

[For the best reading experience, view this email in your browser.](#)



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.

In This Issue:

- [From the Advocate](#)
- [Regional Advisors' Corner](#)
- [Resiliency and Outreach](#)

From the Advocate: You're Invited - The CalOSBA State of the Office



If you are reading these words in the CalOSBA newsletter, then keep an eye on your inbox for news about the next innovation from my office: a virtual “Open House” that we will host in the first week of October to give you an overview of our mission, a walkthrough of our programs, introductions to my amazing team (many brand-new recruits!) and, best of all, a personalized explanation of why small business support is a top priority of Governor Newsom’s administration.

If you’re reading this column on LinkedIn, then please make sure to subscribe to the CalOSBA newsletter so we can share this event with you. Online event space is limited so, unfortunately, we can’t invite all 4.2 million small business owners in California...but we can record it for you!

[Newsletter Signup](#) | [California Office of the Small Business Advocate \(CalOSBA\)](#)

As Director, I’m accountable for the investment that the state has made in my office. And, as a human, I am proud to show off my team and their accomplishments.

But the most important message we want to send at this Open House is that California is still the best home in the nation for entrepreneurs, despite the undeniable shocks and stresses that you – California’s small business owner – have endured the past three years. And I’m going to tell you why entrepreneurship, here in California and across the country, is more important to our economy – now, more than ever.

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

[Regional Advisors' Corner](#)



Pictured left to right: Clair Whitmer, CalOSBA Northern California Regional Lead Advisor with Pat Fong Kushida, President and CEO of the California Asian Pacific Chamber of Commerce; Chris Earl, CalOSBA Southern California Regional Advisor with Edward Ornelas, Jr., President of the [Inland Empire Chamber of Commerce](#); and Pat Fong Kushida presents an award to several finalists at the Minority Women LEAD live pitch competition.

It was all networking and pitching in the CalOSBA Regional Advisor corner this month. First, CalOSBA's Northern California Regional Lead Advisor Clair

Whitmer and CalOSBA's Northern California Small Business Local Engagement Specialist Jermaine Carter-Gibson attended a Capital Summit on August 16th to cheer on San Mateo small businesses. Isabela Aguiar and Nora Razón, who are both members of the [Peninsula/South Bay Renaissance Entrepreneurship Center](#) leadership team, organized the event.

On August 19th, CalOSBA's Southern California Regional Advisor Chris Earl attended a Summer VIP Networking event, held at the [Heroes Restaurant and Brewhouse](#) in Ontario.

Whitmer wrapped up the month of August by attending the Fifth Annual [Minority Women LEAD](#) live pitch competition, sponsored by the [California Asian Pacific Chamber of Commerce](#) and [National ACE](#). Five finalists walked away with seed funding of up to \$10,000.

Read about all the inspiring finalists by clicking here: [Featured Women - Minority Women Who Mean Business](#).

[Resiliency and Outreach](#)

San Mateo Small Business Development Center in Northern California Brings First Annual Capital Summit to Redwood City



Pictured left to right: Jermaine Carter-Gibson, CalOSBA Northern California Small Business Local Engagement Specialist, Isabela Aguiar, Renaissance Entrepreneurship Program Coordinator, Nora Razón, San Mateo Small Business Development Center Director, Clair Whitmer, CalOSBA Northern California Regional Lead Advisor, and Julie Clowes, SBA San Francisco District Director.

The [San Mateo Small Business Development Center \(San Mateo SBDC\)](#), in partnership with the Renaissance Entrepreneurship Center, hosted their first Capital Summit under the leadership of Director Nora Razón. Held inside the beautiful [Chan Zuckerberg Initiative Community Space](#) in Redwood City, the event included founders, startup leaders, and lenders, along with local, state, and federal representatives to discuss access to capital.

The event featured remarks from Clair Whitmer as well as Small Business Administration (SBA) San Francisco District Director Julie Clowes.

Attendees heard valuable information from two diverse panels. The panels included traditional lenders (banks and credit unions) and non-traditional lenders (nonprofit microlenders and hard money lenders). Each panel shared best practices, talked about current programs, and answered questions from the audience about their specific capital needs; the recurring themes were preparedness and relationship building.

In addition to the successful Capital Summit, the San Mateo SBDC continues to provide valuable resources to businesses in San Mateo County.

To learn about the latest trainings and upcoming events, visit the San Mateo SBDC website [here](#).



Pictured left to right: Clair Whitmer addressing the audience; Non-Traditional Lenders Panel and Traditional Lenders Panel discuss capital and small businesses.

Central California Success Story – How the Team at “Trees” Found Success While Developing Their App



When an entrepreneur comes up with a business idea, finding a path to make the business idea a reality can be a challenge... especially in the app development space.

But, when we see a company gain traction to become successful, we want to share that story.

A perfect example of an app development company that took their idea from concept to reality is a small business called, “[Trees](#)”, located in San Luis Obispo, California.

The company worked with the [Cal Poly - San Luis Obispo Center for Innovation and Entrepreneurship Small Business Development Center \(Cal Poly SBDC\)](#) as they developed their app. Not only did the Trees team tap into the Cal Poly SBDC consultants for guidance, but the company also accessed funding from angel investors.

Johnny White, PhD. and the founder of Trees stated, “Once you have people who believe in you and join you, your ability to get things done multiplies.”

Take a minute to watch the [video](#) and learn about the company’s experience working with the Cal Poly SBDC.

Southern California’s Innovate78 North County San Diego Quarterly Startup Series – Talent Recruitment and Retention



[Innovate78](#), a collaborative regional partnership between the 78 Corridor North County San Diego cities of Escondido, San Marcos, Vista, Carlsbad, and Oceanside, hosted their quarterly Startup Series on July 14th in Oceanside, CA, which focused on workforce development and talent attraction.

Amber Tarrac, CalOSBA’s Southern California Local Engagement Specialist, attended the event, which attracted over 45 startup founders, municipal champions, and North County education and workforce development partners.

The panel was moderated by [Scotty Lombardi](#), Senior Vice President of Talent Acquisition at Umpqua Bank, and included an esteemed panel of expert talent entrepreneurs:

- [Hema Crockett](#), [Gig Talent](#), Carlsbad
- [Dominique McGill](#), [The HR Bar](#), San Diego
- [Sean Ring](#), [Fulcrum Workforce Solutions](#), San Diego
- [Mike Roberts](#), [Creating Coding Careers](#), Escondido

Key takeaways for entrepreneurs and startup founders:

- Small businesses have the unique opportunity to create a smaller, family-friendly environment and culture of experimentation – embrace it!
- Be authentic and clear on:
 - Company culture
 - Who you are as an organization
 - What you are going to work on
 - Who you are going to work with
- Consider less traditional talent pools like apprenticeship programs, [Professional Employer Organizations \(PEOs\)](#), [Braintrust](#), or [Topcoder](#), for example - be flexible and adjust your staffing model
- “Grow your own” – take a strategic approach to invest in talent early on and retention tools
- Plan for what you need right now and into the future
- Fast-growth startups experience a dynamic world of flexibility
- Identify for your business – where people need to be located and what is the talent recruitment and retention strategy
- Look to local talent sources in the existing pool, veterans, and remote opportunities to access global talent
- Look at job descriptions: what are the most important skills, what is fair market value, and what else can be offered – equity, benefits, motivation, and values

To learn more about upcoming Innovate78 Startup Series events, click [here](#).

Check out the latest workshops, trainings, and webinars from CalOSBA's technical assistance partners by clicking [here](#) to view the statewide calendar.

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](#)

