OUR ROOTS ARE HERE

OUR REACH IS GLOBAL

WE REPRESENT MARRIOTT HOTELS, BREWERY OMMEGANG, FAMOUS BRANDS, MRS. FIELDS, TCBY, KEVITA, CONVERSE EYEWEAR AND OUR NEIGHBORS AT THE BANK OF SANTA BARBARA AND SANSUM DIABETES RESEARCH INSTITUTE.

HOW ABOUT YOUR BUSINESS?
HOW CAN WE HELP?

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A dozen years for Spirit of Small Business

From some very humble beginnings more than 14 years ago, Pacific Coast Business Times has endured, grown and become the dominant voice of business for the Central Coast of California.

And since its beginning 12 years ago, Spirit of Small Business has become an important part of that journey. 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.

It has helped us recognize companies across the full extent of our geographic footprint. And Spirit has led to two successful spin-off event programs — our Family Business Awards held each year in March and our Latino Business Awards, celebrated on July 17.

Through all the years of Spirit of Small Business, we’ve developed a close connection with the L.A. District Office, the nation’s No. 1 district for originating SBA-guaranteed financing. The Los Angeles district encompasses Santa Barbara and Ventura counties, and the success of our small businesses counts in no small measure to the support of our partners. Our gold partners are Heritage Oaks Bank, Economic Development Collaborative-Ventura County, Small Business Development Centers and California Lutheran University, Community Bank, The Bank of Santa Barbara, Community West Bank, Cox, Lanspeed, Montecito Bank & Trust, Pacific Western Bank, Union Bank and Wells Fargo. Our green partner is Limoneira Co. Our silver partners are Bank of America, Blaze, Community West Bank, Empire Bank, North Santa Barbara County Business Award winner. And we’ve held to a policy of not having repeat winners.

The Spirit of Small Business special report was produced by Erika Martin, our special reports editor, and the cover was designed by Cory Pironti. The cover features Mark Steller, our North Santa Barbara County Business Award winner.

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Congratulations to all of the nominees and winners of the 2014 Spirit of Small Business Awards. Join us at the Bacara Resort & Spa on Aug. 14 as we celebrate the Spirit of Small Business. For tickets and event information, please contact Jennifer Carusa at jcarusa@pacbiztimes.com.

• How-to articles designed to teach you how to start and operate a business. This year, by invitation, we again have a special contribution from author and entrepreneur Jack Nadal.

• A resource guide loaded with contact information and sources to help start or build your business.

Our 12th annual search for nominations again yielded dozens of nominations for individual companies and with all 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.

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.

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American Red Cross

Ready 365 Giving Program

Every day, the American Red Cross assists people who face emergencies. We secure food and lodging for the family struck by a home fire. We help a deployed soldier get home for the birth of his son. We provide blood to the child battling cancer.

We have prevented and relieved suffering, one day at a time, for more than 130 years. In that time, we have served millions of people. They lived in small towns and big cities across the United States and around the world.

Wherever they were, they had one thing in common. They knew where to turn during moments of great need. They knew that—365 days a year—the American Red Cross was ready to help.

At the Ready for the Central Coast

Through the Ready 365 Giving Program, you can help, too. When you join our corporate membership program, your company stands with the Red Cross as we provide lifesaving services. You are with us each day as we...

• Respond to disasters in our communities;
• Empower area residents and employees with lifesaving courses such as First Aid/ CPR, Water Safety and Babysitter’s Training;
• Assist military members, military family members and veterans in our community; and
• Collect life-giving, local blood.

Make your company a Ready 365 Giving Program member.
Contact Andi Bankson, American Red Cross, Central Coast Region
(805) 706-0423
Andi.Bankson@redcross.org

“The Red Cross stands ready to serve San Luis Obispo, Santa Barbara and Ventura Counties, 365 days a year. We hope you’ll join us.”

JIM McGEE
Regional Chief Executive
CENTRAL COAST REGION