



**U.S. Small Business Administration**

## Santa Ana District Newsletter

March 2008 : Vol 1 / Issue 2

Thank you to those that attended the 2nd Quarter SBA Lender's Roundtable!



(Economist Dr. John Husing addressing Roundtable attendees)

### In This Issue

SBA Lender's Roundtable event a success!

Upcoming Event!!! SBA Day in Ontario April 17th

SCORE is # 1 in the nation!

Insight & Inspiration: Do you have what it takes?

### Dear J. Adalberto,

Welcome to the 2nd issue of the Santa Ana District Newsletter!

The Santa Ana District Newsletter debuted last month and received very positive feedback from many individuals that read it. We would like to hear from you as we continue to improve and refine the content of the newsletter. Please feel free to contact us with suggestions! We will be including a section to highlight our partners and the wonderful work they

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do on a daily basis. We are also always looking for success stories to highlight, so contact me if you have some ideas.

The 2008 Resource Guides are now available! This wonderfully informative publication provides detailed information on SBA's varied assistance programs for small businesses. If you have not picked up a copy from our Resource Partners' offices or your local Chamber of Commerce, [contact me](#), and I'll send one out.

I hope you find this issue helpful whether you already are a small business owner, are just starting out, or are a lender or business resource provider.

Sincerely,

Christopher A. Lorenzana  
Business Development Specialist  
& Public Information Officer

## Inland Empire Women's Business Center hosts a successful SBA Lender's Roundtable

### **Roundtable attendees recieved a healthy dose of Vitamin C and SBA lending opportunities!**

The sold-out 2nd Quarter SBA Lender's Roundtable took place on March 13th at the Ontario Convention Center. The event was hosted by the Inland Empire Women's Business Center. WBC Director, Michelle Skiljan and her team did a fantastic job of bringing all the pieces together for a successful program. SBA lenders, small business owners, and community leaders attended to learn more about how the SBA and the WBC help businesses, especially during tougher economic times.

Economist Dr. John Husing provided a current-to-the-day economic update and outlined several key locations where the region is positioned to be a growth leader, perfect for small businesses and lenders alike. Dr. Husing's updates included:

- Office and industrial space continues to be a growth sector, especially in the Inland Empire
- Educated workers are moving inland and accepting less money to work closer to home
- Santa Ana District represents @ 85% of the industrial construction market in So. California

Santa Ana District has been presenting Lender's Roundtables for more than a decade; they serve as a forum for the lending and business community to hear distinguished speakers discuss a variety of topics, receive updates from NAGGL and NADCO, and most importantly, network. The next roundtables are scheduled for June 26 and October 23.

The WBC provides training workshops, and no-cost one-on-one counseling to businesses. The center can be reached at 909.890.1242. Attendees even had a chance to improve their health as Michelle was kind enough to share delicious oranges from her own orange groves.



SBA Day & Procurement Fair April 17th - 1:00 pm - 6:00 pm Ontario Convention Center



SBA Day & Procurement Fair is coming to the City of Ontario on Thursday, April 17th, from 1-6. The Santa Ana District Office will set up shop at the Ontario Convention Center where new and existing business owners will have an opportunity to learn about the tremendous amount of resources that exist to assist them in their endeavors. Co-Sponsors include the County of San Bernardino, as well as our Resource Partners, the Inland Empire Small Business Development Center and the Inland Empire Women's Business Center.

Small business owners will have the opportunity to meet with lenders and contracting officers, learn about government contracting opportunities, and meet and make appointments for no-cost one-on-one business counseling, training, and technical assistance from the Inland Empire SBDC and the Inland Empire WBC.

Informational workshops will cover:

- Financing your Small Business
- Writing a Fundable Business Plan
- Selling to the Government
- Certifications for Federal & non-Federal procurement opportunities

For more information and to register at NO COST, click [here](#)

If you're a lender interested in no-cost exhibit space and meeting future customers, [contact me](#)

# SBA Day and Procurement Fair 2008

Presented by:  
**County of San Bernardino  
& U.S. Small Business Administration**

Hosted by:  
**City of Ontario**  
**April 17, 2008**  
**1:00 p.m. - 6:00 p.m.**

**Ontario Convention Center**  
2000 Convention Center Way  
Ontario, CA 91764



## HOW WILL THIS BENEFIT MY BUSINESS?

- Secure Government Contracts
- Obtain Financing
- Contact Resource Providers
- Learn Best Practices
- Networking Opportunities

*Space Is Limited, Register Now!*  
[www.sbcountybusiness.com](http://www.sbcountybusiness.com)



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**Orange County SCORE #1 again! SCORE 114 leads nation in # of services provided!**



One of SBA's vital Resource Partners, Orange County SCORE, was recently named the #1 chapter in the country for total services provided. One-on-one counseling, cyber counseling, and workshops/seminars are added together to determine final rankings. This is the second year in a row that OC SCORE has earned this recognition.

SCORE will be spotlighted more in an upcoming newsletter; in the meantime, if you would like to take advantage of their expertise-whether you're already in business, a future entrepreneur, a lender looking for bankable businesses, or an organization in need of counseling & training-contact them at [www.score114.org](http://www.score114.org) or by calling 714.550.7369.

#### Insight & Inspiration: Do you have what it takes?

Many successful entrepreneurs have similar traits and characteristics. What are they and what can you do to improve on your own? Some of the traits of a successful entrepreneur are persistence, self-confidence, competitive nature, and luck. It is fiction that to be an entrepreneur, you must be born that way. For more of this article, click [here](#).

If you have suggestions for content, send them over! I would like to highlight our partners through success stories as well. I look forward to hearing from you.

Sincerely,

Christopher Lorenzana  
Business Development Specialist  
& Public Information Officer