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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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[\*\*New Report Shows the Impact of COVID-19 on Women-Owned\*\*](#)

[\*\*Businesses\*\*](#)



Women have come a long way for an equitable seat at the table in the workplace and as entrepreneurs – and there is more work to be done. The California Office of the Small Business Advocate (CalOSBA) sponsored and collaborated with the U.S. Small Business Administration, California’s Small Business Development Center, and California’s Women’s Business Centers to conduct a study with San Diego’s Kim Center for Social Balance. The findings [were released](#) in a California state report on July 12, 2022, which illustrates the impact of the COVID-19 pandemic on women-owned businesses.

The study shares how the COVID-19 pandemic has magnified the existing challenges of women balancing participation in the workplace with caregiving responsibilities and the systemic inequities that prevent women entrepreneurs from fully contributing.

[Click here](#) to learn more about the data and to read the full report.

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## **[Northern California](#)**

### **Powering-up the Next Generation of Local eCommerce With Clicks2Bricks**



The [Clicks2Bricks \(C2B\) Program](#) offered through the [Santa Cruz Small Business Development Center \(SBDC\)](#) is designed to power up the next generation of “local, digital-first commerce starts”.

Backed by funding from CalOSBA through the [Accelerate California Inclusive Innovation Hubs Program](#), C2B celebrated their recent graduating class and

kicked-off their second cohort on July 12th.

Each cohort meets once a week for three months to complete an e-commerce business plan and a live Shopify site. Shopify also covers the hosting costs throughout the duration of the program.

C2B plans to offer the curriculum in Spanish during future cohorts.

[Click here](#) to learn more about the Clicks2Bricks program.

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## **Central California**

### **How Valley Sierra SBDC Helped an Aspiring Entrepreneur Launch Her Cosmetology Business**



Anyone who has ever decided to open their own small business understands that the path to making that dream a reality can sometimes be a little fuzzy, and even downright challenging. At CalOSBA, it is our mission to ensure that entrepreneurs looking to start or grow their business have the support through our technical assistance (TA) partners, resources, and advocacy.

Small Business Development Centers (SBDCs), Women Business Centers (WBCs), and other community organization groups, help drive innovation and success throughout the Central Valley. We see success play out monthly through several of the grant programs administered throughout CalOSBA's TA network partners. Here is one of the latest success stories developed through a partnership with the Valley Sierra SBDC in Modesto and the [Wow Lash and Brow Studio](#).

[Click here](#) to read more about Wow Lash and Brow Studio.

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## **Southern California**

### **“Where Are They Now?” with Left Coast Engineering**





[Left Coast Engineering](#) (LCE), a women-owned small business (SB) in Escondido, California specializes in custom electronic product design, reverse engineering, and rapid prototyping in the Research and Development (R&D) space, designing ground-up, proofs-of-concept all the way up to small run production units with full manufacturing documentation.

After 15 years in the business, LCE team had a goal of understanding and honing the process to become a government contractor in the R&D space. As an SB, the company did not have a big budget for tackling this challenge. LCE is one of the many success stories of SBs that signed up to receive one-on-one assistance from the [North San Diego Small Business Development Center](#) (SBDC) at Mira Costa College, a CalOSBA Technical Assistance partner. Most importantly, technical assistance was vital in helping LCE prepare to grow.

[Click here to read the full article on LinkedIn.](#)

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](#)

