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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](#)



I've used the word "resilience" a lot in this column. I'll just quote myself from my January column: "'Resilience' is the word of the century."

I was in Los Angeles last month at CALED's annual conference, California's premier training event for economic developers. And, sure enough, I was invited to talk about the "R" word on a panel.

While prepping my remarks, it occurred to me how differently economic professionals use this word from how it crops up in everyday life.

The dictionary definition means "the capacity to withstand or recover quickly from difficulties". For most people, that is associated with a question of character, a kind of mental and moral toughness. As parents, for example, this is a trait we work hard to imbue in our kids.

But to economic developers – and our Governor -- resiliency is all about strategy: evaluating the reliability of infrastructure, creating a cash reserve in the budget, accurately predicting future economic shocks and stresses, and mitigating against what hasn't happened yet.

I want to argue that it's the same – or should be – for small business-owners. Can you really Outsmart Disaster? Well, you obviously can't prevent an earthquake or outrun a wildfire. But you can be resilient in both senses of the word by developing the mindset to keep going after inevitable setbacks...and doing the hard work it takes to expect the unexpected.

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

[Small Business Success Stories](#)

Check out these three small business success stories from the [California Office of the Small Business Advocate \(CalOSBA\) Small Business Development Center \(SBDC\) Network](#).

Northern California

Lori Enriquez Makes Big Impact with Happy Rides

[WBC Lori Enriquez Happy Rides](#)



WBC Lori Enriquez Happy Rides

Lori Enriquez had never run a business, when she found herself in a situation, where starting her own business was the only viable solution to helping her father get to medical appointments. After working with the team at West Business Development Center, and participating in Mendocino Start Up 2022, Lori was able to successfully launch Happy Rides. Now three years into her journey, Happy Rides is growing with eight vans to date, providing jobs and serving a vast community in Northern California.

Visit the Happy Rides Inc. website [here](#)

Connect with the West Development Center [here](#)

Central Valley

Annie DeGrazia: From Food Truck to Bakery Owner



Annie DeGrazia, a culinary entrepreneur, and mastermind behind the popular Conchitas Truck, has taken her passion for Mexican cuisine to new heights with the opening of Conchitas Bakery. DeGrazia's journey from a food truck owner to a successful bakery proprietor is an inspiring tale of perseverance and culinary innovation.

The Conchitas Truck gained a loyal following in the bustling streets of the city, serving up mouthwatering Mexican delicacies to a growing fan base. DeGrazia's unique twist on traditional recipes, combined with her commitment to using high-quality ingredients, quickly made her truck a go-to destination for food enthusiasts.

However, DeGrazia's ambition didn't stop there. Driven by her love for baking and a desire to expand her culinary empire, she decided to open Conchitas Bakery, a natural extension of her successful food truck venture. The bakery would allow her to showcase her expertise in Mexican pastries and desserts, offering customers a delectable array of treats.

DeGrazia came to the Valley Sierra SBDC for guidance on how to be a successful first-time business owner. Annie and her business partner Martha were looking to grow the food trailer business and learn how to make more profit. Annie and Martha got connected with our food truck expert, Tim Douglas. Tim started consulting Annie and Martha on how to develop a menu for a food service enterprise. They later were interested in applying for a loan to purchase equipment for their startup business. Tim assisted them with the process of putting together a profit analysis and applying for a FTHF loan. Over the past two years, Conchitas Truck expanded and grew so much that Annie has officially launched what is now Conchitas Bakery in Modesto!

Visit the Conchitas Bakery to order online [here](#) and visit the store at 4459 Spyres Way Suite 3 in Modesto.

Check out the Conchitas Bakery success story [here](#) and sign up to be a client today with the [Valley Sierra SBDC](#).

Southern California

Congratulations to Pacific Ink, Inc. on the 2023 U.S. Small Business Administration Women-Owned Small Business of the Year Award



Pictured here left to right, Jaime Mautz, President and Alex Mautz, Chief Operating Officer and co-founders of Pacific Ink, Inc. launched their small business in 2000. Fast forward twenty-three years to now - they are the winners of the 2023 U.S. Small Business Administration (SBA) San Diego District Women-Owned Small Business of the Year award. They were honored and celebrated at the 2023 SBA San Diego District Awards event on May 9, 2023.

How did they get here? With a lot of hard work, dedicated support from the North San Diego Small Business Development Center (SBDC), and a key access to capital connection that spurred the growth of their business.

In 2001, shortly after starting their new small business, Pacific Ink needed help with accounting, so Jaime reached out to the San Diego & Imperial Valley SBDC Network and was connected with the North San Diego SBDC. She went to one of their workshops, which led them to 1-on-1 consulting. Through these consulting and training services, this support helped them connect with U.S. Bank representatives to access loans and capital to grow their business.

