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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 individuals who own and operate businesses in low-wealth and rural 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](#)



Shop Small If You Love California

Black Friday, Cyber Monday, and Small Business Saturday are all behind us now.

If you drove straight past your local Big Box on Saturday, November 26, 2022, and instead kicked off your holiday shopping on your town's Main Street: Thank You!

We've been "friendly reminding" you for a month now to Shop Small this holiday season. If you're a subscriber here, then odds are that you've already embraced this behavior.

So, I'm just here to make you feel good about that consumer choice and explain why shopping small intentionally makes you a smarter, savvier person and a better Californian.

I really mean it: 20 percent of retailers are dependent on the holiday season to survive. Yet, according to a recent poll of QuickBooks customers, 84 percent of U.S. small businesses think that consumers will reduce their holiday spending in 2022 due to concerns over the economy, notably inflation.

All those new businesses started during the pandemic are especially at risk. Shopping small is obviously a point of principle here in our office – I call it intentional consumerism -- but it's an economic truth that small specialty retail is a critical contributor to the Californian economy and your shopping choices make a critical difference to those outcomes.

So, if you're a shopping procrastinator – like me! -- and are sweating over those last few names on your gift list, then I'm here to provide -- One More Time With Feeling! -- shopping small tips and tricks, including how to shop small without leaving the house.

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

[Regional Advisors Corner](#)

The CalOSBA Regional Advisors are honored to have supported these partner events in November:

Kern County iHub Welcomes Its Inaugural Cohort



The first inaugural class of the Kern Inclusive Entrepreneurship Hub Economic Boot Camp, with CalOSBA Director Tara Lynn Gray and iHub Director, Ali Morris.

The Kern County Inclusive Entrepreneurship Hub welcomed CalOSBA Director Gray to meet with its inaugural Entrepreneurship Bootcamp cohort. Meaningful connections were made with the student members who worked hard to complete an intensive and informative six-week term. Cohort members shared their goals and learned about programs available to support those dreams. You can learn more about the Entrepreneurship Bootcamp [here](#).

Siskiyou Fall Economic Summit Brings Small Businesses Together in McCloud, CA



A little snow didn't scare anyone away from the **Siskiyou Fall Economic Summit** organized by the [Siskiyou EDC](#). The Summit brought together local businesses, EDC leadership, and state partners. A recording of the Summit, including remarks from CalOSBA Director Gray, is available [here](#). Also, learn more about the Siskiyou EDC AGccelerator Inclusive Innovation Hub [here](#).

CalOSBA Celebrates Innovation at Global Entrepreneurship Week



Panel discussion at the Sacramento Entrepreneurial State of the Union. From left-to-right: Right to Start head of government affairs Jason Grill; Executive Director of the Carlsen Center for Innovation and Entrepreneurship Cameron Law; Global Director of Strategic Initiatives of National Black Entrepreneurs Project Chris Horton; Co-Founder and Managing Director of the Growth Factory Monique Brown; City of Roseville Council Member and President of Advanced Business Roundtable R. Scott Alvord; and CalOSBA Director Tara Lynn Gray.

Organized by the [Carlsen Center for Innovation & Entrepreneurship](#) at California State University Sacramento, this week-long event celebrated innovation and entrepreneurship in the Sacramento region and across the globe. You can learn about the complete calendar of events [here](#).

First Transgender Immigrant Symposium in San Francisco



From left-to-right: Okan Sengun, ED LGBT Asylum project; Laura Lala-Chavez, ED Lyric SF; Richard Whipple, Acting Director OCEIA; Anjali Rimi, President Parivar Bay Area; Nicole Santamaria ED, El/La Para Trans Latinas; Pau Crego, ED Office of Transgender Initiatives, Mayor's office SF; Supervisor Ahsha Safai, Board of Supervisors, City and County of San Francisco; Sofia Rios, Deputy Director, El/La Para Trans Latinas; Director Gray, CalOSBA; Asia Alman Black LGBTQIA+ Migrant Project Bay Area Regional Lead Organizer.

