

# Newsline

A Monthly Newsletter from the San Diego District Office



## Volume 2 Issue 3

### Training Calendar

A list of events from SBA and our resource partners: SCORE, the SBDC, and the WBCC may be found at [www.sba.gov/ca/sandiego](http://www.sba.gov/ca/sandiego) under Training Calendar.

[April 19 – Resources for Your Small Business](#) sponsored by the Asian Business Association in San Diego, CA.

[April 27– Meet the new SBA Director](#), Dr. Ruben R. Garcia, at the California Center for the Arts, Escondido, CA.

[May 19 –Small Business Awards Luncheon](#) at the San Diego Marriott Hotel and Marina.

[May 19 – SCORE's Serving Women in Business](#) program in Rancho Santa Fe, CA.

[May 19 – San Diego County Small Business Tax Day](#) at USD in San Diego.

[June 14 – Credit Repair Clinic](#) at the Small Business Development and International Trade Center (SBDITC) in Chula Vista, CA.

### Inside this Issue:

Small Business Award Recipients	2
Rescue Social Change Group—SBA Success Story	3
Illuminada Gala Pictures	3
San Diego District Office Activity Report	4

## SBA, City of Escondido, & Small Business Power Team Host Seminar

The Small Business Administration (SBA) will present an educational seminar, hosted by the City of Escondido Mayor's Office and the Small Business Power Team.

New SBA Director for San Diego County, Dr. Ruben Garcia, will meet and greet all active members of the community who are interested in helping the new and existing business entrepreneurs.

Notes Dr. Garcia, "I look forward to working closely with the Mayor and the Small Business Power Team to help foster a climate of growth for the entrepreneurial spirit by offering educa-

tional and financial resources through our education and lending partners."



Dr. Ruben R. Garcia  
District Director, San Diego

The City of Escondido and

the Small Business Power Team will host a "meet and greet" for the new SBA District Director on Thursday, April 27, 2006, from 7:45 a.m. – 9:30 a.m., at the California Center for the Arts - Conference Center, 340 North Escondido Blvd., Salon 1, Escondido, 92025. All who wish to meet or participate are invited to attend.

"The City of Escondido has aggressively provided resources and supported small business growth for 16 years. These businesses provide most of the core jobs and income in our community and make it economically sustainable.

See Seminar on Page 3

## San Diego Small Business Week Award Recipients Announced

The U.S. Small Business Administration (SBA) will honor local small business owners and advocates on May 19, 2006, at the annual Small Business Awards Luncheon to be held at the San Diego Marriott Hotel and Marina on Harbor Drive in San Diego. SBA is co-sponsoring the event with San Diego's Regional Chamber of Commerce. Over 1,000 are expected to participate in the celebration.

Each year, the President of the United States designates one week to recognize the contributions of small business to the American economy. SBA's National

Entrepreneurial Conference and Expo are being held in Washington, D.C., April 12 - 13. For more information or for Expo registration, interested parties can visit the Expo website at <http://www.sba.gov/sbw/>.

"As America celebrates 53 years of SBA's existence, it's an excellent opportunity to celebrate the small businesses that have helped make our nation great," says SBA San Diego District Director Dr. Ruben Garcia. "SBA has helped well over 20 million Americans start, grow and expand their businesses, placing tens of billions of dollars in loans into

the hands of entrepreneurs in all sectors of the economy. Small business ownership remains the enduring symbol of the American Dream."

Business organizations, chambers, and trade associations nominate candidates. District office nominees are sent to SBA's regional office in Los Angeles for judging and the regional office then submits nominations for national consideration. The regional office covers California, Nevada, Arizona, Hawaii, and Guam.

**Award recipients listed on next page.**

## 2006 Small Business Week Local Award Recipients

SBA will present awards to the following San Diego area business owners and champions:

### 2006 Small Business Person of the Year

- Tony Saadat, Electronic Online Systems (EOS), International – Nominator: Lloyd Hendrickson, Wells Fargo Bank

### 2006 Women-Owned Small Business of the Year

- Julie Brown, San Diego Insurance Staffing & The Insurance Training Academy – Nominator: Ken Clark, Southwestern College Small Business Development & International Trade Center

### 2006 Family Owned Small Business of the Year

- Kurt Honold and Family, Burgers & Beer – Nominator: Robert Villarreal, CDC Small Business Finance

### 2006 SBA Young Entrepreneur of the Year

- Dennis Caco, Autocannon, Inc. – Nominator: Ken Clark, Southwestern College SBDITC

### 2006 Veteran Small Business Champion of the Year (San Diego District and SBA Region IX winner)

- Aaron Ellison, Human Systems Development –Nominator: Sudershan Shaunak, SBDC, North San Diego, Mira Costa College

### 2006 Delores Braswell Award: Advocating Women in Business

- Terri Fraser, Fraser & Associates – Nominator: Ken Clark, Southwestern College SBDITC

### 2006 Minority Small Business Champion of the Year

- Daniel Scott III – Nominator: Sudershan Shaunak, SBDC North San Diego, Mira Costa College

### 2006 Financial Services Champion of the Year

- Eric Eng, Cairns, Eng, Applegate (CEA), LLP – Nominator: Win Englebert, Wells Fargo Bank, N.A.

