

COAST

COMMENTS

Volume 18, No.2

SUMMER 2005

PACIFIC COAST REGIONAL SMALL BUSINESS DEVELOPMENT CORPORATION (PCR) SMALL BUSINESS EXPANSION

PCR HELPS "ONE" DREAM COME TRUE



Mr. Antoine Royster is the President of Dream One Transportation, which is a limousine service specializing in transporting business travelers and those in the entertainment industry. The firm was started in January 2002 and became operational in May 2002, when Mr. Royster purchased his first limousine. The business essentially operated on a part-time basis for the next year; at which time the company acquired an additional vehicle via an equipment lease to support the growing demand for services.

Dream One's primary customers are business corporate executives and entertainment clients. During the last year the company has focused on increasing services to corporate clients and steered away from individual jobs such as weddings and private parties. The corporate package includes pampering clients with "meet and greet" services, while eliminating airport transportation problems, streamlining costs, and

providing excellent customer service. As a result business revenues increased by 43% in 2003.

Future plans include hiring a Vice President of Operations, and additional staff as demand for services increases.

Mr. Royster sought guidance and support from various agencies. "If you're just getting your feet wet as an entrepreneur, you shouldn't be too proud to seek out organizations whose primary function is to assist small business owners. If you initially run your business through trial and error, you may be out of business sooner than you think," he warns. For this reason, future business owners should take advantage of all the resources available to them. Institutions such

as SCORE, the SBA and Pacific Coast Regional can assist small business owners with developing a business plan, marketing, sales, consulting, and financing. Mr. Royster took advantage of PCR's small business counseling program



(SCORE) and participated in the Entrepreneurial Training Institute. He also received a state guaranteed loan to expand his business. Mr. Royster now has two limousines. PCR looks forward to a continued relationship with Dream One.

Dream One Transportation
9100 South Sepulveda Boulevard
Los Angeles, CA 90045
310 670-5466

PCR Announces new loan program "COMMUNITY ENTERPRISE LOAN (CEL)"
Microenterprises, Minorities & Women Owned Businesses
Contact: Teke Negus, 213 739-2999 x. 223 for more information

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SCORE

Small Business Counseling

What to expect from SCORE:

A confidential, business counseling session with a SCORE volunteer counselor, who has the business experience you need to address your questions.

An assignment to help you think through your business challenge or opportunity, and a follow-up appointment to be set at your first counseling session.

Follow-up from your SCORE business counselor, checking in on your progress and offering additional assistance.

**Call our office,
make an appointment,
take advantage of this service.
213 739-2999, Ext. 228**

Words of Gratitude from the President



There are only two words that can express my appreciation for the fantastic year that PCR just completed on June 30, 2005, and those words are THANK YOU.

After 28 years of successful operations, this was an unprecedented year in PCR's history, and in the history of the California Small Business Loan Guarantee Program. PCR is one of 11 Financial Development Corporations throughout the state that administer this program, and has been the program's production leader for three consecutive years; but PCR's 328 small business loan guarantees issued during the year, represented 33% of the statewide total. This level of production made possible \$28.6 million in bank loans to small businesses that, without PCR's help, would not have access to needed capital. An added and important benefit of PCR's activities was the creation, retention, or otherwise positive impact on 2285 jobs during the year.

And so I say thank you. Thank you to our bank partners for believing in us, and working with us to complete loan transactions that normally could not be done. Thank you to the borrowers for tolerating our incessant questions, with the realization that we were working on your behalf. Thank you to our volunteer loan committee members for your guidance, counsel and wisdom in approving our loan requests. Thank you to our staff and underwriters for your flexibility, diligence, and teamwork. Finally, thank you to our Board of Directors for having the confidence in us, to fulfill our mission of "...the delivery of financial services, and management and educational assistance to any small business in need".

Thank you one and all.

Mark Robertson, Sr.

SELF-EMPLOYMENT ON THE RISE

Demographics and economic factors are driving a surge in self-employment, creating optimism that the overall economy will continue to grow in 2005.

For the first time in ten years, self-employment rates are on the rise across the country, according to a recent study sponsored by the U.S. Small Business Administration (SBA). The report indicates that tech start-ups, minorities, women and baby boomers are driving the surge. "The great news is that self-employment opportunities are opening up to a more diverse population than ever.

Currently, self-employment rates are highest in the West at 11.2 percent and lowest in the Midwest at 8.8 percent. The rate in the South is 9.9 percent and the Northeast is 9.5 percent. In addition, women now make up 32 percent of the country's 12.2 million business owners, up from 25 percent in 1983, according to the SBA. Hispanics, African-Americans and Asians also made strong gains in self employment in the past two years.

"Self-employment is critical to our economy", said Thomas M. Sullivan, chief counsel for Advocacy at the SBA. "The increase in self-employment rates for women, blacks and Latinos show that small business ownership can move minorities and women further into our economic mainstream." Entrepreneurship is central to the economy, fueling innovation, productivity and growth."

