



# SANTA ANA DISTRICT NEWSLETTER

educate · inform · connect

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## Latino Entrepreneur Conference

### Date Change - January 30

The date for the Conferencia de Emprasarios Latinos (Conference for Latino Entrepreneurs) has been changed to January 30th in Santa Ana.

The event is free and will be held from 8am-4pm at Valley High School, located at 1801 S. Geenville Street.

The SBA is partnering with various organizations, including the IRS, EDD, Central American Chamber of Commerce of Southern California, NHBWA and others. The Columbian, Mexican and Salvadorian Consulates are also supporting the event.

The conference will be presented in Spanish and its goal is to promote the various resources and abundance of quality information available to the Hispanic business community in Southern California.

Networking sessions, workshops and resource booths with representatives from the various agencies and organizations in attendance will be offered.

For more information and to register, visit this [website](#).

SBA staff member [Sylvia Gutierrez](#) is coordinating this program.

We'll see you on January 30th

## SBA Resource Guide Online!

You might know that SBA has an annual publication called *Small Business Resource*. Did you know that you can also find it online?

Visit [www.smallbusiness3.com](http://www.smallbusiness3.com) to check out the online version. From the home page, you can click on *Magazine* to open a PDF file.

This resource guide is your roadmap to all of our valuable products and services. It is a valuable tool for entrepreneurs interested in starting and growing a business.

One recurring comment that people who first come across the publication have is, "I didn't know the SBA has this many tools to help small businesses!".

We hope you find the information as useful as those folks did.

## SADO Welcomes New Staff Member



The SBA is proud to announce the hiring of Doug Dare to the position of Business Development Specialist. Doug will also focus on outreach to the veteran community and city economic development departments throughout the Santa Ana District.

Doug Dare holds a bachelor's degree in environmental science from California State University, Long Beach. Prior to attending college, he served in the United States Marine Corps, completed a tour of duty in Iraq, and was discharged after three years as a Corporal.

Most recently, he worked for the City of Fountain Valley on economic development projects for the Planning Director and City Manager. His wife is an English teacher at a local high school and together they have a four year old daughter and are expecting another child this summer. Doug's hobbies include playing with his daughter, riding bicycles, and playing guitar.

Doug's primary focuses will be to conduct outreach to cities throughout the Santa Ana District and the military and veteran community. His experience in working for a city will help him communicate the vital role small businesses play in helping local cities and communities to thrive economically while maintaining their unique character.

With that said, please [welcome Doug](#) to the district and feel free to put him to work!

## SADO Assists Less Fortunate

by Jill Andrews

As the school year started SADO employee, Lender Relations Specialist Stephen Leung noticed long lines around the church across the street from our Santa Ana office. The lines of people waiting for assistance went around the block, as people waited for distribution of food and healthcare items. Mothers with strollers, the elderly and homeless waited in line to get donations to augment other social welfare programs or their limited incomes.

Upon further investigation, it was learned that the First Presbyterian Church made food donations on Thursdays and conducted special outreach activities for the area homeless on

Sundays after Church.

SADO decided to help and collected non-perishable food items, warm jackets, blankets, shoes, children's and adult clothing, disposable diapers and health and beauty aids such as travel size shampoo, toothpaste, soap and lotions. Business Development Specialist Molly Muro even got her neighbors involved and collected a carload of donations.

Two car loads of donations were collected and delivered to the church last week. The need to help the Santa Ana community continues and grows. SADO is hoping to make this a monthly project for 2010.

The project was coordinated by Jill Andrews.

## SBA and CFC!



The holiday season provides a perfect opportunity to reflect on one's blessings and reach out to help others, and through the Combined Federal Campaign (CFC), that's exactly what SBA employees in Santa Ana did.

The CFC is the only authorized solicitation of federal employees in their workplaces on behalf of approved charitable organizations. The CFC began in the early 1960's to coordinate the fundraising efforts of various charitable organization so that donors would only be solicited once in the workplace and have the opportunity to make charitable contributions through payroll deduction.