### 2006 Small Business Lender of the Year (504)

- Kurt Chilcott, CDC Small Business Finance Corp.

### 2006 Small Business Lender of the Year (7a)

- Rick Benito, Bank of America

### Additional Awards at the Small Business Week Luncheon

The following additional awards will be presented at the May 19 small business week event and added information on these winners will be provided when available:

- The San Diego Regional Chamber of Commerce will recognize five outstanding San Diego area businesses.
- The San Diego Business Improvement District (BID) Council will recognize its BID Business of the Year, selected from this year's winners from each of San Diego's 18 Business Improvement Districts.
- San Diego area government procuring agencies will recognize their Contractors of the Year.
- San Diego area large prime contractors will recognize their small business Subcontractors of the Year.

### Small Business Week Awards Luncheon Seats Now Available

Luncheon seats are available. For tickets and to register for the event, please contact the San Diego Regional Chamber of Commerce at (619) 544-1339. You may also register online at: [www.sdchamber.org](http://www.sdchamber.org). For additional information, call (619) 544-1335.

## SBA Success Story – Rescue Social Change Group

Jeffrey Jordan started his business, Rescue Social Change Group (RSCG), at age 17, with the help of two friends. RSCG is an innovative social marketing company that helps organizations nationwide inspire change from within. Using progressive methods like social branding, Rescue SCG helps organizations utilize commercial marketing strategies in unprecedented ways.

In 2001, the company began by providing design and web services to the Las Vegas health district's anti-tobacco coalition, now known as XPOZ. Jeff envisioned a new kind of health campaign – one that would reach the most at-risk individuals and influence culture through

integrated marketing strategies. By embracing the realities of the target population, campaigns could focus on



Jeffrey Jordan, President  
Rescue Social Change Group

redefining cultural identities

to exclude certain behaviors, dramatically changing what it meant to be rebellious, punk, or hip hop. That spring, Jeff launched Rescue Productions to make that vision a reality.

Since then RSCG has opened additional offices in Providence and San Diego and has clients across the country. Its staff has grown from one full-time employee to 15. In 2005, Rescue Productions became Rescue Social Change Group and Jeff's vision of a campaign with progressive strategies thrives. With each project, program, and campaign, Jeff and the Rescue team move one step closer to the vision.

Jeffrey was named 2005

SBA Young Entrepreneur of the Year, by the Providence, Rhode Island District Office. The San Diego office was opened in late 2005. Jeffrey has since applied for and acquired a \$60,000 SBA guaranteed loan through Bank of America to ease cash flow constraints.

Jordan encourages other entrepreneurs to believe in what they are pursuing completely. And says, "There will be times when that belief is challenged, or other important things in their life must be temporarily or completely sacrificed to pursue their vision. Those who don't fully believe in it will not be able to make the necessary sacrifices."

## San Diego Hispanic Chamber of Commerce's Iluminada Gala



## Seminar

*Continued from Page 1*

"Educating our businesses about SBA resources is important to their future and ours." says Mayor Lori Holt Pfeiler. The City of Escondido welcomes the opportunity to help small businesses form and grow.

Small Business Power Team leader, Mr. Scott Arnold says, "This forum will be a great opportunity for local business people to learn more about starting and growing their business, as well as meet and share ideas with other local business people".

RSVP online at [www.smbizpowerteam.com](http://www.smbizpowerteam.com) by Monday, April 24.



550 West C Street, Suite 550  
 San Diego, CA 92103-3500

Phone: 619-557-7250  
 Fax: 619-557-5894  
 Email: [sandiego@sba.gov](mailto:sandiego@sba.gov)

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

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 2006—Year to Date Activity

October 1, 2005 through March 31, 2006

	Number of Loans	Dollar Amount
7(a) Loans	591	\$104,083,000
504 Loans	71	\$39,797,000
<b>Total</b>	<b>662</b>	<b>\$143,880,000</b>

Bank of America, NA	97	\$3,665,900
Wells Fargo Bank, NA	65	\$6,348,800
CDC Small Business Finance Corporation	53	\$30,344,000
U. S. Bank, NA	48	\$2,804,300
Union Bank of California, NA	46	\$1,245,600
Business Loan Center, LLC	45	\$3,202,000
Capital One, FSB	32	\$1,050,000
Washington Mutual Bank	30	\$759,000
California Bank & Trust	28	\$2,039,700
Innovative Bank	21	\$205,000

The San Diego District Office year-to-date has provided approximately 7,959 clients with counseling assistance and training through the assistance of our Resource Partners, SCORE: *Counselors to America's Small Business*, the Small Business Development Center, and the Women's Business Center of California. Additionally, we made 183 8(a) contracts, including modifications, worth \$44,042,801.