

# Newsline

A Quarterly Newsletter from the San Diego District Office



## Volume 1 Issue 4

### Did you know ...

- 790 Information Technology companies call the San Diego region home.
- In June 2004 San Diego was named the No. 1 biotech cluster in the U.S. by the Milken Institute.
- The region holds the largest military concentration in the nation and is home to the Space and Naval Warfare Systems Center (SPAWAR), with an annual operating budget of \$4.6 billion and \$342 million flowing each year to more than 50 companies in the San Diego region.

Source: San Diego Regional Economic Development Corporation

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## Maximizing Federal Procurement Opportunities for Small Businesses

### A Priority for the Bush Administration By Hector V. Barreto



One of the many key responsibilities of the U.S. Small Business Administration is to ensure that small businesses receive a fair portion of federal procurement dollars. The SBA takes pride in both its efforts and accomplishments in what it has attained. For example, the latest figures available indicate that in fiscal year 2003, the U.S. government met its goal of awarding 23 percent of prime contracts, more than \$65 billion, to

small businesses. If you count associated subcontracts, small businesses received over \$110 billion in contracting dollars. While this is good news, we're striving to do more.

One of the realities about government contracting is that it is not what it was just a decade ago. Now, contracts can last 20 years or more. For small businesses competing for government contracts, this more complex environment has crucial implications. The key is to make sure small businesses can compete fairly for contracting dollars. To that end, the administration has undertaken a number of actions to streamline and strengthen the contracting process.

In 2002, President Bush, as part of his small business agenda, ordered that contract bundling be minimized. There is a widespread prac-

tice of consolidating contracts performed by small businesses into a single, larger one. The resulting contract is not suitable for small businesses to bid on. As a result of the President's directive to level the playing field, SBA in conjunction with the federal procurement community, published regulations addressing the mitigation of contract bundling.

Additionally, the SBA has improved the accuracy of its small business procurement database by purging businesses that may have in fact been large. In addition, small businesses in this database must now update their information annually.

Other steps we've taken include permitting small businesses to challenge any contract award where they may question the size of the winning firm. Also, the SBA

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## SBA Success Story— Scripps Ranch Home Care

Vonnette Barker, owner of Scripps Ranch Home Care, Inc., has established reasonably priced in-home care centers for the elderly that are of the highest caliber. Services are tailored to the individual care of each persons' needs in an effort to maintain optimum function and individuality.

Ms. Barker and her team are professionals in the geriatric medical industry. They

understand the importance of being a continuing home health care company, providing home care, transportation services, and assisted living/residential care facilities for the elderly. Services are available to clients in the greater San Diego area for rehabilitation services, transportation, home care, and long-term residential care.

Ms. Barker knows that

caring for an elderly loved one can be an overwhelming responsibility. Care giving families are often confronted with emotional and physical stress.

The growing need for elder care is increasing and care giving family members have literally, hundreds of options as to how and where they provide health

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## Procurement

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now lists on its Web site businesses found to be other than small as the result of a formal size determination made by the agency.

One important action that took effect last December requires small businesses to recertify their size when a contract they have is transferred to another firm. SBA will also soon release final size recertification rules that would redefine when during the life of a long-term contract a small business' size status should be determined. The net effect of these activities will help the federal government have a clearer picture on how small businesses are faring in government contracting and

more importantly, to take steps if it's required.

Contracting opportunities for small businesses are dependent on their size. Because of this, we're re-examining what is actually defined as a small business. Today, there are 37 different



definitions, depending on revenues and/or number of employees. In an effort to update the definitions, we're seeking comments through hearings we're conducting across the country to hear directly from the public. The hearings have taken place in San Francisco, CA and Los

Angeles, CA, as well as other cities. Based on this input, we plan to propose new definitions later this year.

We're also being innovative by creating other procurement opportunities for

arm of the federal government, the General Services Administration, will go out to bid on multi-billion dollar contracting opportunities specifically set aside for small businesses.

Something I know directly from having been a small business owner is that small businesses don't expect anything to be handed to them. What they do want is more business. The actions by the Bush Administration as well as the SBA with respect to federal procurement will help to do exactly that.

*Hector V. Barreto is a former small business owner and the 21st administrator of the U.S. Small Business Administration.*

## SBA Implements Women Owned Business Contracting Program

The U.S. Small Business Administration announced today that it has concluded its review of a recently issued report on a study it received from the independent National Academy of Sciences and will begin the necessary steps to implement the Women-Owned Small Business Contracting Program in a manner consistent with the recommendations contained within the study.