Federal employees continue to make the CFC the largest and most successful workplace philanthropic fundraiser in the world; in 2008, federal employees raised over \$275 million dollars for charitable causes around the world

Here in Santa Ana, the district office and the National Disaster Loan Resolution Center partnered once again to benefit a local charity. In addition to many people signing up to help the charities of their choice through payroll deductions, the offices held events to raise funds for the City of Hope!

A City of Hope representative came out during our kickoff event, a bake sale, and gave a short presentation on their programs and services. Other events included a pizza party and 'Jeans Day', where staff, for a small donation, were allowed to wear jeans during the CFC season.

All in all, more than \$8000 was raised for local charities, including \$3,000 for the City of Hope.

A big thanks to Business Development Assistant Sandra Diaz and Loan Specialist Michelle Torres for coordinating the local CFC effort!

## SBA Helps Present Award At California Space Authority's SpotBeam Awards

Deputy Director Rachel Baranick and Business Development Specialist Paul Smith attended the California Space Authority's (CSA) SpotBeam Awards Dinner on November 18th in Los Angeles.

The event provided a rare opportunity for all segments of the defense & space industries to celebrate each other's accomplishments. The awards honor those who have made unique and/or outstanding contributions in their specific areas of expertise and are designed to help showcase the important role space enterprise plays in the everyday lives of all Americans.

Deputy Baranick participated by presenting an award to George Melamed, CEO of UDASH Inc., in the Small Disadvantaged 8(a) Business category, the first time this category has been awarded.

SBA's 8(a) Business Development Program is a nine-year certification program for socially and economically disadvantaged firms. The program allows small businesses to compete in the federal government contracting arena through 8(a) set-aside contracts.

Governed by a statewide board of directors, CSA is a nonprofit corporation representing the commercial, civil, and national defense/homeland security interests of California's diverse space enterprise community in all four domains: industry, government, academia, and workforce.

CSA is a member-based "enterprise" association working closely with stakeholders statewide to facilitate California's competitiveness and space enterprise vitality.

Earlier this year, our office and CSA signed a Strategic Alliance Memorandum which calls for both organizations to share information that could be useful for the small business community. SBA and CSA have partnered on several opportunities and we look forward to continued cooperation.





## SBA Participates in Export Seminar Series



*Paul Smith speaks to attendees about SBA's programs and services*



*Robert Corona, ESS attendee, and Paul Smith*

The SBA recently participated in the Export Seminar Series (ESS), presented by the Center for International Trade (CITD), County of San Bernardino Economic Development Agency and Arrowhead Credit Union. The ESS was a seven-week series of courses designed to provide attendees with the necessary tools to connect with new customers around the world.

SBA's Paul Smith provided information on how SBA's programs can help new and existing exporters develop an export strategy and marketing plan.

Other topics included: export transportation & logistics, compliance, finance, intercultural trade communication and foreign trade zones.

For more information on the ESS, contact Robert Carona, Director of the Riverside CITD, at 951.571.6443.

For more information on how SBA can help you expand your business by exporting, contact Paul Smith at 714.560.7448 or [paul.smith@sba.gov](mailto:paul.smith@sba.gov)

## Insight & Inspiration: Are You A Good Decision Maker?

Decisions, decisions, decisions. It seems like every time we turn around, we have to make more decisions. The question is, "Are you a good decision maker?" If you aren't (or don't think you are), there is no need to worry. Decision-making is a skill that can be learned by anyone. Although some people may find this particular skill easier than others, everyone applies a similar process.

There are two basic kinds of decisions: those that are arrived at using a specific process and those that just happen. Although both kinds of decisions contain opportunities and learning experiences, there are definite advantages to using a specific process to make a decision. The most obvious advantage is the reduced level of stress you will experience.

Wise decisions are made using a definite process. They are based on the values and perceptions of the decision-maker and include carefully-considered alternatives and options along with periodic reassessments of the decision and its effects. Wise decisions may or may not follow societal norms and expectations, but they are right for the decider based on what he/she knows at that point in time about his/her options as well as him/herself.

Click [here](#) to learn Ten Steps to Wise Decision Making and Common Decision-Making Mistakes.