

# Newsline

A Monthly Newsletter from the San Diego District Office

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

Volume 2 Issue 5

## 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.

[June 26 – SBA Programs and Services](#) to help start or grow your small business at the Metro Career Center, in San Diego, CA.

[June 27 – CA State, Wage, and Payroll Tax Seminar](#) in San Diego, CA.

[June 28 – SBA Programs and Services](#) to help start or grow your small business at the South Metro Career Center, in San Diego, CA.

[July 11 – Operation Opportunity](#) at the Handlery Hotel in San Diego, CA.

[July 13 – Where Does Your Money Go?](#) at Point Loma Nazarene University, in Mission Valley, San Diego, CA.

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## 2006 San Diego Small Business Person of the Year Award



Bruce C. Thompson, SBA Regional Administrator, SBA Region IX (L), with Tony Saadat, CEO, Electronic Online Systems and the San Diego 2006 Small Business Person of the Year (C), and Ruben R. Garcia, Ph.D., San Diego SBA District Director (R). Photographs courtesy of Joanna Herr Hanks, Herr Photography, Inc.,

## SBA Success Story – Cargocatch™

Graham Solutions and the CargoCatch™ started, literally, from the ground up, when William Graham found himself punching holes in garden netting in the parking lot of his apartment complex in San Diego. He was attempting to build a cargo restraint device for his pickup truck. The CargoCatch™ is an innovative solution to pickup truck cargo management. It weighs less than 10 pounds and can be installed and removed in seconds. It requires no drilling or tools and will last a lifetime. Three sizes are available to fit any truck and

the CargoCatch™ can be mounted in any part of a truck bed.



Soon after building his first prototype, Graham solicited the help of the Small Business Development and International Trade Center

(SBDITC) and worked with consultants Richard Clarke, Esq., a patent attorney, on filing, securing and licensing of a patent; Matt Yubas, a product coach, who helped him with a detailed marketing analysis of his idea; and Wayne Lundbergh, an engineer, who helped him with prototyping, engineering of certain parts for the project, mechanical training, and finalizing the design for CargoCatch™.

Graham Solutions has since landed a licensing contract with Pilot Automotive,

See Cargo on Page 2

## New Lead Business Development Specialist Arrives in San Diego

The SBA San Diego District Office is pleased to welcome Juliane Talley as the newest member of the District Office. Julie will be responsible for developing and maintaining relationships with SBA participating lenders and marketing SBA financial assistance programs.

Julie actually started her career with the SBA San Diego District Office in 1987 in the Legal Department and later with the Finance Department as a Loan Specialist. During this time she worked with local SBA lenders and certified development companies, processing SBA loans, marketing SBA loan programs, and providing assistance during times of disasters.

In 1997, Julie transferred to the SBA Baltimore District Office in Maryland, where she worked until July of 2000 when she accepted the position of Financial Ana-



lyst with the Office of Financial Assistance in SBA's cen-

tral office in Washington, DC.

In this position she had primary responsibilities as the Contracting Officer's Technical Representative for an outsourcing initiative, as well as for SBA's credit agency contracts providing credit bureau reporting services for 80 field offices.

Additionally, she coordinated SBA's internal commercial credit training courses, assisted with rewrites of SBA's processing and servicing standard operating procedures, and performed annual site reviews of SBA's loan processing and servicing centers.

Prior to joining SBA, Julie held positions with the U. S. Attorney's Office in San Diego and the Federal Com-

## Cargo

*Continued from Page 1*

known under the brand name of "Bully" and a Chinese version of his CargoCatch™ is being offered as "Pac Mule Cargo Holder" available in mass retail distribution. He also continues to make and sell via the internet a "Made in the USA" Cargo-Catch™. Additionally, his company now provides automotive accessory patent licensing consulting services to fellow entrepreneurs who have innovative product ideas for autos. Additional information on the Cargo-Catch™ and Bill Graham is available on the Internet at [www.cargocatch.com](http://www.cargocatch.com).

munications Commission in Washington, DC. Additionally, she was a member of the Army Reserve serving in the International Law Branch with the rank of Sergeant First Class.

## Home-based Sole Proprietors Generate \$102 Billion In Annual Revenue

America's homebased sole proprietors generate \$102 billion in annual revenue, according to a study released today by the Office of Advocacy of the U.S. Small Business Administration. The study details revenues, expenses, and income for both homebased and non-homebased sole proprietors by industrial sector.

"Sole proprietorships are a vital part of our economy," said Thomas M. Sullivan, Chief Counsel for Advocacy. "Many are homebased micro businesses; collectively they generate a significant amount of economic activity. For the average sole proprietor, their business provides

benefits of entrepreneurship that go beyond just income and revenue."

Written by Joanne H. Pratt with funding from the Office of Advocacy, *The Impact of Location on Net Income: A Comparison of Homebased and Non-Homebased Sole Proprietors* examines federal income tax data from year 2002 sole proprietorship returns (Schedule C).