5 Tips to Help Hardworking Women Give Themselves a Break

“Someday, I’ll take some time off to make some changes in my life?” “Someday I’ll pursue the passion I’ve always had.” “Someday, I’ll just get some time to myself...to slow down and just breathe.”

You’re not alone. According to a national poll, almost 7 out of 10 people who make \$40,000 or more a year fantasize about taking at least several months off. One in five 35-49-year olds fantasizes about it daily. And still, our daily pace keeps speeding up and we don’t give ourselves permission to stop and take a look at our lives. Yet taking a break can actually energize and focus your life going forward. Start with small steps.

1. Consider how you got to be so “type A” in the first place. The pattern of saying “yes” started long ago. If you cut back your 24/7 accessibility, you’ll get back time in your life...so you can have one. Try to let go of the constant stream of “have-to-dos” and start to incorporate some of the “want-to-dos.” Your cell phone has an off button for a reason.

2. Extend a business trip by a day. You’ve already packed, flown and finished your assignment. Add on a day at the hotel and lose the nametag. Book a massage. Take a nap. Read fun magazines, not work files. Be taken care of for a change. Put together a ‘want ad’ for your

job...would you answer it? What would you change?

3. Choose a weekend as your Recharge Weekend. Change the scenery, sweep the agenda clean, rest and reflect. Meet with your personal board of directors, the friends you know and trust for advice, rather than colleagues who are on the same treadmill. Write down what’s working and what’s not. Make a plan for real time off if needed.

4. Take all your vacation. \$21 billion of untaken vacation time is returned to employers each year. Rather than bragging that you never take all your time, be embarrassed. You are not that indispensable. Leave your computer home and save a day at the end to go through the email pile. Reserve some time that’s yours alone.

5. Ask for the time off you need. If you’re a strong employee, your company should want to keep you. Be ready to negotiate. Propose how to handle your workload, recommend scheduling your time off during a slower season. Real time off helps you recover your perspective and your priorities.

Mary Lou Quinlan is the author of Time Off for Good Behavior, How Hardworking Women Can Take a Break and Change Their Lives from Broadway Books, 2005. Check out more ideas on her website, <http://www.timeoff4goodbehavior.com>

Welcome Back



PCR’s board and staff are pleased to announce that Mr. R.D. Lottie, Jr. will be re-joining our team, as a consultant in diversity marketing. As noted in the president’s opening message, PCR has enjoyed unprecedented success over the past several years, but one area that management

wants to pay special attention to is the ethnic diversity of those benefiting from PCR’s help. Management and staff are proud of PCR’s service to the Pacific Asian community, and see no reason for that relationship to change. The goal now, however, is to make sure that PCR reaches all segments of the community, including African Americans, Latin Americans, Caucasians and any others that need our help.

Most will remember that Mr. Lottie spent 24 years as our president, having retired three years ago. During his tenure at PCR’s helm, Mr. Lottie established the legacy that is PCR; one of integrity and service, and we welcome him back to help us serve more of the community that surrounds us. Welcome back R.D.

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A ROUND OF
APPLAUSE.

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we believe in making
our community a better place.

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Washington Mutual
LET US MAKE A FAN OUT OF YOU.

Training For Small Business Owners

Offers



- Low cost business assistance training through the Entrepreneurial Strategic Planning (**ESP**) Program.
- 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.
- Certificate awarded to each participant upon completion of the program.

Costs & Requirements



- \$100 Registration fee (an \$800 value) if registered by September 2, 2005;
- \$125 Registration fee if registered after September 2, 2005.
- 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 through SCORE (Service Corp. of Retired Executives)

- 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
3255 Wilshire Boulevard, Suite 1501
Los Angeles, CA 90010
(213) 739-2999 • www.pccorp.org

CURRICULUM FOR SEPTEMBER 13, 2005 – NOVEMBER 10, 2005

Quantum Leap to Success <i>September 13 and September 15, 2005</i>	6 hours (2 three-hour sessions) 7:00 p.m. – 10:00 p.m.	Vernon Webb
Financial Literacy <i>September 20, 2005</i>	3 hours (1 three-hour session) 7:00 p.m. – 10:00 p.m.	C. Anderson
Developing Your Business Plan <i>September 22, September 27 and September 29, 2005</i>	9 hours (3 three-hour sessions) 7:00 p.m. – 10:00 p.m.	Teke Negus
Marketing Your Business <i>October 4 and October 6, 2005</i>	6 hours (2 three-hour sessions) 7:00 p.m. – 10:00 p.m.	Suzanne Lawrence
Employee Development/Customer Relations <i>October 11, 2005</i>	3 hours (1 three-hour session) 7:00 p.m. – 10:00 p.m.	Rosita Odom
Small Business Resources on the Internet <i>October 13, 2005</i>	3 hours (1 three-hour session) 7:00 p.m. – 10:00 p.m.	Sherice Bellamy
Small Business Legal Issues <i>October 18, 2005</i>	3 hours (1 three-hour session) 7:00 p.m. – 10:00 p.m.	Harold Hart-Nibbrig
Small Business Employee Relations <i>October 20, 2005</i>	3 hours (1 three-hour session) 7:00 p.m. – 10:00 p.m.	Chris McCarnes
Recordkeeping/Accounting <i>October 25 and October 27, 2005</i>	6 hours (2 three-hour sessions) 7:00 p.m. – 10:00 p.m.	Jeffrey Hill
Analyzing Your Financial Statements <i>November 1, 2005</i>	3 hours (1 three-hour session) 7:00 p.m. – 10:00 p.m.	Farid Haqq
Financing Your Business <i>November 3 and November 8, 2005</i>	6 hours (2 three-hour sessions) 7:00 p.m. – 10:00 p.m.	Farid Haqq
Business Strategies and Projections <i>November 10, 2005</i>	2 hours (1 two-hour session) 6:00 p.m. – 8:00 p.m.	Teke Negus

