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

**From The Advocate: What is an Entrepreneur and Why Do We Need Them?**

Tara Lynn Gray, Director of the California Office of the Small Business Advocate (CalOSBA)

For obvious reasons, I frequently mention “small business owners” and “entrepreneurs,” in the same sentence. For not-so-obvious reasons, sometimes
I’m asked to explain the difference.

I sometimes chuckle at the question.

But I also think I know why people ask. I think our culture wants to reserve the word “entrepreneur” for those whose businesses become big over time. You have to earn the label by becoming, in a word, rich. Small businesses are, by definition, small and that means, to some, that maybe the owner hasn’t yet earned those entrepreneurial stripes. Google the phrase “American entrepreneur” and you’ll see what I mean. The distinction is important because of the status our culture grants to those “American entrepreneurs.” We extoll their achievements and thrill at their exploits. (Elon Musk comes to mind.) Sometimes we are shocked by their excesses. (Elizabeth Holmes and Adam Newman come to mind). But we generally think that big ideas merit big risks, including from the banks and equity capital that line up to finance those big ideas.

For the record, my answer to the question is that the word “entrepreneur” is less so defined by how much you make in the long run, but more so by how much you risk at the front end. I quote Investopedia: “An entrepreneur is an individual who takes the risk to start their own business based on an idea they have or a product they have created while assuming most of the risks and reaping most of the rewards of the business.”

To me, those with modest dreams of success can earn the label “entrepreneur” just as well as the next future tycoon. Personally, I’m thrilled by the exploits of the mom-and-pop shops risking it all every day by showing up and doing all the work themselves.

To me, small ideas merit big risks... and equal access to capital sources.

Click here to read the full article on LinkedIn

Welcome Linda Quiñones-Vaughan CalOSBA’s New Central California Regional Advisor

Meet our newest Regional Advisor for Central California, Linda Quiñones-Vaughan. She has experience growing opportunities for business and community. She has chaired economic initiatives for Central California and worked at building collaboration with public and private entities to help strengthen California’s business environment.

Her career has focused on banking, utilities, and insurance industries.
She understands the unique and current challenges California businesses are facing and is focused on leveraging her skills and experience to support our small business ecosystem and she is committed to helping build sustainable local economies within her region. Linda is known for her business acumen and for building strong collaboration amongst diverse entities. Her family history is embedded in agriculture and family-managed restaurant businesses.

Linda lives in, and is committed to, California’s Central Valley. She loves to spend her free time in Eastern Sierra County where she hikes and communes with nature. She has supported public-private partnerships with business, government, and education at the core.

She graduated from California State University, Bakersfield, where she served as Associated Student Body President, with a master's degree in Public Administration and an undergraduate degree in English Communication with a Business Minor. Her background includes public affairs, governmental affairs, and media relations. Linda is the founder of several organizations that have advanced special projects and has been recognized for the initiatives by many organizations such as chambers of commerce, business associations, and public entities.

When asked, she states her philosophy is simple, “show respect, help build, live and thrive.” Join us in welcoming Linda to the CalOSBA team.

**Regional Advisors Corner**

May was a busy month for the Regional Advisors celebrating as many Small Business Month events as possible.

On the day of her swearing-in in Sacramento, Central California's Linda Quinones-Vaughan made time to join the NorCal team at the first Capital Summit of the new Sacramento Valley Small Business Development Center.
Linda, Norcal’s Clair Whitmer, and Outreach Specialist Jermaine Carter-Gibson (see above) met with the Sacramento Valley SBDC’s SiewYee Lee-Alix, California Capital’s Deborah Muramoto, NorCal SBDC Regional team’s Preet Ahluwalia, and SBA representatives Carrie Ellinwood and Heather Luzzi.

Clair Whitmer modeled Siskiyou County swag with SBDC Director Quintin Gaddy at the California Association for Local Engagement Development (CalED) Annual Training Conference in Long Beach too.

SoCal’s Chris Earl and Outreach Specialist Amber Tarrac turned out to heartily congratulate the Orange County Inland Empire (OCIE) SBDC’s Orange County (OC) Made graduating cohort, 60 brand-new business-owners strong, at the Orange County Fairgrounds (5/16). And then they went shopping at 60 pop-up booths!

The next week Whitmer spent two intensive days with SBDC directors from all 36 counties in the SBDC NorCal Region and spoke to Tri-Valley businesses, Chambers of Commerce, and Workforce Development teams at a Small Business Workshop organized by Assembly Member Rebecca Bauher-Kahan’s office (5/19).

Grant Programs

Update – View the California Microbusiness COVID-19 Relief Grant County Contact Guide
The program provides competitive micro grants of $2,500 to eligible microbusinesses impacted by COVID-19 and the related health and safety restrictions. Amounts available for each County are based on population as determined from the latest population estimates from the California Department of Finance. The role of grantmaking entities was granted to County government agencies or a consortium of nonprofits through two rounds of applications.

For more information, review the MBCRG County Contact Guide to check the application dates for your nearest county.


**Coming Soon! The CA Nonprofit Performing Arts Grant Program**

Get ready - The CA Nonprofit Performing Arts Grant Program will open for applications soon! The program will provide grants to eligible nonprofit performing arts organizations to encourage workforce development. Program eligibility will be open to nonprofit performing arts organizations registered as a 501(c)(3) with no more than two million dollars in annual gross revenue and in one of the following North American Industry Classification System (NAICS) Codes:

- (A) 711110 – Theater Companies and Dinner Theaters
- (B) 711120 – Dance Companies
- (C) 711130 – Musical Groups and Artists
- (D) 711190 – Other Performing Arts Companies

Visit [www.CANonprofitPerformingArts.com](http://www.CANonprofitPerformingArts.com) to learn more about this grant opportunity and to get updates on the program.
Resiliency and Outreach

Celebrating Small Businesses During LGBTQ+ Pride Month

We are celebrating Pride month and honoring LGBTQ+ small business owners who work hard to create a thriving economy and provide for their families.

CalOSBA Inclusive Access to Resources

**STEP 1: Select "Settings"**

**STEP 2: Select your options**

Did you know - the CalOSBA website has accessibility settings to assist readers who are visually impaired to access small business information and resources?
To make the website accessible, readers can select the “Settings” option in the upper right-hand corner. Then, a drop-down menu will appear. This menu allows the user to create a high contrast on the website and change the font size.

Check out the picture above to access the settings.

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