

June 2008

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## SAN DIEGO COUNTY HISPANIC CHAMBER OF COMMERCE SIGNS SBA ALLIANCE



Front Row L to R - Ruben Garcia, SBA District Director -San Diego and Marco Polo, President/CEO an Diego County Hispanic Chamber of Commerce - Back Row L to R - Ms. Crystal de la Torre, SDCHCC COO and Anthony Vigil, SBA Deputy District Director - San Diego. [Click here for press release.](#)

### *Homeowners, Renters and Businesses are Urged To Prepare for Disaster before it Strikes*

As several states recover from the destruction and loss of life caused by recent tornadoes, floods and wildfires, and other areas prepare for the beginning of the 2008 Atlantic Hurricane Season, the U.S. Small Business Administration is urging the public to develop an emergency plan before the disaster hits.

"Every threat, from wind storms, floods and wildfires, to power outages and computer system failures, reminds us to be proactive when it comes to planning strategies to survive a disaster and recover quickly," said SBA Deputy Administrator Jovita Carranza. "The catastrophic

events of the last few years demonstrate the need for preparedness at the individual level, to diminish the risk to life and property."

The SBA stands ready to help communities recover in the aftermath of a disaster. Following the Gulf Coast Hurricanes of 2005, the SBA approved more than \$5 billion in disaster loans to 102,700 homeowners and renters in the region. Businesses in the area were approved for 16,780 business disaster loans worth \$1.6 billion.

During the past two years the SBA has been preparing to respond to major

disasters by reengineering the Disaster Assistance program with a significant focus on customer service, direct accountability, and new technologies that have quadrupled processing capacity. In June 2007 the agency completed its Disaster Recovery Plan, which includes procedures to better handle future catastrophic disasters, and has begun testing this plan through simulations conducted with outside experts.

Disasters strike in all seasons and **tornado activity is reported by the National Weather Service as being the most active in history.**  
See Disaster on Page 3

**New Addition  
to the Newsline  
Success Story  
(See page 4)**

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## EVENTS AROUND SAN DIEGO



Ruben Garcia, SBA District Director -San Diego and Marco Polo, President/CEO San Diego County Hispanic Chamber of Commerce sign Strategic Alliance Memorandum, as Crystal de la Torre, SDCHCC COO and Anthony Vigil, SBA Deputy District Director - San Diego, bear witness.



Left to Right: Dr. Joe Chou, President, Taiwanese Chamber of Commerce; Alma and Ruben Garcia, SBA District Director - San Diego; Dr. Lei, Taiwan America Biotech Association; David Y. H. Chang, Director of Processing and Development, Genentech at the Taiwanese Biotech Forum.



Ruben Garcia, SBA District Director - San Diego and wife Alma at the 2008 America West Lender's Conference.



Maria Hughes, SBA Lender Relations Specialist - San Diego at the 2008 America West Lender's Conference.

## ASK SCORE

### USE MINDFUL MANAGEMENT TO CONTROL ROUTINE COSTS

You're very meticulous when it comes to providing quality service or products to your customers. So why treat your routine administrative expenses the same way? Every extra dime or dollar you spend on supplies, photocopies, postage, etc. adds up. Taken together, those "little things" can take a huge chunk out of your profits.

Stiff competition and thin profit margins have made running lean a necessity for most small businesses, so it's important to establish smart *buying* habits from the outset. The steps are not complicated, nor do they require fancy financial formulas. Cutting costs is all about common sense. You just have to know where to look.

Here are five ways to save your small business money on the simple things:

**Avoid** buying only name-brand items in small quantities. Shop for bargains online. Superstores like Office Depot, Staples and Office Max offer "store brands" at reduced prices. And when you establish an online account, they'll often send coupons worth



\$10 or \$20 off orders of \$100 or more.

**Don't** photocopy high-volume items that you can print for less. Copies typically cost five to 15 cents each, even if you do them yourself, including paper, toner, labor and maintenance. Printing can lower costs to three cents or less. The biggest cost items are forms, flyers and form letters that you *think* you use in small quantities. But if you

photocopy a few dozen per week, that can be thousands per year and you could save by having it printed.