The first step in implementation is to prepare proposed regulations that would define the eligibility requirements for being considered a woman-owned small business, including requirements relating to ownership, control and economic disadvantage. The SBA will also request proposals for undertaking the industry-by-industry study, as recommended by the NAS, needed to determine those industries where women-owned small businesses are underrepresented and substantially underrepresented. The study is required by law.

The next step is to review the resulting study and implement the program in accordance with its findings.

"The SBA has been and

continues to be committed to making sure that women-owned small businesses have all the possible opportunities to federal contracts," said Allegra McCullough, associate deputy administrator for Government Contracting and Business Development. "We are therefore moving ahead to see that the contracting program for women-owned small businesses is implemented in a manner that will withstand legal scrutiny."

This initiative is part of an overall effort by the SBA to increase contracting opportunities for women-owned small businesses. The latest figures available indicate that prime contracting dollars awarded to women-owned small busi-

nesses increased from \$6.8 billion in FY 2002 to \$8.3 billion in FY 2003, representing an increase of \$1.5 billion in prime contracting dollars.

If subcontracting dollars are included, more than \$14 billion in contracts were awarded to women-owned small businesses in FY 2003.

Other contracting initiatives at the SBA have shown positive results for women-owned small businesses. For example, in the Business Matchmaking program, 50 percent of the contracts awarded have gone to women-owned small businesses and over 65 percent of the contracting dollars have gone to women.

## Scripps Ranch

*Continued from Page 1*

care services for senior members of their family. Unfortunately, many facilities do not live up to the expectations of the family or the senior receiving care. At the same time the costs for these services continue to escalate.

Vonnette Barker is effortlessly attempting to change this cycle and focus on the individual by offering dignity and independence for the residents of Scripps Ranch Home Care.

She began her nursing career in 1986 where she

began identifying the needs of seniors and their families for assistance in managing their health affairs outside of the hospital stay or subsequent visits.

Ms. Barker has worked with the SBDC (Small Business Development Center) in Oceanside at MiraCosta College for assistance in business planning and growth. She has utilized their services to expand her services for the development of private facilities in underserved areas. She is also targeting families who do not want to place senior

members of their family in large retirement centers or convalescent hospitals.

Vonnette has established through her own funding, The Pine Tree Cottage Assisted Living Facility, Scripps Ranch Senior Services transportation program, and Scripps Ranch Board & Care for residential and assisted living. She is in the process of purchasing and restructuring more homes in El Cajon and surrounding areas as care facilities.

Vonnette has won the Woman in Industry Award from the YMCA recognizing

her contribution to the business community. She also holds an Honorary Mention for Home Care from Susan Golding and is one of the few winners of the LA100 Award in San Diego.

For further information on Scripps Ranch Home Care, Inc., please contact Vonnette Barker at (858) 271-4507.

Find out more about the SBDC on their website at [www.sandiegosmallbiz.com](http://www.sandiegosmallbiz.com). The SBDC is partially funded by the U.S. Small Business Administration.

## Online Instructor-Taught Classes for Small Business Owner

New online business classes will be available for small businesses throughout the nation through a cosponsorship between the U.S. Small Business Administration and the Thomson Corp. (Ed2Go). Ed2Go is a national provider of online instructor-taught training classes, offering courses through more than 1,000 community colleges and other partners around the country.

Small businesses and entrepreneurs will have the opportunity to enroll in three of Ed2Go's most popular online educational courses at no cost. The courses being offered are:

### Creating a Successful Business Plan

Work through all of the major components of a business plan and turn your business ideas into a solid plan for financing and long-term success. Committing your idea to paper in the form of a business plan in-

creases your chances of obtaining financing and keeps your business strategically focused.

### Customer Service Fundamental

Develop new skills in identifying and satisfying customer needs, and become an indispensable asset to any organization. This online course will help you discover and master the essentials of customer service. You'll learn the best ways to measure customer service, apply the principles of consumer behavior to your business, and differen-

tiate between industrial and consumer marketing.

### Creating Web Pages

Create and post your very own Web site on the Internet in this extensive, hands-on workshop. Learn about the capabilities of the World Wide Web and the fundamentals of Web design. You'll also learn critical and timely information on securing the best possible location in search engine listings, and powerful no-cost or low-cost Web marketing strategies.

