

Newsline

A Monthly Newsletter from the San Diego District Office

U.S. Small Business Administration
SBA
Your Small Business Resource

Volume 3 Issue 1

Training Calendar

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

November 7 – Understanding Financial Statements presented by SCORE in San Diego, CA.

November 9 – Legal Issues for Small Business presented by the NCSBDC in Oceanside, CA.

November 9 – Selling Your Products Internationally on eBay presented by the SBDITC in San Diego, CA.

November 17 – Small Business Information Day presented by the SBDITC in National City, CA.

November 18 – How To Write a Winning Business Plan presented by SCORE in San Diego, CA.

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SBA Forms Strategic Alliance with International Chamber



Front Row (L to R): Ruben R. Garcia, District Director, San Diego SBA & William To, President, International Chamber of Commerce (ICC). Back Row (L to R): Derek K. Iltis, Vice President, ICC; Rosa Roldarte, SBA; Chunyan Jiang, Secretary, ICC; and D. Anthony Gaston, Esq., ICC.

San Diego – Ruben Garcia, District Director of the U.S. Small Business Administration (SBA) San Diego District Office, met on Monday, October 2, 2006, at the SBA office to sign a strategic alliance with William To, President of the **International Chamber of Commerce (ICC)**.

The signed agreement is expected to allow SBA and the ICC to work together to improve business access to technological information through educational opportunities and SBA resources; providing maximum financial opportunities and training to entrepreneurs.

“I am extremely pleased with the work that is being accomplished by the ICC and their excellent leadership through Mr. William To” said Dr. Garcia. “William is dedicated to helping entrepreneurs take their place as business owners and I know that he will do a great job of assisting potential owners to fulfill their dreams of small business ownership.”

This is the third such alliance established under Garcia's administration. This collaboration between the SBA and the ICC is building a strong foundation for the future. Small business is the golden

thread that ties the American dream into reality for many. Consumers are spending millions each year and business leaders are rushing to meet that demand. William To said “Having the SBA of San Diego as a Strategic Alliance partner only enhances a strong foundation of services for future entrepreneurs”.

To learn more about the SBA call (619) 557-7250 or visit us online at www.sba.gov/ca/sandiego. To find out more about the International Chamber of Commerce call William To at (619) 640-3838.

SBA Small Business Training Network— Log on!

Now is the time to log on to SBA's Small Business Training Network which is expanding its inventory of online courses in 2006 to meet the ever-changing needs of small businesses across the country. Entrepreneurs will discover that state-of-the-art training is available 24/7, from their home, business, or wherever they have Internet accessibility." said Cheryl A. Mills, SBA associate deputy administrator for entrepreneurial development.



The SBTN, www.sba.gov/training, is a virtual campus housing training courses, workshops, publications, information resources, learning tools and direct access to electronic counseling and other forms of technical assistance designed to assist entrepreneurs and other students of enterprise. The dynamic learning center is designed to help small business compete in a constantly changing, global environment.

Mills said the SBTN will feature new courses this year with a greater emphasis on helping existing small businesses grow. A number of the new featured courses will be developed by the Small Business Development Center program. SBTN will continue to offer more than 40 courses designed to help new businesses get started.

Training is also available on hot topics such as cyber security and E-commerce.

"The most popular course offered is Entrepreneurship: Starting and Managing Your Own Business", said Mills. These are just a few of the comments received from students of that course:



"It helped me figure out exactly what type of business I wanted."



"The course gave me the knowledge to know what to do and what not to do when starting a business."



"It helped me organize my thoughts and gave me inspiration."

"The added benefit of training can make all the difference to the success of a small business," said Mills. Why wait? Log on today!

New Online Resources for Teen Business Start-Up Launched

The U.S. Small Business Administration announced the launch of new online resources for young entrepreneurs at the **Mind Your Own Business** teen Web site www.mindyourownbiz.org, to help young entrepreneurs succeed in the world of business.

The SBA and JA Worldwide (Junior Achievement) have teamed up to develop three new **Mind Your Own Business** resources: a student activities guide, a volunteer guide, and an assessment tool – Start it, Grow it, Own it! – that serves as a companion tool to the student activities and volunteer guides. Each of these resources is available at the www.mindyourownbiz.org

Web site, and is cosponsored by JA Worldwide.

Entitled *Make It Your Business*, the student activities guide includes an interest inventory and group activities designed to teach teens the fundamentals of business ownership. The *Make It Your Business* volunteer guide instructs group leaders through student business sessions that can be implemented in the classroom, in student clubs or in an after-school setting.

The SBA and JA Worldwide introduced the **Mind Your Own Business** teen Web site to provide support to the growing interest in entrepreneurship among teens, and to serve as a small business

portal for youth entrepreneurs.

The **Mind Your Own Business** Web site introduces five easy-to-navigate steps on business ownership for the entrepreneurial-minded teen, each with helpful information for young entrepreneurs who want to start, run or grow their own businesses.

