



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Linda Hoitt, Business Consultant for Orange County SBDC, Earns National State Star Award

(Santa Ana)—Linda Hoitt, Orange County Small Business Development Center (SBDC) business consultant, was named one of six 2010 California “State Stars” by the national Association of Small Business Development Centers (ASBDC).

The national association annually recognizes Small Business Development Center leaders who are exemplary performers, who make significant contributions to their state or regional SBDC program, and who commit their time and talents to small businesses.

Hoitt, who joined the Orange County SBDC in 1996, was nominated by Leila Mozaffari, Orange County SBDC director, for the honor. The award will be presented on September 24 in San Antonio, TX, at the ASBDC annual conference.

“Linda is very deserving of this prestigious award; she is passionate about serving the small business community and has deep expertise and experience in the field,” said Mozaffari. “This rare combination has created a unique value proposition for business owners who seek her advice in growing their business and entering new markets.”

Hoitt’s specialties include general business, business finance, contracting/procurement, and marketing. She has provided the following services to the small business community: outreach, consulting, entrepreneurial training, and program management. To date, she has offered one-on-one consulting to more than 2,000 small business owners and held more than 5,900 consulting sessions with them. She has presented at hundreds of entrepreneurial training programs and has helped establish the Orange County SBDC outreach center in Huntington Beach.

In 2007, when the California Construction Contracting Program was launched statewide the Orange County SBDC was one of 10 SBDCs selected to participate. Hoitt launched the program in Orange County and managed it locally. Under her leadership, the Orange County SBDC’s participation in the program dwarfed the other participating centers. Although the

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program has since been suspended; Hoitt continues to assist clients in state and local procurement.

The Orange County SBDC offers no-charge, personalized business assistance in a confidential, one-on-one setting, and team business consulting. The center also presents low-cost seminars that cover important topics, including access to capital, QuickBooks, employment law, marketing, government contracting, Web technology, and writing a business plan—taught by the center's professional business consultants and industry experts.

In June 2009, the Orange County SBDC was recognized as a SBDC Center of Excellence by the U.S. Small Business Administration Santa Ana District. As a result of the center's services over the last three years, 77 new businesses were started; 626 jobs were created; and 263 jobs were retained. Clients of the center reported increased sales of \$41,431,402 and capital infusion of \$18,951,883.

For more information on the Orange County SBDC programs or services, call (714) 564-5200 or visit www.ocsbdc.com.

About the Orange County Small Business Development Center

The Orange County Small Business Development Center (OCSBDC), an economic development program of Rancho Santiago Community College District, is partially supported by the U.S. Small Business Administration (SBA), the California State University, Fullerton and the California Community College Chancellor's Office. The OCSBDC is a one-stop source for business planning, business development, international business resources, education and training, loan assistance and expansion strategies.

About Rancho Santiago Community College District

Santa Ana College and Santiago Canyon College are public community colleges of the Rancho Santiago Community College District, which serves the residents of Anaheim Hills, Garden Grove, Irvine, Orange, Santa Ana, Tustin and Villa Park. Both colleges provide education for academic transfer and careers, courses for personal and professional development, and customized training for business and industry.

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