

COAST

COMMENTS

Volume 16, No.3

SUMMER/FALL 2003

PACIFIC COAST REGIONAL SMALL BUSINESS DEVELOPMENT CORPORATION

PCR Celebrates a Record Year for Loan Volume

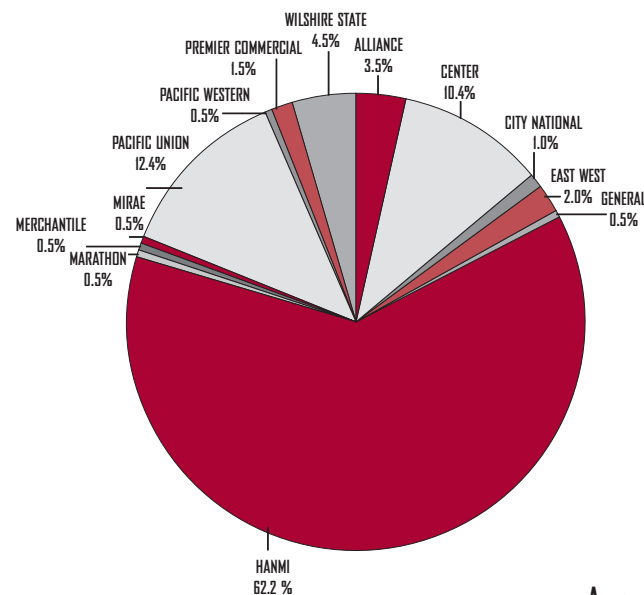
June 30, 2003 marked another milestone for Pacific Coast Regional Small Business Development Corporation (PCR). Besides being the end of our 26th year that date also marked the end of PCR's most successful year for loan volume on the State Loan Guarantee Program. During the year PCR issued 201 State of California loan guarantees in support of more than \$15 million in loans to local small businesses. The loans assisted the 201 businesses with myriad needs including inventory financing, new equipment, working capital, building acquisitions, business expansions through the acquisition of competitors and many other needs. In addition, the loans helped to create or retain more than 1,600 area jobs, during a time when the state was being impacted by a recessionary climate. Further, by virtue of PCR's support of these businesses with the State Guarantee program, these entrepreneurs received financing that otherwise would not have been available to them.

The loans were funded by 13 local banks, with the most prolific production from Hanmi Bank which alone accounted for 62% of the year's volume (see chart). PCR's president/CEO, Mark Robertson commends Hanmi Bank's management and staff for their recognition that, while the State Loan Guarantee can in no way substitute for the wonderful work done by the SBA, it can be used as a supplement to the bank's activity with the SBA. Robertson goes on to say that "Hanmi bank's management gets it; they understand that in those situations when a transaction is not a fit for the SBA program, the State program does provide proven credit enhancement, which allows for a higher yield (by virtue of the guarantee), and CRA credit." "And equally important", says Robertson "it allows the bank to do transactions that it otherwise would have declined".

"Truly", says Robertson, "the State Loan Guarantee Program is a benefit to all concerned."

By: Constance Anderson

Pacific Coast Regional State Loan Guarantee Report Program Information For Year-End June 30, 2003



Banks	#	%	Liability Amount	%	Average Guarantee Size
Alliance	7	3.5	\$419,136	5.6	\$59,877
Center	21	10.4	1,249,500	16.6	59,500
City National	2	1.0	163,600	2.2	81,800
East West	4	2.0	348,797	4.6	87,199
General	1	0.5	293,370	3.9	293,370
Hanmi	125	62.2	2,819,830	37.4	22,559
Marathon	1	0.5	15,000	0.2	15,000
Merchandise	1	0.5	82,500	1.1	82,500
Mirae	1	0.5	144,000	1.9	144,000
Pacific Union	25	12.4	970,780	12.9	38,831
Pacific Western	1	0.5	105,000	1.4	105,000
Premier Commercial	3	1.5	516,250	6.9	172,083
Wilshire State	9	4.5	406,100	5.4	45,122
TOTAL	201	100	\$7,533,863	100	\$37,482

For Small Business Owners

Scholarships Made Available By Institute Sponsors

Offers



Costs & Requirements



- Low cost business assistance training through the Entrepreneurial Strategic Planning (ESP) Program. *(valued at \$800 per person enrolled).*
- Intimate, personalized instruction in key areas of business management including financing options, computerization, new business strategies, new ways of organizing work, and other changes in the business world especially designed for the small business owner.
- Based on a nine-week 50-hour class curriculum. (Turn over to see schedule). Certificate awarded to each participant upon completion of the program.
- \$125 Registration fee.
- Open to existing and potential entrepreneurs.