The report presents a comparison of homebased and non-homebased sole proprietorships. For example, it finds that the average homebased sole proprietor earned \$22,569 in net income while their non-homebased counterparts

earned \$38,243. Due to lower expenses, particularly in rent and labor costs, the average homebased sole proprietor consistently gained a higher return on gross revenues at 36 percent, versus 21 percent for the non-homebased.

The report also finds that the percent of homebased sole proprietorships was greatest in the Administrative, Support, and Waste Management; Information; and Construction sectors. For the non-homebased, the percentage was greatest in the Accommodation and Food Services; All Other Services; and Finance and Insurance sectors.

The Office of Advocacy, the "small business watchdog" of the government, examines the role and status of small business in the economy and independently represents the views of small business to federal agencies, Congress, and the President. It is the source for small business statistics presented in user-friendly formats and it funds research into small business issues.

For more information and a complete copy of the report, visit the Office of Advocacy website at [www.sba.gov/advo](http://www.sba.gov/advo).

## Ask SCORE for Business Advice

**By: Barry Graceman**  
Vice President of Marketing  
SCORE San Diego

Welcome! This is the first article of a new feature "Ask SCORE" to be published periodically in the SBA Newsline. Readers will have an opportunity to ask business questions relating to their small business. All questions will be answered and one or two discussed in future "Ask SCORE" columns. We will begin this series with the most obvious of all questions:

**Question:** What is SCORE and what does it do?

**Answer:** SCORE is a resource partner to the SBA. The San Diego chapter is one of 378

chapters throughout the United States. San Diego SCORE has 80 counselors who have various business backgrounds. SCORE works with start-up and existing small businesses of San Diego County seeking to be vibrant and profitable.

**Question:** How does SCORE accomplish that mission?

**Answer:** SCORE offers three types of free counseling. The first is one-on-one counseling with a counselor at one of the many offices located in San Diego County. The second is field counseling at a client's place of business and the third is email counseling where a client can choose from one of San Diego's 80 counselors or a counselor anywhere in the United States.

Counselors are able to answer very unique questions (an example of this is the writer of this article who spent forty years in the car wash industry and receives email inquirers from around the country regarding that industry).

SCORE also offers low cost workshops which cover every aspect of business, from starting a business to writing business plans, marketing and Quick Books. A

complete list of workshops is available on the SCORE website.

**Question:** How can I learn more?

**Answer:** Email your questions to [sd.score@sba.gov](mailto:sd.score@sba.gov) or go to the SCORE website at [www.score-sandiego.org](http://www.score-sandiego.org). We will answer all emails and select questions will be used in future articles.

# SCORE®

Counselors to America's Small Business

## Small and Medium Business – Challenges and Solutions Event

The San Diego Business Journal and the San Diego Regional Chamber of Commerce teamed up on June 1, 2006, to hold a Small and Medium Business Forum titled "**Small and Medium Business – Challenges & Solutions**", at the Town and Country Resort and Convention Center.

This informative event was dedicated to supporting local small and medium businesses. Two different panels of industry experts provided attendees with practical professional advice on topics including: Banking & Finance, Health Care, Technology, Human Resources, Risk Management, Succession Planning and Governance.

Attendees had the oppor-

tunity to network with other small and medium business owners, event sponsors, and the San Diego Regional Chamber of Commerce's "Circle of Influence" members. Guest speakers at the event included San Diego's Mayor, the Honorable Jerry Sanders, and the Honorable David Walker, the U.S. Comptroller General.





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 2006—Year to Date Activity

October 1, 2005 through May 31, 2006

|              | Number of Loans | Dollar Amount        |
|--------------|-----------------|----------------------|
| 7(a) Loans   | 834             | \$145,579,000        |
| 504 Loans    | 106             | \$64,759,000         |
|              |                 |                      |
| <b>Total</b> | <b>940</b>      | <b>\$210,338,000</b> |

|  |     |              |
|--|-----|--------------|
| Bank of America, NA                    | 140 | \$5,100,500  |
| Wells Fargo Bank, NA                   | 96  | \$11,810,700 |
| CDC Small Business Finance Corporation | 78  | \$48,939,000 |
| Union Bank of California, NA           | 71  | \$2,049,600  |
| U.S. Bank, NA                          | 63  | \$3,339,400  |
| Business Loan Center, LLC              | 57  | \$4,254,000  |
| California Bank & Trust                | 47  | \$3,178,200  |
| Capital One, FSB                       | 46  | \$1,845,000  |
| Washington Mutual Bank                 | 44  | \$1,136,500  |
| Innovative Bank                        | 26  | \$245,000    |

The San Diego District Office year-to-date has provided approximately 13,165 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 336 8(a) contracts, including modifications, worth \$56,104,050 year-to-date.