

SBA
U.S. Small Business Administration
SANTA ANA DISTRICT OFFICE
PRESS RELEASE



Santa Ana, CA - Kimberly A. Porrazzo, chief content officer (CCO) at Newport Beach-based [Churm Media](#), has been named a 2009 District Director's Award winner by the [Santa Ana District Office of the U.S. Small Business Administration](#). As CCO, Porrazzo oversees the company's five magazine titles as well as its web products. Every year, District Director J. Adalberto Quijada honors a member of the community who has contributed to the success of small business in an exceptional way. "Ms. Porrazzo's talents and contributions as an author, editor, entrepreneur, columnist and contributor exemplify her commitment to promoting small, minority, and women-owned businesses," stated District Director Quijada. Ms. Porrazzo was nominated by Sallie Salinas, director of the [Orange County Institute for Women Entrepreneurs](#).

Ms. Porrazzo has demonstrated creativity and a pioneering spirit for over a decade. She is a tireless promoter of women in business and her strength as a journalist allows her to build a platform through various forms of media that empower, educate and highlight the successes and challenges of the small business community.

Porrazzo's editorial expertise is recognized on a national scale. She also holds the distinction of being the first female editor of [OC METRO](#), Orange County's only business/lifestyle magazine. The magazine is published by Churm Media, a niche media company, which publishes five magazine titles and produces "The *OC METRO* Minute" newscast from its Newport Beach-based newsroom and studio. As *OC Metro's* editor, Porrazzo led the push to create numerous women-focused initiatives. She also created the ever popular "CEO Centerfold" section in *OC METRO* that spotlights local executives and was instrumental in launching *OC METRO's* revamped website, [www.ocmetro.com](#), a premier regional business media outlet that boasts the first web-only weekday business newscast covering Orange County. The "*OC METRO* Minute" is produced from Churm Media's newsroom and studio.

Kimberly Porrazzo has also made a mark as an entrepreneur and award-winning columnist and author. Two years ago she founded the online social network, [www.mywomanownedbusiness.com](#), a national forum for women entrepreneurs. Porrazzo is also a two-time contributor to the best-selling "Chicken Soup for the Soul" series and has been featured in the pages of *Business Week*, *Entrepreneur*, *Smart Money* and *Working Mother Magazines*.

Like many other high profile journalists, Ms. Porrazzo has had some memorable experiences; for instance, interviewing super entrepreneur Martha Stewart and enjoying a baseball game and conversation with Los Angeles Angels of Anaheim owner Arte Moreno. In a reversal of roles,

Porrazzo was interviewed by Katie Couric as a guest on NBC's Today Show.

Porrazzo and other small business owners and champions will be honored at the [46th Annual Small Business Week Awards](#) event on June 4th hosted by the [San Manuel Band of Mission Indians](#) in the Yuhaviatam Room at 777 San Manuel Blvd., Highland, CA.

For more information about the luncheon and networking expo, contact Jennifer Hoff at 951-781-2345, ext. 246 or jhoff@iesmallbusiness.com