

# SPIRIT *of* SMALL BUSINESS

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PACIFIC COAST  
BUSINESS TIMES



U.S. Small Business Administration  
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LIMONEIRA  
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# Spirit awards celebrate 11 years of success

It's hard to believe that Spirit of Small Business is now in its second decade. As many of you know, we launched the Spirit program in 2003 in partnership with the Los Angeles District Office of the U.S. Small Business Administration.

As we celebrate 11 years of success in supporting the Spirit of Small Business, the L.A. District Office remains the nation's No. 1 district for originating SBA-guaranteed financings. The Los Angeles District encompasses Santa Barbara and Ventura counties. Several years ago, we added an award for San Luis Obispo County, which is part of the Fresno district, to our program.

Early on, our support for entrepreneurship and innovation caught the attention of former SBA Administrator Hector Barreto, who gave the keynote speech at our inaugural Spirit awards luncheon. We've hosted a number of special guests including the late Fess Parker, former Los Angeles Mayor Richard Riordan, Impremedia CEO Monoca Lozano, and lynda.com co-founder Lynda Wienman. We've had support from U.S. Rep. Lois Capps, a Santa Barbara Democrat, and former Congressman Elton Gallegly, a Simi Valley Republican.

For those of you who are new to Spirit of Small Business, the special report you are reading is the beginning of a celebration of small business and entrepreneurship. Our celebration will culminate in the Aug. 15 Spirit of Small Business Awards luncheon, where we honor all of our winners at the magnificent Bacara Resort & Spa in Goleta.

The Spirit of Small Business section you are reading is several publications wrapped into one:

- Profiles of this year's award winners, including timely insights into what makes a business successful in today's economy.
  - How-to articles designed to teach you how to start and operate a business. This year, by invitation, we have a special contribution from author and entrepreneur Jack Nadel.
  - A Resource Guide loaded with contact information and sources to help start or build your business.
- Our 11th annual search for nominations again yielded

dozens of nominees for individual companies. With many of the nominees able to compete in more than one category, the total nominations were well in excess of 100. These nominations were judged on the basis of each company's ability to survive in tough times, its history of creating jobs and consistent growth, and its contribution to the community.



**HENRY DUBROFF**  
Editor

In thinking about what constitutes a small business in our region, we looked mainly to companies with 100 or fewer employees. And we've held to a policy of not having repeat winners. The Spirit of Small Business special report reflects an extraordinary effort by Dara Barney, research director/special reports editor, who celebrates her first anniversary at the Business Times with this issue. Staff writers Barney and Dana Olsen wrote profiles for this section, as did intern Patrick Kulp and freelancers Tony Biasotti, Tom Bronzini and Mark Storer. Advertising graphic artist Elizabeth

Willhite handled advertising production.

The cover features Michelle Senna of Master's Donuts, our Minority-Owned Business award winner.

Spirit of Small Business would not be possible without the support of our partners. Our gold partners are Heritage Oaks/Business First Bank, Economic Development Collaborative-Ventura County, Small Business Development Centers, American Red Cross, BLAZE PR and the Santa Barbara City College Foundation. Our silver partners are Community West Bank, California Lutheran University, Cox Business, Lanspeed, Limoneira in support of our Green Business award, Montecito Bank & Trust, Pacific Western Bank, Union Bank, Verizon and Wells Fargo.

Congratulations to all of the nominees and winners of the 2013 Spirit of Small Business Awards. Join us at the Bacara Resort & Spa on Aug. 15 as we celebrate the Spirit of Small Business. For tickets and event information, please contact Jennifer Carusa at [jcarusa@pacbiztimes.com](mailto:jcarusa@pacbiztimes.com).

- Contact Editor Henry Dubroff at [hdubroff@pacbiztimes.com](mailto:hdubroff@pacbiztimes.com).

## Spirit of Small Business

6B	<b>EAST VENTURA COUNTY</b> Conejo Awards
8B	<b>WEST VENTURA COUNTY</b> Tequila Alquimia
11B	<b>SANTA BARBARA COUNTY RETAIL</b> Botanik, Amelia Jane
12B	<b>SANTA BARBARA COUNTY CONSTRUCTION</b> Joel's Roofing and Rain Gutter Co.
13B	<b>CENTRAL COAST</b> Aviation Consultants Inc.
15B	<b>GREEN BUSINESS</b> Vapur
17B	<b>MINORITY-OWNED BUSINESS</b> Master's Donuts
19B	<b>WOMAN-OWNED BUSINESS</b> ABC Kids Preschool and Childcare
20B	<b>EXPORTER OF THE YEAR</b> Cold Steel Knives
22B	<b>PAST WINNERS</b>
24-29B	<b>SMALL BUSINESS HOW-TOS</b>
31-35B	<b>RESOURCE GUIDE</b>

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# We've got passion for business.



Gustavo and Alma Ferrel  
ABC Kids Preschool & Childcare  
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**In 2002**, Alma Ferrel opened a home-based day care center and preschool in Fillmore. By 2010, she was at capacity. With rising demand for child care, she knew she needed a bigger space. Alma approached the Small Business Development Center. FREE advice from the SBDC's expert Business Advisors helped her develop a business plan, secure a loan through the Community Investment Fund (a partnership between the Economic Development Collaborative-Ventura County and First 5 Ventura County), and acquire the right permits. Today, ABC Kids Preschool has 124 kids and 16 employees — thanks to the SBDC. "I plan on reaching out to the SBDC again. They were so helpful the first time and I know that having them as a partner will build on our success and help to provide a much-needed resource to the community," said Alma.

## How can the SBDC help *your* business?



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The Lead Center for the Los Angeles Regional SBDC Network is operated by Long Beach Community College District. The Small Business Development Centers are funded by the U.S. Small Business Administration, center host institutions, state and local funds, and corporate partners. Funding is not an endorsement of any product, opinion, or service. All Federal and State funded programs are extended to the public on a nondiscriminatory basis. Special arrangements for individuals with disability will be made if requested in advance.

## A letter from the SBA director for the greater L.A. District

Dear Small Business Leaders:  
On behalf of the U.S. Small Business Administration, Los Angeles District Office, congratulations to this year's winners of the 11th Annual Spirit of Small Business awards.

Pacific Coast Business Times and SBA look forward to offering praise and bringing recognition to all the small-business owners in the Santa Barbara, Ventura and San Luis Obispo communities.

As a small-business owner, having the latest business news and trends is invaluable — Pacific Coast Business Times delivers this and more while also giving back to the community. In addition, by chronicling the highs, lows and the personal stories in between, readers gain a greater understanding of the business currents that shape our regional and local economy.

The SBA also has a crucial role in our economy. The Los Angeles Dis-

trict Office along with our Resource Partners deliver tangible one-on-one business counseling, capital loan programs and know-how in government contracting. Locally, we are fortunate to be home to an award-winning Women Business Center and a national recognized SCORE Chapter along with one of the leading Small Business Development Centers Networks in the country.

I also want to recognize our supporters and honored guests for making the Spirit of Small Business awards celebration the success it is. Congratulations to this year's winners and to all small-business owners — for the SBA, it's an exciting time to be serving aspiring and existing small-business owners. See you there!

Sincerely,  
— **Victor Parker**  
District Director  
Los Angeles District Office  
U.S. Small Business Administration



**Victor Parker**

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### A note to our readers

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