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

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### [Northern California](#)

**How GK Promos Overcame 3 Big Business Challenges Through Guided Planning and Execution**



Gerardo Zaragoza and Kathy Guterrez, owners of GK Promos

When Gerardo Zaragoza, Chief Executive Officer, and Kathy Gutierrez, Co-President, opened GK Promos, their main challenges were needing more income to sustain themselves and the business, a lack of social media presence, and developing backend infrastructure.

While working one-on-one with a small business consultant from the [NorCal Small Business Development Center \(SBDC\)](#), Gerardo and Katy worked on identifying business costs, marketing strategies, management, and more. Also, since businesses were coming out of pandemic regulations, Katy and Gerardo spent countless hours strategizing their business expansion to meet the demand for promotional items once the market and the economy started to open. In addition, Katy and Gerardo had professional photos taken to create strategic social media campaigns that focused on their target audience.

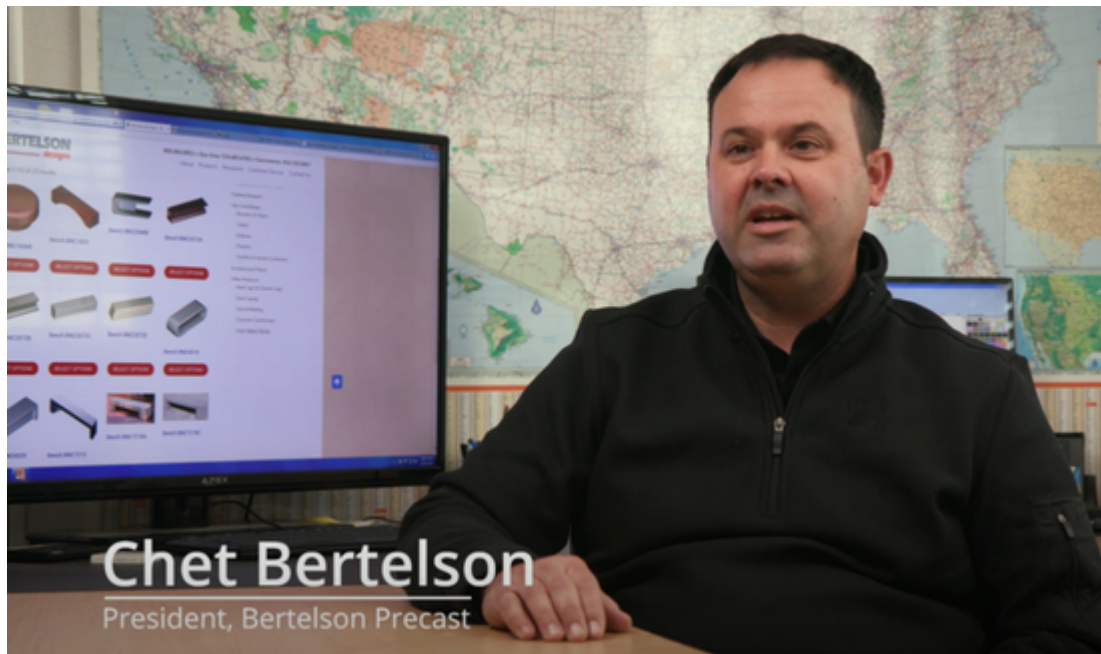
Check out the whole GK Promo Success Story [here](#).

Visit the GK Promo website [here](#).

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### [Central California](#)

**Bertelson Precast Boosts Manufacturing Business with Help from the Valley Sierra SBDC**



Chet Bertelson, President of Bertelson Precast

The success of Bertelson Precast is an excellent example of what one can achieve through modern manufacturing processes and technology. Chet Bertelson inherited Bertelson Precast in Modesto, CA, from his grandfather in 2000. Bertelson Precast manufactures prefabricated concrete products, such as precast walls, decks, and façades.

Building upon a strong foundation of tradition and innovation, Bertelson Precast has become one of the leading manufacturers of prefabricated concrete products in the United States. In fact, the company's commitment to quality and customer satisfaction propelled them to become one of the most successful business ventures in the history of Modesto.

Check out how Chet used free business assistance from the Valley Sierra SBDC to diversify and grow the family business.

For information on free business assistance with Valley Sierra SBDC, visit them [here](#).

Check out the Bertelson Precast success story [here](#).



Bertelson Precast Success Story on Youtube

Visit the Bertelson Precast website [here](#) or visit their store at 316 River Rd. Ste. 100, Modesto, CA 95351.

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### [Southern California](#)

### **Annual State of Nonprofits & Philanthropy in San Diego Report**



In keeping with the nonprofit resources highlighted in the February newsletter edition [earlier this month](#), this year's Nonprofit Institute's "State of Nonprofits and Philanthropy in San Diego Report" found that San Diego County nonprofits are well positioned to innovate to meet challenging community needs and advance the quality of life in our region. However, inflation and competition for qualified workers currently challenge the sector's ability to realize its full potential.

- 80% of nonprofit leaders reported increased program-related costs
- 75% reported pressure to raise salaries to meet the increased cost of living
- 46% reported a decrease in the value of investments
- 50% of nonprofit leaders have a waiting list for services/programs
- 60% of nonprofit leaders predict they will need to hire for new positions in 2023
- 66% report difficulty hiring as they compete with the for-profit sector for talent

Read the Nonprofit Institute's State of Nonprofits and Philanthropy in San Diego report for tips for nonprofits [here](#).

Visit CalOSBA funding programs for nonprofits and small businesses [here](#).

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For more small business resources and information, visit [calosba.ca.gov](https://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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