



NEWS RELEASE

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Rueben Martinez Minority Business Advocate Of the Year 2004

SANTA ANA, CALIF – Rueben Martinez, owner of Libreria Martinez Books and Art Gallery, a resident of Santa Ana, Ca, has been named the Minority Small Business Advocate of the Year 2004 by the U.S. Small Business Administration (SBA) Santa Ana District Office. His selection was announced by District Director Sandy Sutton who said “Rueben gives to his community above and beyond the scope of his duties and responsibilities as a businessman. He provides valuable support to literary and artistic entrepreneurs.”

Martinez was nominated by Mark Mitchell, business consultant at the Orange County Small Business Development Center, “for his unique passion to promote learning, reading and publishing, which in turn has contributed to his success as a business owner and leader in the field of literacy.” Last year Martinez met one-on-one with Mitchell for counseling on expanding his business and development of a business plan. “Thanks to Mark Mitchell and the SBDC, our business has expanded to a second bookstore in Lynwood,” says Martinez, “We are also planning to open our third bookstore in Montebello.”

As a business owner who understands the competitive industry of publishing, Martinez provides support to authors and artists to get their books published and their art distributed. Authors of children’s books and Congresswomen Loretta and Linda Sanchez have sought Martinez’s advice to publish and distribute their stories. Libreria Martinez showcases many of the books and artists’ works of local talent.

Martinez is also a political activist at community, state and national levels, promoting legislation that supports small business owners. For his efforts he has received several awards, including two very special awards from the California State Legislature for Business Activism, in December 1999 and May 1992. Martinez also received the Santa Ana Unified School District Small Business of the Year Award for 2003 for contributing to the growth and profitability of literary and artistic entrepreneurs. It is difficult to find someone as committed as Mr. Rueben

Martinez in making a difference and being passionate about reading, learning and business development for the entrepreneurs in this field.

Martinez is a sought after speaker by universities and institutions throughout the United States because he has a dynamic message for his listeners that comes from the heart. In November 17, 2003 Rueben Martinez offered workshops to the Association of American Publishers at the Hudson Theatre in New York titled “Getting the Word Out – Publicizing and Marketing your books.” He has facilitated over fifteen workshops throughout the United States and abroad. The words which Martinez lives by are “To Inform, Challenge and Inspire.”

Martinez will be honored locally at the SBA’s Small Business Award Luncheon on May 26 at the Grove of Anaheim as part of a nationwide salute to small business. For further information on the luncheon contact the Orange County Small Business Development Center at (714) 564-5200.