Pacific Ink initially launched with the intention to sell ink and toner. With guidance from the SBDC, the business grew to sell all office supplies, then expanded to selling facility maintenance supplies – think a cross between Home Depot and Office Depot.

Once Pacific Ink secured General Services Administration (GSA) contracts in 2004 with the federal government, they were off to the races. Their business

has evolved into approximately 95% government and multi-million dollar federal and military contracts. Their business model drop ships through all of their suppliers and is growth focused.

Valley Center for the Blind provides customer service for the Pacific Ink call center to respond to customer inquiries. Jaime and Alex felt it was important to give back and engage the blind and low-vision community to provide economic mobility and employment opportunities to this underserved labor force and to do their part to combat the approximately 70% unemployment rate for blind and low-vision adults. Pacific Ink holds DBE/WBE certifications at the state level and WOSB/EDWOSB at the federal level.

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

Visit the Pacific Ink store online [here](#), contact them at serviceteam@pacificink.com or by phone at (877) 838-6843.

Sign up today to be a client of the San Diego and Imperial Small Business Development Center Network [here](#).

Learn about Valley Center for the Blind customer service call center and industry services [here](#).

[The State of Diverse Businesses in California Report](#)



The California Office of the Small Business Advocate (CalOSBA) has released a research report fielded by the state's leading minority chambers, Small Business Majority, and Beacon Economics to produce the State of California's first report on the economic, fiscal, and social impact of diverse firms in California.

Part of the Governor's Office of Business and Economic Development (GO-Biz), CalOSBA commissioned the report in response to Governor Newsom's

September 2022 [Executive Order N-16-22](#) that directed state agencies and departments to take additional actions to embed equity analysis and considerations in their mission, policies and practices.

“The Governor’s Office has long acknowledged that diverse small businesses power California’s economy, generating billions in economic activity and significant tax revenues for California. But we couldn’t sufficiently quantify their activities, performance, or impact – until now” said Tara Lynn Gray, CalOSBA Director. “This report signifies the Governor’s commitment to a more inclusive understanding of our economy and the findings will help our office and our partners to better support the Governor’s vision of a California for All.”

Key findings from the report include:

- Minority small business contribute nearly \$193 billion in economic output per year, which is greater than the annual GDP of 18 U.S. states (2022 figures).
- Minority small businesses in California generate \$28.7 billion in tax revenue each year.
- Minority small businesses support 2.56 million jobs annually across California.
- The business sector with the highest concentration of small minority firms (defined as employing 20 employees or less) is the Trade, Transport and Utilities sector* with over 300,000 minority firms (*wholesale trade, retail trade, transportation and warehousing, utilities)

Read the Full Report [here](#)

[Grant Programs](#)



The following grant programs are administered by CalOSBA. Review the status of current and upcoming grant programs below.

Grant Programs ‘To Be Determined’

The following grant programs may open soon. Stay on our email list to learn if/when these programs come available.

- [Supplemental Paid Sick Leave Relief Grant Program \(SPSL\)](#) - Round 2
- [Accelerate California Inclusive Innovation Hubs](#)
- Ag Drought Flood Relief
- CA RISE

Closed Programs

The following grant programs are currently closed.

- [Supplemental Paid Sick Leave Relief Grant Program \(SPSL\)](#) - Round 1
- [California Dream Fund Grant Program](#)
- [California Venues Grant Program](#)
- [Microbusiness COVID-19 Relief Grant](#)

CALED 2023 Essential Annual Training Conference: Resilience is the Foundation for Small Business Sustainability



Pictured center here: CalOSBA Director Gray with Gurbax Sahota, CALED President and CEO and CalOSBA team members



CalOSBA Director Gray pictured here with CalOSBA team members after the Resiliency & Recovery for Community & Business Panel Discussion

CalOSBA attended the 2023 [California Association for Local Economic Development \(CALED\) Essentials Annual Training Conference](#) in the City of Los Angeles from June 21-23, 2023. This annual training event featured engaging economic development speakers from diverse backgrounds and organizations to discuss best practices to support the economic wellness and mobility of their communities. The CALED team also highlighted the [CALED Economic Development Recovery and Resiliency Playbook](#).

As Director Gray mentions in this month's column, [Outsmart Disaster](#) is a statewide preparedness initiative aimed to equip all Californians with the tools they need to be resilient in the face of natural disasters. Clair Whitmer, Northern California Lead Regional Advisor moderated a panel to discuss Outsmart Disaster and other resiliency tools with Director Gray and Malinda Matson, Economic Development Representative for Northern and Coastal California at the US Department of Commerce, Economic Development Administration.

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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