The First Transgender Immigrant Symposium was held November 18, to celebrate the launch by [Parivar Bay Area](#) of the Transgender Entrepreneurship Livelihood Program (TELP), a new effort in San Francisco, modeled after Parivar's existing successful program in India. Additionally, the Global South Transgender Day of Remembrance was also recognized during the event, to remember the transgender lives lost to transphobia and gender violence in 2022.

OC MADE Launches 40 Businesses in Costa Mesa on Small Business Saturday



Presented by the [Orange County/Inland Empire SBDC Network](#), and hosted by California State University Fullerton in partnership with the Original O.C. Swap Meet. OC Made helps new small business owners enter the marketplace from concept to first sale by immersing participants in planning, marketing, financing, and accelerating a product from idea to marketplace in just four weeks.

[Grant Programs](#)

EmployABILITY Business Grant Applications Now Open

Applications are open now through December 21, 2023, for the EmployABILITY Business Grant. The grant offers small and medium-sized businesses between \$20,000 to \$200,000. These grants are designed to help California small business owners upgrade inclusive hiring practices and create job opportunities for individuals with disabilities. The program is made available through the Demand Side Employment Initiative from the California Department of Rehabilitation. Learn more about how to apply for this grant [here](#) at the EmployABILITY website.

California Venues Grant Program Applications Open December 19

Applications are open December 19, 2022, through January 31, 2023. These grants are designed to help eligible California venues with costs resulting from the COVID-19 pandemic and related health and safety restrictions, or business interruptions or closures incurred as a result of the COVID-19 pandemic. Learn more about how to apply for this grant [here](#).

[Resiliency and Outreach](#)

Support Local Small Businesses this Holiday Season

This holiday season, shop local and shop small by ordering a holiday meal from your family's favorite local restaurant, desserts from your local bakery, purchase gift cards from your local shops, and look for gifts from stores in your community.

Check out these three small business success stories for some ideas on where to shop small and shop local this holiday season, and then check out our network of [Small Business Development Centers](#) to learn more about how to bring your dreams to life and help them thrive.

NorCal – Breakers Breakfast, Brunch & Lunch



Robby Bancroft and his father Steve, Co-Owners of Breakers Breakfast, Brunch & Lunch, received small business guidance from the [Northern California SBDC Network](#) to help them rebound after they opened their business in 2014 but had to close their doors for nine months at the start of the pandemic. After acquiring some much-needed support through the COVID-19 relief programs, they were finally able to achieve their dream of becoming full owners of their business and its building despite the pandemic. This is an example of a small business owner showcasing their grit and resilience in action.

Check out the Breakers Breakfast, Brunch & Lunch success story [here](#).

Visit the Breakers website [here](#).

Central Valley – The Clever Crow



Norah Whitehead of The Clever Crow received custom tailored support from the [Central California SBDC Network](#). The Clever Crow offers a wide variety of second-hand items and focuses on upcycling and repurposing goods to extend

the joy and practical use that the items provide. This small business owner focuses on supporting environmental sustainability and reducing the number of items going to the landfill.

The Clever Crow offers thoughtful shopping tips like, “Think carefully about how you shop – can what you’re looking for be purchased locally?”

Check out The Clever Crow success story [here](#).

Visit The Clever Crow’s website [here](#).

SoCal - buzzbox



Rod Vandebos had an idea for a cocktail line, so he took his idea to the [Orange County/Inland Empire SBDC Network](#) for assistance to get the idea off the ground. From this idea, buzzbox was born!

Rod focused on sustainable business practices for his packaged, pre-mixed cocktail line from the onset. Rather than using cans, the company opted to use cartons, which use as much as 69% less packaging material than cans do and cut carbon dioxide from shipping by as much as 60%. Learn more about the buzzbox sustainability commitment and the environmental impact of this recyclable packaging choice [here](#).

Check out the buzzbox small business success story [here](#).

For your next holiday event look for buzzbox cocktails at your local retailer, or order on the buzzbox website [here](#).

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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