FOR MORE INFORMATION AND REGISTRATION CALL:

(213) 739-2999, ext. 228

Limited Attendance... Enroll Now!

Website www.pccorp.org

Growing With EliteCom, Inc.



EliteCom, Inc. was started in 1998 by Mr. Rolf Donath, Jr. He started in business selling fax machines. The company now sells high speed automated copier systems, fax machines and printers, in addition to offering service contracts and supplies for the equipment. EliteCom, Inc became an

authorized dealer for Ricoh Corporation several years ago to sell their Gestner product line and is an exclusive distributor for their copier products. EliteCom is also an authorized repair and maintenance center for all Ricoh products. The business has experienced strong sales growth over the last two years as a result of hiring an experienced sales representative and shifting more towards service contracts.

To accommodate growth, last year EliteCom leased an additional 4,000 square feet of office and warehouse space at their existing location. The business now operates out of a 9,000 square foot facility. EliteCom's loan from Alliance Bank and guarantee from PCR will support the expansion and also provide accounts receivable financing support. PCR has been a partner with EliteCom since May 1998, which was the date of our first loan guarantee. We have supported the company's growth and look forward to supporting their needs in the future.

The business is located just south of Downtown Los Angeles, in the area most commonly known as the Garment District. The current number of employees is 11, with growth plans including 14 new hires over the next five years.



Rolf with Nestor Correa, PCR Vice President, Program Manager.

Elite Com, Inc

3220 S. Hill Street. Los Angeles, CA 90007

www.elitecominc.com 213 745-7800

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Corporation
and the
Entrepreneurial Training Institute**



MEMBER FDIC

What makes repeated failure endurable is being in love with the work you do and being convinced of its value.

HELEN TWORKOV

A fundamental ingredient of success is self interest- which should be viewed idealistically rather than cynically. It is a powerful motivator and can be extremely effective in getting people and organizations to do good as much as to do well.

BILL SHORE

We must be people of integrity seeking to do which is right even when no one is looking and staying committed whether the test is adversity or prosperity.

C. WILLIAM POLLARD
BUSINESS LEADER

Your Organization's success... You usually can't win by doing the exact same thing your competitor, but 10 percent better. You need to change the rules to get ahead. Offer something else.

CHRIS PETERS

Motivation is everything. You can do the work of two people, but you can't be two people. Instead, you have to inspire the next guy down the line and get him to inspire his people.

LEE IACocca

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


213 347-2430

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.


We have competitive interest rates and longer loan terms.

To find out how our SBA loans can work for you, call Francisco Navas at 213-347-2430.

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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.



We listen. We understand. We make it work.®



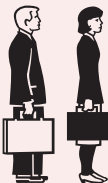
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Pacific Coast Regional (PCR)
Small Business Development Corporation
Small Business Consultants Program

We provide free mentoring, guidance and counseling to maximize the success of our community's existing and emerging small businesses. Call to Schedule a Meeting with a SCORE Counselor.

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.

This Service is Free

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

All Follow-Up Sessions are Absolutely Free

Appointments are scheduled for **Mondays from 9 a.m. to 1 p.m.** 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
(213) 739-2999 ext. 228**

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3255 Wilshire Boulevard, Suite 1501
Los Angeles, California 90010
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www.pccorp.org

**SEE US AT THE BLACK BUSINESS EXPO
LOS ANGELES CONVENTION CENTER
OCTOBER 28-30, 2005**

PCR Mission Statement
Pacific Coast Regional Small Business Development Corporation ("PCR") delivery of financial services, educational and management-assistance services to any small business in need.

Staff Members

- Amina Almeida, Officer Manager/Executive Assistant
- Constance Anderson, Vice President, Communications & Programs
- Nestor Correa, Vice President, Program Manager
- M. Selena Davis, Vice President, Chief Credit Officer
- Maria Marroquin, Administrative Assistant
- Teke Negus, Business Development Officer
- Mark Robertson, Sr., President/CEO
- Kenneth D. Smith, Accountant
- Nathaniel Jemison, Loan Consultant
- Ellis Gordon, Jr., Loan Consultant
- Peter D. Barash, Loan Consultant
- Conrad Halbert, Loan Consultant
- R.D. Lottie, Jr., Marketing Consultant

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