Each online course will be six weeks in length and will

be facilitated by an instructor. The course start dates begin on July 20, Aug. 17 and Sept. 21.

Online registration for each course will be available starting May 25, 2005, to the first 2,400 individuals to register. Registration for each class will be taken at the SBA's Small Business Training Network site at [www.sba.gov/training](http://www.sba.gov/training). Go to the free online courses section and click on the "Instructor-Facilitated Courses" button to complete your registration.

Visit the San Diego District Office web site at:

[www.sba.gov/ca/sandiego](http://www.sba.gov/ca/sandiego)

for a listing of events and workshops to grow your small business.



## SBA Creates Three New Veterans Business Outreach Centers

Three new Veterans Business Outreach Centers created by the U.S. Small Business Administration will join an existing center to provide nationwide entrepreneurial development services to eligible military veterans who own or are considering starting a small business.

"These Veterans Business Outreach Centers (VBOCs) will provide a myriad of services including entrepreneurial training and guidance, educational workshops, financial guidance and assistance, and mentoring, said SBA Administrator Hector V. Barreto. "The contributions and sacrifices these men and women have given to our country are of inestimable value and the SBA stands ready to support the President's goals of helping veterans everywhere to start and grow small businesses."

Services provided by the VBOCs include:

- Pre-Business Plan Workshops that deal specifically with the major issues of self-employment. An important segment of these workshops entails the usage of the Internet as a tool for developing and expanding businesses,

and each client is afforded the opportunity to work directly with a business counselor.

- Concept Assessments to help VBOC clients to assess their entrepreneurial needs and requirements.

- Business Plan Preparations to help clients to develop and maintain a five-year business plan.

- Comprehensive Feasibility Analysis that provides help identifying and analyzing the strengths and weaknesses of the business plan.

- Entrepreneurial Training and Counseling to help VBOCs, working with other SBA resource partners, target entrepreneurial training projects and counseling sessions tailored specifically to address the needs and concerns of service-disabled veteran entrepreneurs.

- Mentorship to enable VBOCs to conduct, as appropriate, on-site visits with clients to ensure adherence to their business plans and a monthly review of their financial statements.

Other Business Developmental Services include: providing assistance and training in such areas as

government contracting, international trade, franchising, Internet marketing, and accounting.

### Veteran Business Outreach Centers

In California, the Vietnam Veterans of California, Inc., and the U. S. Small Business Administration together will coordinate the delivery of a full range of entrepreneurial assistance to veterans and service-disabled veterans.

#### Vietnam Veterans of California - VBOC

7270 E. Southgate Drive  
Sacramento, California 95823  
Point of Contact – Coreena Conley  
Phone: 916-393-8387  
Fax: 916-393-8389  
Email: [coreenaconley@yahoo.com](mailto:coreenaconley@yahoo.com)  
Webpage: <http://www.vboc-ca.org>

#### Outside of California

##### The Research Foundation of State University of New York

41 State Street  
Albany, NY 12246  
Point of Contact - Mike Ross  
Phone: 518-443-5398 ext. 163  
Fax: 518-443-5275  
Email: [Rossdm@nyssbdc.org](mailto:Rossdm@nyssbdc.org)  
Webpage: <http://www.nyssbdc.org/vboc>

##### The University of West Florida

2500 Minnesota Avenue  
Lynn Haven, FL 32444  
Point of Contact – Doug Davis  
Phone: 1-800-542-7232 or 850-271-1108  
Fax: 850-271-1109  
Email: [vboc@knology.net](mailto:vboc@knology.net)  
Webpage: <http://www.vboc.org>

##### The University of Texas - Pan American

1201 West University Drive  
Edinburg, TX 78539-2999  
Point of Contact - Jessica Lopez  
Phone: 956-292-7535  
Fax: 956-316-2612  
Email: [vboc@panam.edu](mailto:vboc@panam.edu)  
Webpage: <http://www.coserve.org/vboc>

For more information about SBA's Veterans Business Outreach Centers (VBOCs), visit [www.sba.gov/VETS](http://www.sba.gov/VETS). For information about all of the SBA's programs and services, visit [www.sba.gov](http://www.sba.gov).



