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The California Office of the Small Business Advocate (CalOSBA) supports economic growth and innovation statewide. CalOSBA's core mission is to provide resources to all California small businesses, disabled veteran business enterprises (SB/DVBEs), minority and women-owned businesses, and those individuals who own and operate businesses located in low-wealth, rural and disaster-impacted communities.

CalOSBA supports outreach and engagement efforts through advocacy, sharing resources, and building resilience through programs and our Technical Assistance Network that supports growth and business sustainability.

This month's newsletter highlights the ecosystem and CalOSBA's efforts to serve California businesses statewide.

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[From the Advocate: Who Can You Trust? Americans say: Small Business](#)



Who Can You Trust? Americans say: Small Business

Left: Tara Lynn Gray, Director of CalOSBA. Top left to bottom right: From Labs to Land, Precision Construction, Art de Luz, GK Promos, Director Tara Lynn Gray at 2023 Stockton Small Business Week, Carmel Honey Company

Polling company Gallup first measured the national “confidence in institutions” in 1973 and has done so annually since 1993. Gallup now takes the temperature for 16 institutions, asking survey recipients to rate each of them from “I have a great deal of trust” to “I have no trust at all”.

The trend has been pretty much downhill since 1973. Every year, Gallup reliably turns out a headline saying – and I paraphrase here -- “Americans trust just about everybody even less than last year”. But there are two exceptions to this overall depressing pattern: the military and small business. These two not only trade off as the most trusted institutions on the list but have posted Steady Eddy trustworthiness scores over the lifetime of the exercise.

In the latest version of this poll, small business again took the top, “most trusted” spot with 68 percent of Americans saying they have a “Great deal/Quite a lot” of trust in this institution. That’s four points higher than the next institution on the list, the military, and 23 points higher than #3, the police.

Since 1973, trust in public schools, the church, the criminal justice system, police, the presidency, the Supreme Court, banks, newspapers, television news, and big business have all seriously eroded. Congress is down to single digits...pretty soon Gallup will have to remove it from the list! But trust in small business has ranged from 57-75 percent since Gallup added it to the list in 1998.

American trust in small business as an institution not only survived COVID-19, it went up.

So, as we celebrate Small Business Month in California this May, I want to ask one question: what is it that makes us feel so strongly about small business?

[Read the full article on LinkedIn here.](#)

CalOSBA Honors Small Businesses Throughout California During Small Business Month

CalOSBA has had the opportunity to honor countless small business owners and partners throughout our golden state during Small Business Month. Look at some of the events the office has attended so far and make sure to browse our schedule of events for more upcoming experiences.

Celebrating Graduates of the “Hatching New Business” Incubator Program on May 3rd at the Luther Burbank Center of the Arts in Sonoma



Director Gray honored 12 New Entrepreneurs in the food industry who graduated from the Food Inc. "Hatching New Business" incubator program hosted by the Sonoma Small Business Development Center (SBDC).

Attending the SEED Lab 2.0 Graduation and 2023 Palm Springs Pitch Competition on May 4th at the Palm Springs Art Museum Annenberg Theater



Director Gray recognized the graduates of the 2022/2023 SEED Lab 2.0 cohort and celebrated the winners of the 2023 Palm Springs Pitch Competition.

Highlighting Small Business Owners and Partners at the U.S. Small Business Administration (SBA) 2023 San Diego District Awards on May 9th at the Hilton San Diego Bayfront



Director Gray congratulated the SBA 2023 San Diego District award winners. View the full list of SBA 2023 San Diego District Office award winners [here](#).

Discussing Procurement Opportunities for Minority Business Owners at the SF Small Business Week on May 12th at the Southeast Community Center in San Francisco



Director Gray spoke about state procurement opportunities for minority business-owners at a panel discussion hosted by the [San Francisco African American Chamber of Commerce](#) (SFAACC). Director Gray is seen here with SFAACC President Dr. Matthew Ajiake and Statewide Supplier Diversity Program Manager Danetta Jackson from the [Department of General Services](#).

[Schedule of Events](#)

Small Business Month is not over yet! Check out our schedule of events the office is attending below.

May 21st - Escondido Street Festival



Time: 10 a.m. – 6 p.m.

Location: Grand Avenue between Escondido Blvd and Juniper Street in Historic Downtown Escondido

Join CalOSBA at this free community event hosted by the Escondido Downtown Business Association featuring live music, art in the garden, and small business vendors to learn more about small business and non-profit resources.

Learn more by clicking [here](#).

May 24th - Get Connected at the San Joaquin Public Agency Consortium's Annual Procurement Event



Time: 5 p.m. – 6:30 p.m.

Location: WorkNet Building, 6221 West Lane, Suite 105, Stockton, CA, 95210

The San Joaquin Public Agency Consortium's "Get Connected" annual event will feature multiple state and local agencies working with small businesses to better understand procurement processes and how to do business with government entities. Participating agencies include San Joaquin County, the City of Stockton, Caltrans, California Department of General Services, California Employment Development Department, Greater Stockton Chamber of Commerce, Monterey Bay Apex Accelerator (formerly known as the Procurement Technical Assistance Center), and many others.

Register to attend the event [here](#).

May 27th - Sacramento Supports Its Youngest Entrepreneurs on Lemonade Day



Time: 11 a.m. - 2 p.m.

Location: Meadowview Family Resource Center Lemonade Day, 2251 Florin Rd., Sacramento, CA, 95822

A program of the Sacramento Metro Chamber Foundation, “Lemonade Day Sacramento” is celebrating its fifth year of supporting the area’s youngest entrepreneurs: more than 1,000 third-to-fifth grade students. With participation from more than 90 communities across the nation and even internationally, Lemonade Day is a free experiential learning program that teaches students how to start, own and operate their own businesses.

With local support from the Sacramento Metro Chamber Foundation, more than a thousand youth participants from Sacramento Children’s Home, Shiloh Arms Apartment, Leaders of Tomorrow, and the Sacramento Chinese Service Community Center spent the last eight weeks learning the basics of entrepreneurship: creating budgets, setting profit-making goals, serving customers, repaying investors, and giving back to the community.

Although the program is named after the iconic Lemonade Stand, the young entrepreneurs created all types of products, from boba to art to jewelry. Participating supporters have staged multiple activities throughout the May Small Business Month period.

Join CalOSBA on Saturday, May 27th, at a Lemonade Day Celebration at the Meadowview Family Resource Center; 9 businesses will launch at 11 a.m. and operate until 1 p.m. CalOSBA will be on hand to applaud the new business-owners and present certificates of recognition.

More information about the event and partners here:

- [Foundation - Sacramento Metro Chamber](#)
 - [Teaching Kids the Power of Entrepreneurship | Lemonade Day](#)
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For more small business resources and information, visit calosba.ca.gov

No-cost and low-cost training is available through Technical Assistance Centers across the state. Browse the training schedule on the CalOSBA website by [clicking here](#).

[Submit a request to CalOSBA](#)



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