PCR is one of Los Angeles' oldest non-profit business development organizations, providing finance, consulting and training to businesses throughout Southern California.

Financing

- State Loan Guarantee Program
Maximum Guarantee \$500,000
- SBA Micro Loans up to \$35,000
- Economic Development Administration (EDA) Financial Restructuring Assistance Program
- State Bond Guarantee Program
- State Disaster Assistance

Consulting

- One on one professional consulting on business challenges, Expansion, Finances, Business Planning
- Business Resource Materials

Training

- Classes on core business topics
- ESP-Entrepreneurial Strategic Planning - A dynamic nine week, all-inclusive course designed to help business owner's kick-start growth and achieve success.



Pacific Coast Regional
Small Business Development Corporation
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Los Angeles, CA 90010
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CURRICULUM		
Quantum Leap to Success <i>September 16 and September 18, 2003</i>	6 hours (2 three hour sessions) 7:00 p.m. – 10:00 p.m.	Vernon Webb
Financial Intelligence <i>September 23, 2003</i>	3 hours (1 three-hour session) 7:00 p.m. – 10:00 p.m.	Faculty
Developing Your Business Plan <i>Sept. 25 and Sept. 30 and Oct. 2, 2003</i>	9 hours (3 three-hour sessions) 7:00 p.m. – 10:00 p.m.	Teke Negus
Marketing Your Business <i>October 7 and October 9, 2003</i>	6 hours (2 three-hour sessions) 7:00 p.m. – 10:00 p.m.	Shelley Warren
Employee Development/Customer Relations <i>October 14, 2003</i>	3 hours (1 three-hour session) 7:00 p.m. – 10:00 p.m.	Rosita Odom
Small Business Legal Issues (HR) <i>October 16, 2003</i>	3 hours (1 three-hour session) 7:00 p.m. – 10:00 p.m.	Emmit Willis
Small Business Legal Issues <i>October 21, 2003</i>	3 hours (1 three-hour session) 7:00 p.m. – 10:00 p.m.	Steven J. Coté
Small Business Resources On The Internet <i>October 23, 2003</i>	3 hours (1 three-hour session) 7:00 p.m. – 10:00 p.m.	Elizabeth Ghaffari
Recordkeeping/Accounting <i>October 28 and October 30, 2003</i>	6 hours (2 three-hour sessions) 7:00 p.m. – 10:00 p.m.	Jeff Hill
Analyzing Your Financial Statements <i>November 4, 2003</i>	3 hours (1 three-hour session) 7:00 p.m. – 10:00 p.m.	Farid Haqq
Financing Your Business <i>November 6 and November 13, 2003</i>	6 hours (2 three-hour sessions) 7:00 p.m. – 10:00 p.m.	Farid Haqq
Business Strategies and Projections <i>November 18, 2003</i>	2 hours (1 two-hour session) 7:00 p.m. – 9:00 p.m.	Teke Negus

**For more information call
(213) 739-2999 ext. 228**

Limited Attendance... Enroll Now!

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Motivating Your Staff

THREE STEPS TO "PIQUE" PERFORMANCE

With staffs and job lines blurring, you can't afford to let your staff work at less than peak efficiency. Use this three-step process to extract the most from your people:



1. Clarify your expectations. It's not enough to set goals. Define what you expect from each staffer on each project and why it matters.

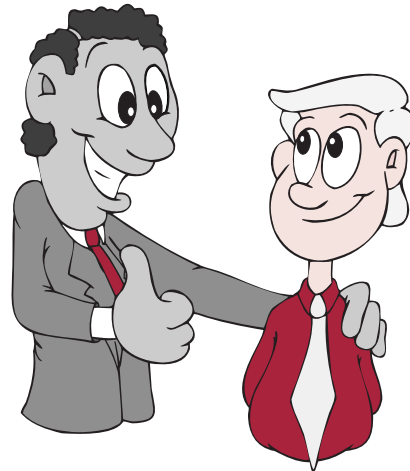
Begin with an "I expect you to ..." statement. Examples: "I expect you to identify three options and assess the pros and cons of each," or, "I

expect you to produce a mock-up and run enough tests until you're satisfied it's the best you can do."

