



News Release

Contact: Israel Dominguez
(805) 549-0401
FAX (805) 543-5198
www.smallbusinessinfo.org

Cuesta College Small Business Development Center
3211 Broad, Suite 109
San Luis Obispo, CA 93401
Email: idominguez@smallbusinessinfo.org

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Cuesta College SBDC and Morro Bay Chamber of Commerce Collaborate

The Cuesta College Small Business Development Center (SBDC) and the Morro Bay Chamber of Commerce have entered into a collaborative agreement to assist the Morro Bay small business community overcome the current economic crises. The Chamber of Commerce will identify pre-venture and existing businesses that are in need of business technical assistance while the Cuesta College SBDC will provide the expert consulting services.

According to Peter Candela, CEO of the Morro Bay Chamber of Commerce, there are a few Morro Bay small business owners that need assistance due to the recent economic downturn. Many of these businesses rely on tourism to succeed. Some of these who are requesting assistance are in need of reaching new markets, to improving their operational efficiencies or financial viability, or may need assistance in developing a business plan. "I believe that by working with the SBDC, we can really make a positive economic impact in Morro Bay. I recently attended a conference in San Diego and found that other communities have literally improved their overall economic well being by partnering with the SBDC. I want to do everything we can to reduce potential business failures or loss of economic livelihood in our community," Candela said.

"I am very pleased and excited about this opportunity to work with the Morro Bay Chamber of Commerce. The services are provided at no cost to business owners and include consulting services in a number of areas that include; marketing, operations management, financial analysis, accounting, e-commerce, HR, contract law, and more. In short, we can essentially take a small business, ascertain what is required to make the business profitable, and assist the client in developing a successful strategy and implementation plan. Often, we help an existing or start up businesses in developing a solid business plan, obtain capital, and then watch the business grow and increase their market share. Morro Bay will find that the services offered by the Cuesta College SBDC will truly make a difference in successfully launching a new business endeavor or increasing their company's competitive strength and overall financial performance," said Israel Dominguez, Cuesta College SBDC Director.

The Cuesta College Small Business Development Center (SBDC) is part of a nationwide program that provides business technical assistance to small businesses. The SBDC is locally hosted by Cuesta College and regionally hosted by the University of California, Merced in partnership with the U. S. Small Business Administration (SBA) and the California Community College's Economic and Workforce Development Programs.

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