

Newsline

A Monthly Newsletter from the San Diego District Office



Volume 3 Issue 7

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Training Calendar

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

[April 18 – SBA Surety Bonds](#) presented by the SBA in El Centro, CA.

[April 19 – Financing Your Business](#) presented by the City of Escondido and NCSBDC in Escondido, CA.

[April 24 – Smart Marketing & Promotional Materials](#) presented by the IVSBDC in El Centro, CA.

[April 25 – Buying a Business](#) presented by SCORE in San Diego, CA.

[May 2 – Marketing Workshop](#) presented by the SBDITC in Chula Vista, CA.

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Spirit of the Barrio Luncheon on March 16



(L to R) Ruben Garcia, District Director, SBA San Diego; Joni Low, Executive Director, Asian Business Association of San Diego; Joseph Casas, Chairman of the Board, San Diego County Hispanic Chamber of Commerce; Mayor Jerry Sanders; John Castillo, Special Markets Manager, Anheuser-Busch, Inc.; and Michael Najera, Board Commissioner, Unified Port of San Diego; at the Spirit of the Barrio Luncheon sponsored by the Family Health Centers of San Diego.

2007 Small Business Week Award Recipients Announced

The U.S. Small Business Administration (SBA) will publicly honor local small business owners and advocates on June 28, 2007, at the annual Small Business Awards Luncheon to be held at the San Diego Marriott Hotel and Marina on Harbor Drive in downtown 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.

The U.S. Small Business Administration will honor America's top entrepreneurs

– and name the **National Small Business Person of the Year** – at national ceremonies in Washington, D.C., during **Small Business Week**, April 23-24. The two-day celebration will honor the small business accomplishments of individuals and business owners at four major award events. For more information on **Small Business Week** 2007 Washington, D.C. events, including award winner bios, visit www.sba.gov/sbw.

“As America celebrates 54 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 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 of commerce and

See Winners on Page 2

Events Around San Diego



Juliane Talley, Lead Business Dev. Specialist, SBA; Ruben Garcia, District Director, SBA; CA State Assemblyman Joel Anderson; Rosa Rodarte, Lead Business Dev. Specialist, SBA; Anthony Vigil, Deputy District Director, SBA; and Bonnie Valentine, Business Dev. Specialist; at a legislative conference on March 9 at the offices of Assemblyman Anderson in El Cajon, CA.



Maria Lourdes F. Reyes, MD, MPH, Founder, One Vision One Voice; Ruben Garcia, District Director, SBA; and Debbie Discar-Espe, President, Filipino-American Chamber of Commerce; at the Chamber's Fil-Am Trade and Cultural Expo on February 17, 2007, at the San Diego Concourse.



Maria Hughes, Business Development Specialist, SBA; Ruben Garcia, District Director, SBA; and Cheri Myron at the American Indian Chamber of Commerce meeting on March 22, 2007, at the US Grant Hotel.



Ruben Garcia, District Director, SBA San Diego, speaks at the 2007 Multi-Cultural Heritage Awards Luncheon on March 29, 2007.

Winners

Continued from Page 1
trade associations typically nominate candidates. A panel is convened at the San Diego district office to review local nominations and select a winner in each of the several categories. 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, Ari-

zona, Hawaii and Guam.

Additional awards will be presented at the June 28 small business week event including:

- 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 BID's.

- San Diego area government procuring agencies will recognize their Contractors of the Year.
- San Diego area large prime contractors will recognize their small business Sub-contractors of the Year.

Small Business Week Awards Luncheon Seats Now Available. Please contact the

San Diego Regional Chamber of Commerce at (619) 544-1339 for tickets and to register for the event. You may also register online at: www.sdchamber.org. For additional information, call (619) 544-1335.

A complete list of award recipients from the SBA San Diego District Office is provided on Page 3.

Ask SCORE for Business Advice

Prospecting: Part I

by Steve Alexander
Counselor, SCORE San Diego

Question: *Normally if I am able to see a prospect I can make a good presentation. Actually getting to see a prospect, however, frustrates me with all the "I am not interested" responses. Do you have any different ideas I might be able to try?*

Answer: I am often criticized for my view on prospecting but in my sales career I found the old ideas did not work as well as some new tactics I have tried. See if you are comfortable and willing to try the following:

If you have read anything about sales, or perhaps attended a sales training seminar, you have heard about various prospecting "techniques": door openers, getting past the gatekeeper,

overcoming objections, selling the appointment, and the like. If you have used these techniques, you may have made some sales, however, the techniques are not the cause of your sales. They are, in fact, an impediment. You would have made more sales without the slick, manipulative "techniques."

