



## Small Business eNewsletter

Issue One - July 1, 2002

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**Our mission** is to be a resource, assisting Hispanics, Minorities, Women and Other under-represented business enterprises (M/W/OBEs) in the Los Angeles and Orange County areas with technical assistance, financing, bid requests, certification and training.

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### Letter from the Editor...

Welcome to the first edition of the CHARO Small Business eNewsletter. This newsletter will be bringing you monthly news articles, updates on new products and services, open bids and upcoming events. It will also serve as a training and advice guide on developing your small business. We welcome questions and suggestions. Email them to [arodriguez@charocorp.com](mailto:arodriguez@charocorp.com).

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### Featured Story... \$1 Million in New Loans

This past quarter alone, the CHARO Business & Financial Center assisted local-area businesses in securing over \$1 million in small business loans, which brings the cumulative total of loans funded to \$21 million. Loan examples include: a Photo Studio at \$180,000 from Wells Fargo Bank and a Dental Clinic at \$105,200 from Washington Mutual.

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### Top 5 Recommended Actions Steps for Successful Business Development...

1. Get Exposed by going to business fairs
2. Find your niche by focusing on areas you do best
3. Listen to customer needs rather than simply selling yourself
4. Take advantage of the Internet as a good marketing tool
5. Participate in government certification programs

Source: June 2002

[HispanicBusiness.com](http://HispanicBusiness.com)

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### Why 8(a) or Small Disadvantaged Business (SDB) Certification...

"SBA certifies 8(a) and SDBs to make them eligible for special bidding benefits. Evaluation credits available to prime contractors boost subcontracting opportunities for small businesses. We have become, in effect, the gateway to opportunity for small contractors and subcontractors."

Source:  
e:  
sba.gov

To apply for the SDB Certification now, click this link <http://www.sba.gov/sdb/indexsdbapply.html>

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### NEW Product Announcement - \$5,000 Express Loans

Introducing the SBA's Community Express Program, which offers small business loans of about \$5,000 for a seven-year term and provides an 85% guarantee. Community Express loans target minority, women a veteran owned small businesses, as well as any small business owner who either lives or operates a business in a low-to-moderate income area. **For more information on this type of loan, contact the CHARO Business & Financial center at (323) 269-0751 today or email us at [ahernandez@charocorp.com](mailto:ahernandez@charocorp.com)!**

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### City Place Developer Seeks Minority Owned Leasees...

The Latino N.E.W.S. Coalition has learned that Developers Diversified Realty Corporation (DDR) is actively seeking minority owned businesses to fill some of the spaces in the City Place Development. The boutique shops and restaurants that will enhance the feel of Long Beach's diverse population.

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## Why choose the Latin Business Association...

"Their exclusive membership benefits include networking opportunities with fellow business leaders, advice from LBA's experts and publications and exclusive, members-only discounts."

Source:

[lbausa.com](http://lbausa.com)

Become a member of the LBA, click this link: <http://www.lbausa.com/member-benefits/join/default.asp>

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## Open Bids...

The CHARO Small Business Contract Procurement Center is always updating the list of open bids. If you would like to join the program and receive regular updates, contact us today by phone at (323) 269-0751 or by email at [arodriguez@charocorp.com](mailto:arodriguez@charocorp.com).

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## Upcoming Events... (Our schedule of FREE training workshops is coming soon!)

**August 13** - Entrepreneur Training Class - develop your own complete business plan in 11 weeks. To learn more, call Frank Ortiz or Alejandro Hernandez at (323) 269-0751 or email [ahernandez@charocorp.com](mailto:ahernandez@charocorp.com)

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## The CHARO Business & Financial Center offers...

- **FREE Loan Services:** assist existing and start-up small and minority-owned businesses with financing including SBA and Conventional Loans as well as with lines and letters of credit.
  - **Entrepreneur Training Program:** provides training on business management, business and marketing plan development and formulating healthy financial relationships.
  - **Contract Procurement Services:** assist small and minority-owned businesses with bid requests by providing certification training, seeking open bids from public/private agencies and providing technical support.
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## This Month's Web Resources...

Web sites to visit - please note that clicking on any links on this page will launch your Internet browser.

<http://www.hispanicbusiness.com/>

<http://www.myownbusiness.org/>

<http://www.eastlosangeles.net/>

<http://www.sba.gov/>

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