SBA's participation in this sponsorship does not constitute an express or implied endorsement of the views, opinions, products or services of any cosponsor or other person or entity. All SBA programs, services and cosponsored activities are extended to the public on a nondiscriminatory basis. Cosponsorship Authorization # 04-7630-65.

Podcasts at SBA!

SBA has announced the arrival of podcasting for small business owners on a range of topics to help entrepreneurs on the road to starting a new business.

The podcasts provide an introduction to various small business topics, and will deliver business information and advice for new and established entrepreneurs on all aspects of starting, expanding and financing a small business, as well as business protection.

The SBA recognizes the time constraints faced by budding entrepreneurs, and podcasting is an easy way to deliver content on small business basics using audio files over the Internet. Each broadcast is less than 10 minutes long and will feature interviews with experts from the SBA and SBA resource partners of SCORE, the Small Business Development Centers and the Women's Business Centers. Industry experts from across the country will also share insightful and invaluable information via podcasting.

The SBA podcast library is available online at www.sba.gov/podcast. Podcast files can be listened to on a computer or downloaded to an MP3 player. Each podcast delivers a broadcast quality recording, and additional feeds on a new small business topic will be added regularly.

Visit the online Small Business Training Network of free training courses, workshops and resources at www.sba.gov/training for more in-depth information.

Ask SCORE for Business Advice

Question: *How do I go about building “word-of-mouth” referrals?*

Answer: Even in today’s medium driven world, there is no better form of advertising than word-of-mouth — a personal referral from someone whose opinions others trust and respect. Small business owners are among the biggest beneficiaries of word-of-mouth referrals, as they require no advertising and marketing budget.

While you cannot always control how and when referrals come about, there are many ways to start and sustain a positive buzz about your business. Here are seven steps to attract high-value, low cost word-of-mouth referrals.

Recruit Cheerleaders: Build a team of supporters for your business, such as friends, family members, and colleagues who routinely talk up your business to their friends and acquaintances. Make sure that they know

enough about your qualifications and capabilities to make an accurate and convincing case to others.

Network, Network, Network: Get involved with professional associations related to your industry or field. You’ll get to know experts and colleagues in your specific market and they may know of immediate or potential opportunities for your business. Other good networking opportunities include local or regional business associations, Chambers of Commerce, and non-profit organizations aligned with your field.

Capitalize on Your Current Customers: At the conclusion of all successful projects thank your customers for their support and express your interest in working with them again. Also encourage them to pass along your name to others. If your operating budget can handle it, consider offering discounts for customer referrals.

Become a Knowledge Source: Take advantage of

opportunities to show what you know by offering free presentations or articles on timely issues to business, professional, and community organizations and publications. Make sure that your presentation or article is relevant to listeners’ interests and not a thinly veiled advertisement for your business.

Keep in Touch: Don’t wait for customers to call you. Contact them from time to time to see how things are going, personally and professionally; what issues or trends they’re dealing with; and perhaps alert them to an event, article, or web site that may be of interest. Also consider sending a newsletter to current and prospective clients with relevant news, tips, and other information that can help their business or simply brighten their day.

Give as Well as Receive: Every small business should have a network of colleagues and associates to call on to handle excess workload or provide services or experience you may not have.

These relationships almost always result in “reciprocal referrals” to you.

Do a Good Job: There’s no better source for a positive referral than a happy customer. Remember, the quality of your service says as much about you as the quality of your work or product. Responsiveness, the ability to help out with tight deadlines, and a willingness to do those all-important “little things” (e.g., working in small jobs for no charge) builds goodwill and a good reputation for your business.

Ask SCORE your question. Email your question to sd.score@sba.gov or visit SCORE online at www.score-sandiego.org.

We would like to know how you, the readers of this column liked this article. The first five responses to Barry Graceman, b.graceman@att.net, will receive a FREE SCORE workshop of your choice. Up to a \$89 value.

Events Around San Diego



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. Look for San Diego News.

San Diego District Office Fiscal Year 2006 Activity

October 1, 2005 through September 30, 2006

	Number of Loans	Dollar Amount
7(a) Loans	1,334	\$244,032,000
504 Loans	176	\$108,014,000
Total	1,510	\$352,046,000

Bank of America, NA	193	\$6,571,900
Wells Fargo Bank, NA	144	\$21,668,400
Union Bank of California, NA	119	\$2,992,400
CDC Small Business Finance Corporation	117	\$71,057,000
U.S. Bank, NA	98	\$10,108,200
Business Loan Center, LLC	97	\$9,249,000
Washington Mutual Bank	78	\$2,096,700
Capital One, FSB	73	\$3,090,000
California Bank & Trust	71	\$5,506,200
EDF Resource Capital, Inc.	37	\$21,434,000

The San Diego District Office in fiscal year 2006 provided approximately 22,157 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 Network of San Diego and Imperial Counties, and the Women's Business Center of California. Additionally, we made 541 8(a) contracts, including modifications, worth \$104,240,460 year-to-date.