**Think** of your inventory as company cash sitting on a shelf or in a warehouse doing nothing. Costs include stor-

age, insurance and taxes, among others. Keep good records and regularly root out dead items.

**Express** shipments for next morning delivery are costly. Consider next afternoon or maybe two- or three-day service.

**Review** vendor relationships at least annually for Internet services, phone, wireless, DSL, shipping, legal,

printing and other day to day expenses. Prices and package deals change and you may be overpaying.

Spending wisely on your routine expenses also helps you be more alert for ideas that will make other aspects of your operations more cost-effective. It all adds up to better value for your customers, and a healthier bottom line for your business.

For more money saving ideas for your small business, contact SCORE "Counselors to America's Small Business." SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners.

Source: [www.score.org](http://www.score.org)

Ask SCORE your question. Email [sd.score@sba.gov](mailto:sd.score@sba.gov) or visit [www.score-sandiego.org](http://www.score-sandiego.org) for additional information.

## Disaster

*Disaster continued from Page 1*

Since Oct. 1, the SBA has responded to 137 declared disasters, including those for drought. Of those, 118 are open at present.

Disaster preparedness for homes and businesses should include:

**A solid emergency response plan.** Find evacuation routes from the home or business and establish meeting places. Make sure everyone understands the plan beforehand. Keep emergency phone numbers handy. Business owners should designate a contact person to communicate with other employees, customers and vendors. Ask an out-of-state friend or family

member to be your "post-disaster" point of contact – a person to call to provide information on your safety and whereabouts.

**Adequate insurance.** Disaster preparedness begins with having adequate insurance coverage—at least enough to rebuild your home or business. Homeowners and business owners should review their policies to see what is or isn't covered. Businesses should consider "business interruption insurance," which helps cover operating costs during the post-disaster shutdown period. Flood insurance is essential. To find out more about the National Flood Insurance Program, visit the Web site at

[www.floodsmart.gov](http://www.floodsmart.gov).

**Making copies of important records.** It's a good idea to back up vital records and information saved on computer hard drives, and store that information at a distant offsite location. Computer data should be backed up routinely. Copies of important documents and CDs should be stored in fire-proof safe deposit boxes offsite.

**Protection of windows, doors and roofing.** Installing impact-resistant window and door systems, or simple plywood shutters installed before a **hurricane** hits can enhance their ability to resist impacts from wind-borne debris. Hire a professional to evaluate your roof to make sure it can

weather a major **wind** storm.

**A "Disaster Survival Kit."** The kit should include a flashlight, a portable radio, extra batteries, a first-aid kit, non-perishable packaged and canned food, bottled water, a basic tool kit, plastic bags, cash, and a disposable camera to take pictures of the property damage after the storm.

More preparedness tips for businesses, homeowners and renters are available on the SBA's Web site at [www.sba.gov/services/disasterassistance/disasterpreparedness/index.html](http://www.sba.gov/services/disasterassistance/disasterpreparedness/index.html).

See *Disaster* on Page 4

## SUCCESS STORY



Patricia McFarland (front row in black), of Book Tales, with the participants of her first Book Crawl.

### Used Bookstore Improvements Made Possible with SBA Loan

In April 1999, Patricia McFarland bought Book Tales from a friend who was nice enough to finance the bookstore for her. McFarland paid the loan in six years, despite city sidewalk and street renovation work in 1999 and 2000 which closed a cross street for six months. McFarland got by maintaining a second job to help pay the bills.

Just over a year ago, McFarland secured a U.S. Small Business Administration (SBA) guaranteed loan for

\$35,000 through Capital One which allowed her to obtain a good lease with a three-year extension option. She also used a portion of the loan to improve the interior and exterior of her business.

In addition to the physical improvements of the bookstore, McFarland attributes some of her success to branding and a book exchange, business ideas which are unique to the area. She also hosts Used Book Store Crawls which are bus tours of local used book stores in San Diego County. McFarland's slogan is, "Books! Don't sit down without one!"