2. Provide perspective. Next, place your expectations in context to help the employee appreciate the larger issues at stake. Use a "Your work will help us stay close to our customer," or "Your work will enable us to expand our product line at a time when we desperately need to diversify."

3. Express faith in results. Here's where you can really motivate someone to go all-out. Close with a "I know you do this because..." statement. Emphasize the staffer's stellar track record. If he lacks proven expertise, say, "I know you can do this because you have the sheer drive/discipline to excel."

August 03 Working Smart



As a preferred lender, Comerica can help you get an SBA loan.

It's quite simple, really. The Small Business Administration loan process with Comerica. Our team of SBA loan specialists really know the business of SBA. And as an SBA Preferred Lender, we're able to streamline the approval process down to just a few steps – so you'll get a much faster response. You can act sooner on important things such as financing start-ups, purchasing fixed assets or purchasing building. To set up an appointment with one of our SBA specialists, call us today at 1-800-888-3595. It's as simple as that.

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CANDID COMMENTS

When you have got an elephant by the hind leg, and he is trying to run away, it's best to let him run.

ABRAHAM LINCOLN

Leaders make things possible. Exceptional leaders make them inevitable.

LANCE MORROW

The individual action of the employee has far more impact than any ad. It's what makes the advertising promise real.

MERRIE SPAETH

A true leader is not the one with the most followers but one who creates the most leaders.

NEAL DONALD WALSH

You must first be who you really are, then do what you need to do, in order to have what you want.

MARGARET YOUNG

[A] person who lacks the courage to start is already finished.

STEVEN A. WEBBER

One is not an expert on something until one has touched it, used it, experimented with it, broken it, and fixed it, over and over again.

PETER H. GREGORY

There are risks and costs to a program of action, but they are far less than the long-range risks and costs of comfortable non-action.

JOHN F. KENNEDY

To get an
SBA loan,
you need
the right
numbers.

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At City National Bank, we're big on small business. We offer Small Business Administration (SBA) 7A and 504 loan programs that can help you expand your business. SBA loans can help you purchase inventory, new equipment, real estate, or provide working capital.

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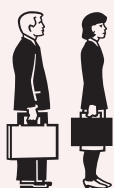


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Pacific Coast Regional (PCR)
Small Business Development Corporation
Small Business Consultants Program

Come Visit with Small Business Consultants at PCR

Got a question about starting your own business? Need advice on writing your business plan? Or just want to discuss a business related **QUESTION** or **IDEA**? **PCR's Small Business Consultants** can be of service to you.

First Session is \$30

Which includes a free small business start-up guide and other available materials

All Follow-Up Sessions are Absolutely Free

Appointments are scheduled for **Tuesday, Wednesday and Thursday mornings only**. After the first session you can come in as often as you like at no additional cost. Consultants meet with you one-on-one and answer questions on various subjects including:

- **Budgeting**
- **Business Planning**
- **Insurance**
- **Licenses**
- **Loan Packaging**
- **Taxes**

TO SCHEDULE AN APPOINTMENT CALL

Maria Marroquin or Amina Almeida at
(213) 739-2999 ext. 221/242

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PCR

Pacific Coast Regional Corporation Mission Statement

PACIFIC COAST REGIONAL SMALL BUSINESS DEVELOPMENT CORPORATION (PCR) IS A PRIVATE, NON-PROFIT CORPORATION ORGANIZED FOR THE PURPOSE OF ENHANCING THE GROWTH AND WELL-BEING OF THE SMALL BUSINESS COMMUNITY, THEREBY CREATING AND SUSTAINING EMPLOYMENT OPPORTUNITIES.

THROUGH A HIGHLY PROFESSIONAL STAFF, IT IS PCR'S EXPRESSED GOAL TO MAXIMIZE THE DELIVERY OF ITS FINANCIAL, EDUCATION, AND MANAGEMENT ASSISTANCE PROGRAMS FOR THE BENEFIT OF THE STATE OF CALIFORNIA.

Your PCR Team...



Top Left to right: Kenneth C. Smith, Teke Negus, Selena Davis, Peter D.Barash, Ellis Gordon, Jr., Nathaniel Jemison. Bottom Left to right: Lydia Nalls, Amina Almeida, Mark J. Robertson, Maria Marroquin and Constance Anderson.

COAST COMMENTS

Coast Comments is published quarterly by Pacific Coast Regional Small Business Development Corporation. The information given is not intended as legal or professional advice, and the publishers assume no liability in connection with its use. © Summer/Fall 2003.

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