



CalOSBA's monthly newsletter features the most recent announcements from the State of California, along with resources available for all small businesses across our diverse communities.

### **Celebrating 11 New Food Entrepreneurs with Oakland's Food Inc.**



Pictured left: Nicole Felix and Reggie Borders of Pound Bizness | Top-Middle: Hoa Nguyen of Que's Kitchen and CalOSBA Director Tara Lynn Gray | Bottom-Middle: Chef Tirzah Love of Soul Box | Right: Packaging of Homestyle Café's new BBQ sauce, created by Yvonne Jacobs

On Sept 28, eleven entrepreneurs received certificates from CalOSBA Director Tara Lynn Gray for being the first graduating class of Food Inc. – A 6-week incubator program helping entrepreneurs launch food products in today's market.

The Food Inc. Incubator program was held in downtown Oakland, and hosted in partnership by the [NorCal Small Business Development Center \(SBDC\) Regional Network Restaurant Program](#), professional chefs and food experts from [Port Product Lab](#), [Port Kitchens](#) and the [California Restaurant Association](#).

The Food Inc. program helped entrepreneurs with varying levels of experience: finalize new food products, launch a cottage or catering food service, and

invent new ways to market and distribute in a pandemic-disrupted marketplace

Graduates received in-depth knowledge on topics from:

- Licensing
- Understanding food costs
- Social media strategy
- Creating product videos
- Packaging (like Homestyle Café's new BBQ sauce label pictured right above)
- Professional headshots (like Pound Bizness pictured left - above)
- And more!

**Food Inc. graduates include:** Clarissa Velasco of [510 Desserts](#), Suzanne LaFleur of [Petite LaFleur](#), Steve Schechner (Start-up), Cheryl Wells of [Simon Oak Baking](#), Chef Tirzah Love of [Soul Box](#), Yvonne Jacobs of [My Homestyle Café](#), Nicole Felix and Reggie Borders of [Pound Bizness](#), Rene Johnson of [Rene's Gourmet Pickings](#), Hoa Nguyen of [Que's Kitchen](#), Robert Ramos of [Ramos BBQ](#), and Diana Zaldivar of [Diana Zaldivar](#).

Food Inc. is only one of many programs available to help California small businesses start, manage, and grow. NorCal SBDC Regional Network is funded in part by a grant agreement with CalOSBA. To learn about more small business programs and small business technical assistance centers, connect with a local advisor in your area by clicking [here](#).

### **The Last Round of the California Small Business COVID-19 Relief Grant Closed on September 30th at 5pm Pacific**



This program is funded by the State of California and administered by CalOSBA.



**THE CALIFORNIA SMALL BUSINESS COVID-19 RELIEF GRANT PROGRAM IS CLOSED**



[www.CAReliefGrant.com](http://www.CAReliefGrant.com)

*Round 8* (open to nonprofit cultural institutions only) AND *Round 9* (open to new for profit, new nonprofit cultural institutions & waitlisted applicants from certain previous rounds) closed on September 30th.

Lendistry is currently reviewing applications.

Check the status of your application by logging into your account at [www.careliefgiant.com](http://www.careliefgiant.com). Please make sure to check your email for updates from Lendistry.

### Frequently Asked Question

#### Who can I contact to get updates on my application status or assistance with the application portal?

Application status is only available through your account and by directly contacting Lendistry below. (CalOSBA does not have access to applicant information):

Call Center hours\*:

Monday–Friday – 7 AM – 7 PM

\* Call Center for Small Business COVID-19 Relief Grant Program: 888.612.4370

\* Call Center for Arts & Cultural Institutions/Round 8 only: 866.759.5320

Email: [careliefgiant@lendistry.com](mailto:careliefgiant@lendistry.com)

For the most up-to-date information on the California Small Business COVID-19 Relief Grant, visit [www.CAReliefGrant.com](http://www.CAReliefGrant.com)

\*Call center hours, days, and times are subject to change

### \*Featured Webinar\*

#### ENSURING EQUAL ACCESS

*Disability Access and Business Facilities with Open–Air Dining and Curbside Pick–Up*

#### MUST ATTEND WEBINAR

Presented By:   **CCDA** | California Commission on Disability Access  **ADSA**  
DIVISION OF THE STATE DEPARTMENT OF SOCIAL SERVICES

# ENSURING EQUAL ACCESS

**Disability Access and Business Facilities with  
Open–Air Dining and Curbside Pick–Up**



This free introductory presentation provides you with insight on the barriers that customers with disabilities encounter when visiting retail and restaurant establishments. Additionally, information specific to accessibility for outdoor dining and curbside pick-up, which many establishments began using over the past year, will be provided. Presenters will also explain the legal benefits offered by hiring a Certified Access Specialist (CASP) to provide an inspection of your



facilities. A CASp will help you ensure that your business and/or facility is compliant with the state and federal accessibility standards, limiting your exposure to a discrimination claim under the Americans with Disabilities Act.

Thursday, Oct. 28, 2021

3:00 to 4:00 p.m.

Join the FREE webinar through this [MS Teams Attendee Link](#).

