, their services are free and include classes on contracting with numerous federal agencies and large businesses, as well as "bid-matching" services for their members.

A-3: Minority & Women-Owned Business Certification, for State and Local government agencies, can be acquired through Padilla Associates, 2725 Congress Street, Suite 1-D, San Diego, CA - (619) 725-0843.

What's New? *Online Application for SBA's 8(a) Program*

The U.S. Small Business Administration today unveiled a new electronic online application that will make it easier, faster and less expensive for small companies to apply for 8(a) Business Development and Small Disadvantaged Business certification directly from SBA's Web site.

Announced today during a luncheon at Minority Enterprise Development (MED) Week by SBA Administrator Hector V. Barreto, the new automated application will substantially reduce the time and cost burdens imposed on small businesses applying for certification.

"The newly launched 8(a) on-line application will allow small businesses to apply for 8(a) and SDB certification directly from the SBA's Web site, and ensure more small businesses are able to successfully compete for federal contracting opportunities," Barreto said. "This user-friendly application represents another accomplishment of this

Administration in developing e-Gov tools that make access to information less cumbersome for small business."

The SBA's 8(a) Business Development Program helps small businesses owned, controlled, and operated by socially and economically disadvantaged individuals by providing management, technical, financial and federal contracting assistance with the aim of helping these entrepreneurs create viable businesses. About 8,300 companies are presently certified in the 8(a) program. During FY 2003, \$9.56 billion in federal contracts were awarded to companies participating in the program.

The new automated application was developed by an 8(a) firm, Simplicity, Inc. in conjunction with the SBA's Office of Government Contracting and Business Development. It employs decision logic to screen applications allowing the SBA to

review and process applications more efficiently and provide improved customer service. A demonstration of the application was given during the MEDWeek conference.

The application is 100 percent Web-based, allowing applicants to apply without downloading any software or plug-ins, replacing a four-page written application that required substantial supporting documentation. The online application incorporates features including context sensitive help, real-time validation, printer-ready versions and integrates with the Central Contractor Registry (CCR).

For more information, visit the SBA Web site at www.sba.gov.

HELPFUL WEB SITES

Small Businesses

US Small Business Administration, San Diego District Office www.sba.gov/ca/sandiego
 SCORE, Counselors to America's Small Business www.score.org and www.score-sandiego.org
 Federal Government Search Engine www.firstgov.gov
 Business.gov www.business.gov
 State of California www.ca.gov and www.calgold.ca.gov
 County of San Diego www.co.san-diego.ca.us
 City of San Diego www.sandiego.gov

Lenders

SBA Information, Policy & Procedure notices www.sba.gov/banking/indexnotices.html
 National Guaranty Purchase Center www.sba.gov/banking/herndon.html
 LowDoc & SBA Express Centers www.sba.gov/financing/lendinvest/lowdoc.html#centers
 Coleman Report www.colemanpublishing.com

SCORE – Celebrating 40 Years of Volunteer Service

Since 1964, SCORE: *Counselors to America's Small Business*, has provided more than 6 million aspiring entrepreneurs and small business owners with practical, real-world advice for starting and managing a small business.

SCORE guides entrepreneurs through one-on-one business advising sessions, as well as workshops and seminars, covering a range of business topics.

The San Diego SCORE Chapter is comprised of over 60 active volunteers who have been successful business owners,

managers, and other business professionals.

San Diego SCORE offers free and confidential business counseling as well as low-cost workshops. Individuals may also take advantage of online counseling at www.score.org.

SCORE's 40th anniversary emphasizes the positive impact SCORE counseling and training have on local business communities nationwide.

SCORE volunteers perform an important public service as mentors and advocates to local entrepreneurs and business owners.

SCORE's San Diego Chapter may be contacted at (619) 557-7272 or visit their web site at www.score-sandiego.org.



San Diego District Office Fiscal Year 2004 Activity

October 1, 2003 through September 30, 2004

	Number of Loans	Dollar Amount
7(a) Loans	1,066	\$237,638,000
504 Loans	197	\$122,479,000
Total	1,263	\$360,117,000

Top 10 Lenders by Number of Loan Approvals

1. BANK OF AMERICA, NATIONAL ASSOCIATION	204	\$6,491,900
2. CDC SMALL BUSINESS FINANCE CORPORATION	184	\$114,042,000
3. WELLS FARGO BANK, NATIONAL ASSOCIATION	119	\$16,116,400
4. CALIFORNIA BANK & TRUST	111	\$11,941,000
5. CAPITAL ONE, FEDERAL SAVINGS BANK	65	\$2,970,000
6. FIRST NATIONAL BANK	52	\$6,399,000
7. INNOVATIVE BANK	45	\$318,000
8. U.S. BANK NATIONAL ASSOCIATION	42	\$8,803,700
9. SOUTHWEST COMMUNITY BANK	38	\$22,887,000
10. SAN DIEGO COMMUNITY BANK	30	\$12,123,900

The San Diego District Office provided 38,408 clients with counseling assistance and training through the assistance of our Resource Partners, SCORE: *Counselors to America's Small Businesses*, the Small Business Development Center, and the Women's Business Center of California. Additionally, we made 747 8(a) contracts, including modifications, worth \$77,371,006.