## Certificate Programs in Business Basics and Technology Skills

The Women’s Business Center of California (WBCC), an affiliate of National University’s School of Business and Management, was founded in 2003 with a grant from the Small Business Administration. Since then the WBCC has become San Diego’s trusted educational resource for women entrepreneurs who want to develop the skills and confidence needed to open and run a successful venture. The WBCC presents dozens of educational seminars and certificate programs every year, and has trained more than 3,500 women on topics ranging from accounting basics to marketing, and from technology skills to effective growth strategies.

In August, the WBCC will present its “**Business Basics 101**” Certificate Program in two convenient, six-hour sessions. WBCC Class Instructor Jan Loomis will pre-

sent the basics of a winning business plan, how to conduct competitive research, tips on launching your business, and more. New entrepreneurs will gain confidence in knowing they are starting their venture on a solid footing.

Every student will receive a workbook, and upon successfully completing the 12 hours of instruction, will receive a certificate of completion from the Women’s Business Center of California.

In September, the WBCC will present “**Technology to Build Your Business.**” Through this certificate program, students will gain in-depth knowledge of technology tools that will help them to build a successful company. Technology consistently presents small business owners with tremendous challenges and opportunities. It’s difficult for busy entrepreneurs to keep up

with technology advancements and often impossible for early stage companies to hire professional information technology consultants. WBCC Class Instructor Jan Loomis will present various hardware, software, and Internet options, as well as present invaluable technology tips and tricks that will provide a real advantage in today’s competitive market.

Every student will receive a workbook, and upon successfully completing the 12 hours of instruction, will receive a certificate of completion from the Women’s Business Center of California.



**Women’s Business Center of California**  
National University, School of Business and Information Management

Certificate programs presented by the WBCC are held at National University’s Spectrum Academic Center. The WBCC urges those interested in attending the certificate programs to register early – seating is limited. For more information visit the WBCC site: <http://wbcc.nu.edu> or register by calling (619) 563-7118.

*Submitted by Carolyn Morrow, Executive Director, Women’s Business Center of California.*

Business Basic Certificate Program Schedule & Topics	Technology to Build Your Business Certificate Program Schedule & Topics
<p><b>August 6</b> – 9 a.m. – 4 p.m. Getting Started – Debunking the Business Plan and the Nuts &amp; Bolts of Business</p> <p><b>August 13</b> – 9 a.m. – 4 p.m. Effective Competitor Research and Going Out into the World . . .</p> <p>Cost: \$120</p>	<p><b>September 8</b> – 9 a.m. – 12 p.m. Hardware and Software Basics</p> <p><b>September 15</b> – 9 a.m. – 12 p.m. Tips and Tricks for Working with Office, QuickBooks and other Software Applications</p> <p><b>September 22</b> – 9 a.m. – 12 p.m. Internet Business Basics from E-mail to E-commerce</p> <p><b>September 29</b> – 9 a.m. – 12 p.m. E-business Options to Build a Successful Business</p> <p>Cost: \$120</p>

**U.S. Small Business Administration**



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The U. S. Small Business Administration was created in 1953 to maintain and strengthen the nation's economy by aiding, counseling, assisting, and protecting the interests of small businesses and by helping families and businesses recover from national disasters.

SBA's San Diego District Office is your small business resource for access to capital, counseling services, training, and government contracting opportunities, to help start or grow a small business in San Diego and Imperial counties. Our programs and services are delivered through participating lenders and our resource partners, SCORE: Counselors to America's Small Businesses, the Small Business Development Center, and the Women's Business Center.

Newsline is produced by the U. S. Small Business Administration's San Diego District Office. Subscribe to Newsline by registering online at [web.sba.gov/list](http://web.sba.gov/list). Look for San Diego News.

## San Diego District Office Fiscal Year 2005—3rd Quarter Activity

October 1, 2004 through June, 2005

	Number of Loans	Dollar Amount
7(a) Loans	862	\$177,679,000
504 Loans	147	\$104,296,000
<b>Total</b>	1009	\$281,975,000

Bank of America, NA	134	\$4,804,000
CDC Small Business Finance Corporation	108	\$81,889,000
Wells Fargo Bank, NA	78	\$7,164,700
Union Bank of California, MA	71	\$1,736,200
Capital One, FSB	65	\$2,830,000
California Bank & Trust	64	\$6,437,200
Innovative Bank	49	\$320,000
U.S. Bank, NA	39	\$6,247,100
La Jolla Bank, FSB	32	\$14,688,500
First National Bank	30	\$7,511,000