### Presenters

- Tara Lynn Gray, Director, Office of the Small Business Advocate (CalOSBA)
- Angela Jemmott, Executive Director, California Commission on Disability Access (CCDA)
- Ida Clair, State Architect, Division of the State Architect (DSA)

### Event Details

The webinar will be presented through the Microsoft (MS) Teams platform. Attendees are not required to pre-register or have a MS Teams account in order to view the webinar. Participants will be in listen-only mode and questions can be sent through a chat feature. MS Teams on the web includes live captioning. Those who cannot access the presentation on the web can listen by calling [\(.916\) 245-8850](#) and using conference code [985 269 213#](#).

Reasonable accommodation requests should be sent to [dsacommunication@dgs.ca.gov](mailto:dsacommunication@dgs.ca.gov) at least five business days prior to the event.

### Inclusivity in Small Business

*Highlighting diversity in entrepreneurship and how every owner can have a small business that's accessible for ALL.*

Pictured top-right: Gardenia Canal, owner of [Rico's Tacos El Tío](#) who worked with [New Economics for Women](#) – [Women's Business Center](#) | Pictured bottom-right: Brianna Knight, owner of [B.O.K. Natural](#) who worked with [Access Plus Capital](#)

All month long, we're highlighting business owners, small business technical assistance providers, and more who pour their hearts into building up California through entrepreneurship and how every business owner can have a small business that's accessible for all.

Follow us on [Facebook](#), [Instagram](#), and [Twitter](#) to hear about upcoming events across the state to help you start, grow, manage your business, and become more resilient.

## **Welcoming California's New Northern California Regional Advisor, Clair Whitmer**

Clair Whitmer is the new Northern California Regional Advisor for the Office of the Small Business Advocate at the Governor's Office of Business and Economic Development (GO-Biz).



Whitmer recently served for two years as a FUSE Corps Executive Fellow for the City of Fresno Economic Development Team, helping the city to devise a strategic framework for inclusive economic development. She also has been running her own small business, UpBay Express, since 2020.

Prior to being tapped as a FUSE Corps Fellow, Whitmer was Head of Consumer Experience for Maker Media, publisher of Make: and producer of Maker Faire, from 2014 to 2019. Whitmer has worked in Silicon Valley since the 1990s, holding positions at several major brands in product management and tech-focused journalism.

Her mission is to help grow her region's entrepreneurial ecosystem in pursuit of an economy that works for everybody.

We welcome Clair Whitmer to the team.

## **How CalOSBA Regional Advisors Help Bridge the Gap Between Government and the Local Small Business Community**



LETICIA CORONA  
Central California Regional Lead Advisor



CHRIS EARL  
Southern California Regional Advisor



CLAIR WHITMER  
Northern California Regional Advisor

At CalOSBA, it's vital that we help establish robust programs to create an economy where business owners of any background can thrive.

That's why CalOSBA has strategic Regional Advisors throughout the state with a myriad of expertise to strengthen California's small business ecosystem. To further the [California Comeback Plan](#) and beyond, CalOSBA Regional Advisors bridge the gap between government and the needs of local businesses by:

- Establishing partnerships with other agencies to develop new initiatives
- Advocating for small businesses in their respective regions
- Engage the local community to share resources and programs available at CalOSBA
- Expanding small business resources
- ... and more!

CalOSBA has a Central California Lead Advisor, and Northern and Southern California Regional Advisor. If you're interested in connecting with your Regional Advisor, please [click here](#).

**Access Resources On California's New Small Business Portal**





On September 9th, the California's Office of the Small Business Advocate (CalOSBA), part of the [Governor's Office of Business Economic Development \(GO-Biz\)](#), announced the launch of [calosba.ca.gov](https://calosba.ca.gov) - a website that connects California's small business community with critical state and federal resources.

Small business owners, entrepreneurs, and startups can access many resources like:

- Small business technical assistance centers located throughout California that offer specialized support for no-cost or at a low-cost
- Financing information including state and federal capital programs and tax/credit incentive programs
- Business Learning Center that helps business owners navigate the varying stages of the business development process
- Permits, licenses, and regulations
- Access to new markets, including e-commerce, international trade, and procurement and supply chain programs

For more information, visit [calosba.ca.gov](https://calosba.ca.gov).

**Funding Options Are Available For Small Businesses  
Through IBank's Small Business Finance Center**



### DID YOU KNOW...

Many small businesses have already received direct financial support through **IBank's Small Business Finance Center**



**IBank**  
California Infrastructure and  
Economic Development Bank

Many funding options are available for small businesses across all industries and sizes.

Did you know thousands of California small businesses have already received direct financial support through IBank's Small Business Finance Center?

IBank's Small Business Finance Center supports communities throughout California by providing loan guarantees, Jump Start loans, disaster relief financing, & more.

Check out some of the businesses that have used IBank's Small Business Finance Center [here](#).

You can also email the IBank Small Business Finance Center Team [here](#).

-

The California Office of the Small Business Advocate (CalOSBA) supports economic growth and innovation and ensures that ALL California small businesses and innovative startups have the information and direct support they need to better navigate resources, programs and regulations. CalOSBA serves as the voice of small business, representing their views and interests across the state and advocating for equitable access to capital, markets, and networks so that all California small businesses successfully start, manage, grow and become more resilient.

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

### California Office of the Small Business Advocate (CalOSBA)

1325 J Street, Sacramento  
CA 95814 United States

[business.ca.gov/zendesk](https://business.ca.gov/zendesk)

You are receiving this email because you signed up on our website, registered for a previous webinar, or attended an ETF event.

[Unsubscribe](#)