Let's look deeper at the prospecting process. The most effective way to prospect is by phone or in person. If you sell, you must eventually talk with people via phone or in person. In the traditional model of prospecting, you have probably heard that the objective of prospecting is merely to get an appointment.

"Sell the appointment," sales people are told. "Once you get in front of the prospect, then you can sell the product."

That may sound good, however, all it does is generate a lot of worthless appointments, a flurry of activity, and too much

mileage on salespeople's cars. It leaves sales people tired, rejected, and burned out. Selling the appointment doesn't make nearly as many sales as could have been made with a different approach.

The objective of sales activities is to sell your product or service to someone who *already wants and can afford it*. The task of educating, convincing, persuading, and enticing people to buy your products and services falls to the Marketing Department. If the Marketing Department has done its job well, there will be plenty of people who *already want and can afford* your stuff. Your job as a salesperson is to find them.

That's why you prospect. Prospecting is looking for something that is already there – like gold. You don't create gold; you **find** it. Prospecting is not a creative process; it is a searching process. The purpose of prospecting is to **find**

people who *already want and can afford* what you sell. It is not to make an appointment, or to persuade someone to buy your stuff, or to educate people about your company or products. Once again, the purpose of prospecting is to **find** people who *already want and can afford* what you sell.

With that attitude in mind, your prospecting calls take on an entirely new look and sound. Instead of begging for an appointment, you are in the mode of finding out if the prospect already wants your product.

Prospecting: Part II will be covered in the next issue.

Ask SCORE your question. Email sd.score@sba.gov or visit SCORE's website at www.score-sandiego.org.

SCORE
Counselors to America's Small Business

2007 Small Business Week Award Recipients

2007 Small Business Person of the Year

Hany Magdy Girgis, SkillStorm, Inc.
Nominators: Rebecca Amesbury & Caryn Badea, SkillStorm, Inc.

2007 Women-Owned Small Business of the Year

Aldrica Lattimore, Accurate Engineering Integrated Construction Services (AEICS)
Nominator: Dorothy Randle, City of Los Angeles-Mayor's Office of Housing & Economic Development Minority Business Opportunity Center

2007 Minority-Owned Small Business of the Year

Javier Correa, Sr. & Javier Correa, Jr., Sombrero Mexican Food, Inc.
Nominator: Jeni Burgess, Wells Fargo & Company

2007 SBA Young Entrepreneur of the Year

Jeffrey Jordan, Rescue Social Change Group, LLC
Nominator: Raul Fortunet, Rescue Social Change Group, LLC

2007 Veteran-Owned Small Business of the Year

Tim Kiley & Jim Stanton, Marine Services Commercial Diving Co.
Nominator: Ken Clark, Southwestern College SBDITC

2007 Veteran Small Business Champion of the Year

Alonza James Wilson, Like New Pool Cleaning & Repair Service, Inc.
Nominator: Sudershan Shaunak, SBDC, North San Diego, Mira Costa College

2007 Delores Braswell Award Advocating Women in Business

Linda Harasin, Small Business Advocacy & Prestige Communications Services, Inc.
Nominator: Sudershan Shaunak, SBDC North San Diego, Mira Costa College

2007 Financial Services Champion of the Year

Susan Lamping, CDC Small Business Finance
Nominator: Joe Molina, SBDC, North San Diego, Mira Costa College

2007 Small Business Lender of the Year

Kurt Chilcott, CDC Small Business Finance Corp.

2007 Small Business Lender of the Year

Rick Benito, Bank of America

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 and Small Business Development Centers.

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.

Send questions or comments to the Newsline Editor, Gary M. Pacheco, Business Development Specialist, at gary.pacheco@sba.gov.



San Diego District Office Fiscal Year 2007 Activity

October 1, 2006 through March 31, 2007

	Number of Loans	Dollar Amount
7(a) Loans	703	\$103,538,000
504 Loans	120	\$76,467,000
Total	823	\$180,005,000

U.S. Bank, NA	80	\$5,967,500
CDC Small Business Finance Corporation	73	\$49,687,000
Wells Fargo Bank, NA	66	\$9,622,000
Bank of America, NA	66	\$1,639,700
Union Bank of California, NA	62	\$2,303,800
Capitol One, FSB	53	\$2,755,000
Washington Mutual Bank	51	\$1,479,300
Business Loan Center, LLC	38	\$2,204,000
EDF Resource Capital, Inc.	37	\$20,327,000
California Bank & Trust	30	\$4,198,100