Patricia's store is cozy

and well kept and, although not large, people walking in for the first time are amazed to find the huge, well-organized assortment of used books in remarkably good condition. Book Tales offers a wealth of fine non-fiction and collectible books at higher prices. Customers include many bargain hunters, so prices are set competitively for more expensive books, as well as less expensive ones. During the past few years, Book Tales has also become an active internet bookseller. McFarland

attributes her high customer-satisfaction ratings to the firm's guarantee of accurate book descriptions, careful packaging, and immediate shipping.

McFarland says what she likes the most about owning her bookstore is the flexibility to change and improve her business. For those who may be thinking of someday becoming entrepreneurs, McFarland recommends purchasing an existing business and improving it. She's looking forward to opening a second location in the near future.

"Patricia McFarland is a good example of what a small

business owner can do to improve the quality of life and the economic vitality of the community," says Ruben Garcia, SBA's district director for the San Diego area. "Local small business owners and entrepreneurs should know that SBA is ready to assist them, either through government-backed loans or through resource partners who can provide training, counseling and technical assistance."

For more information about SBA loan programs call

This could be  
**YOUR**  
success story!

If you are a successful business owner, with a business open at least 2 years and have received assistance from SBA, SCORE or an SBDC, then you are eligible to participate in SBA's Success Story program.

For more information:  
Cynthia Harris at  
(619) 727-4884 or  
[Cynthia.Harris@sba.gov](mailto:Cynthia.Harris@sba.gov)

## Disaster

Disaster continued from Page 3

The Institute for Business and Home Safety ([www.ibhs.org](http://www.ibhs.org)) also has information on protecting your home or business. For learn more about developing an emergency plan, visit [www.ready.gov](http://www.ready.gov) or call 1-800-BE-READY to receive free materials.

The SBA makes low-interest loans to homeowners, renters and non-farm businesses of all sizes. Homeowners may borrow up to \$200,000 to repair or replace damaged real estate. Individuals may borrow up to \$40,000 to cover losses to personal property.

Non-farm businesses and non-profit organizations of any size may apply for up to \$1.5 million to repair or replace disaster damaged business assets and real property. Small businesses that suffered economic losses as a direct result of the declared disaster may apply for a working capital loan up to \$1.5

million, even if the property was not physically damaged.

To learn more about the SBA's disaster assistance program, visit the Web site at <http://www.sba.gov/services/disasterassistance/index.html>.

# SAN DIEGO DISTRICT OFFICE FISCAL YEAR 2008 ACTIVITY OCTOBER 1, 2007 THROUGH MAY 31, 2008

	Number of Loans	Dollar Amount
<b>7(a) Loans</b>	590	\$142,098,000
<b>504 Loans</b>	132	\$90,305,000
<b>Total</b>	722	\$232,403,000

CDC Small Business Finance Corporation	97	\$60,535,000
U.S. Bank, NA	67	\$5,125,300
Wells Fargo Bank, NA	56	\$13,454,000
Washington Mutual Bank	35	\$1,175,000
Bank of America, NA	32	\$1,058,400
Borrego Springs Bank, NA	31	\$1,975,000
Innovative Bank	23	\$420,000
EDF Resource Capital, Inc.	22	\$17,919,000
California Bank & Trust	22	\$2,904,000
Pacific Capital Bank, NA	21	\$11,146,500

### Training Calendar

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

[July 11 - Women's Networking Breakfast: "Using Your Intuition in Business"](#) presented by SCORE in San Diego, CA.

[July 14 - Writing a Successful Business Plan](#) presented by Imperial Valley SBDC in El Centro, CA.

[July 16 - Intro to Doing Business with Government Agencies](#) presented by the SBDITC in National City, CA.

[July 17 - The Nuts and Bolts of Marketing Your Business](#) presented by the NCSBDC in Oceanside, CA.

#### SBA San Diego Management Staff

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[Juliane Talley](#)

Lead Business Dev. Specialist

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](http://web.sba.gov/list). Look for San Diego News.

Send questions or comments to the Newsline Editor, Cynthia Harris, Business Development Specialist, at [Cynthia.Harris@sba.gov](mailto:Cynthia.Harris@sba.gov).