



Where Communities Serve Veterans®

Linking the Power of the Past  
to the Promise of the Future



U.S. Small Business Administration

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Presents

**Inaugural**

**Small Business Summit**

**May 17, 2011**

**Perris, California**



Hosted By  
**City of Perris**

And

**Perris Valley Chamber of Commerce**





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Where Communities Serve Veterans®

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The U.S. Small Business Administration (SBA) was created to help American entrepreneurs start and grow their businesses.

The Santa Ana District Office (SADO) serves small businesses located in Orange, Riverside and San Bernardino Counties.

All of the services the SBA offers are provided at no cost to the client. Additionally, the SBA assists small businesses through its Resource Partners: SCORE, Women's Business Centers and Small Business Development Centers. Several of these organizations offer their services in multiple locations throughout the District.

The SBA publishes a Resource Guide which explains the programs and services it offers. This is available on-line at [www.sba.gov](http://www.sba.gov). Versions are also available in Spanish at [www.sba.gov/espanol](http://www.sba.gov/espanol).

Additionally, the SADO publishes a SADO Training Guide of free or moderately priced programs hosted by SBA Resource Partners that are offered in local communities each month.

The SADO is located at 200 W Santa Ana #700 in Santa Ana, CA 92701. Contact may be made with the office at 714-560-7443

# OPENING CEREMONY

## **Master of Ceremony**

Rene Cota

## **Pledge of Allegiance**

## **Prayer**

Ted Norton

## **Assistant Commandant of the Marine Corps video message**

General Joseph F. Dunford Jr.

## **Mayor, City of Perris**

Daryl Busch

## **Perris Valley Chamber of Commerce**

Ted Norton, CEO

## **United States Small Business Administration**

Douglas Dare

## **Southwest Veterans' Business Resource Center**

## **Where Communities Serve Veterans®**

Albert R. Renteria, Founder and CEO

&

## **EXCEED**

Mary Morse, Director of Administrative Services

## **Teaming Announcement**

**Bermuda Dunes, Hemet, Perris and Riverside**

# Agenda

- 7:30 – 8 a.m.** Opening Ceremony
- 8 – 9 a.m.** Things You Need to Know About Operating a Home Based Business  
8(a) Certification Workshop
- 9 – 10 a.m.** Exploring Options for Exporting  
8(a) continued  
Marketing Effectively on the Internet
- 10 - 11 a.m.** Other Types of Certifications and Contracting Opportunities  
8(a) continued  
Marketing Effectively on the Internet
- 11 a.m. – 12 p.m.** Marine Corps Installation West  
Federal Government Contracting  
8(a) continued  
Marketing Effectively on the Internet
- 12 – 1 p.m.** Networking Lunch - SCORE
- 1 – 2 p.m.** How to Find Contracts to Bid  
How to get Certified as a Small Business or DVBE with the State of California FOR FREE  
SBA Loan Products and Guarantees
- 2 - 3 p.m.** Financing Your Veteran Owned Business  
Advantages of Operating in HUBZones  
Contracting Opportunities for Women Owned Businesses
- 3 – 5 p.m.** Utilizing Your Veteran Benefits Panel  
Meet the Buyers

Note: See Page 14 for workshop details and locations. SCORE council appointment are provided at no cost to the client and confidential

# Meet the Buyers

Marine Corps Installation West

**Gunnery Sergeant Pedro Garcia**

**Sergeant Angelica Danner**

Contract Specialist, Simplified Acquisition Branch Regional Contracting Office Southwest

Department of General Services of California

**Wayne Gross**

Procurement Division

Communication and Outreach Branch

Walt Disney Parks & Resorts

**Arnice Lambs**

Manager, Supplier Diversity & Sustainability

Veteran Affairs National Cemetery Administration

**Bryan Ramso**

Communications & Outreach Support Division

Department of California Transportation

Patti Smith

Small Business Outreach Support Division

Others invited after program print will be included during event registration

**Due to Governor Brown's Executive Order on Travel Lock Down, some State Divisions will be presented via Webinar in support of the Executive Order Mandate**

**A complete list with contact information will be provided at the end of the program**

The U.S. Small Business Administration has programs and services to help American veterans making the transition from service member to small business owner. The SBA offers several programs for veterans and service-disabled veterans that explain how to identify and get started in federal contracting and subcontracting opportunities. Details can be found at [www.sba.gov](http://www.sba.gov) or [www.vba.va.gov/benefit\\_facts/index.htm](http://www.vba.va.gov/benefit_facts/index.htm).

# City of Perris Civic Center



## Map Legend

- |           |  |           |  |
|-----------|--|-----------|--|
| <b>1</b>  | City Hall<br>101 N. D St.<br>(951) 943-6100<br>- City Manager<br>- City Clerk<br>- Finance Dept./Water Dept.<br>- Human Resources  | <b>6</b>  | Riverside County Sheriff<br>137 N. Perris Blvd.<br>(951) 210-1000                                  |
| <b>2</b>  | Development Services<br>135 N. D St.<br>(951) 443-1029<br>- Planning<br>- Building<br>- Fire Marshal<br>- Community Preservation<br>- Economic Development<br>- Redevelopment Agency | <b>7</b>  | Senior Center<br>100 N. D St.<br>(951) 657-7334  |
| <b>3</b>  | Community Services<br>101 N. D St.<br>(951) 943-6603<br>- Bob Glass Gymnasium<br>- Fitness Center  | <b>8</b>  | WIC Services/Clinic<br>308 E. San Jacinto Ave.<br>(800) 455-4942                                   |
| <b>4</b>  | Public Works Administration<br>120 N. Perris Blvd.<br>(951) 956-2120   | <b>9</b>  | Caesar Chavez Library<br>163 E. San Jacinto Ave.<br>(951) 657-2358                                 |
| <b>5</b>  | City Council Chambers  | <b>10</b> | Tri-Lake Consultants<br>(City Engineer)<br>170 Wilkerson Ave.<br>Suite D<br>(951) 943-6504         |
| <b>3</b>  | No host Lunch Court  | <b>11</b> | Public Works<br>Yard/Animal Control<br>1015 S. G St.<br>(951) 657-3280<br>(951) 657-4134           |
| <b>5</b>  | Open Ceremony and Workshops  | <b>12</b> | Southwest Veterans'<br>Business Resource<br>Center,<br>(951) 732-4941                              |
| <b>12</b> | 8(a) Certification and Workshops   |           | Chamber of<br>Commerce & Perris<br>Community Partnership<br>(951) 657-3555<br>227 N. D St., unit A |
- 1** Exhibit Booths  
**P** Public Parking



## Building 2 Lawn Exhibits

20
19 BRIGHT STAR LIFECARE KINDERCARE
18
17 UNIVERSITY OF REDLANDS
16 L&L CUSTOM SOLUTIONS
15
14 PERRIS VALLEY COMMUNITY VETERANS CENTER
13 PETTEWAY MANAGEMENT
12 DGS California
11 CMG ALLIANCE
10 SCDD JANE REID
9
8 TRINITY MANAGING CONSULTING
7 MCI- WEST USMC REGIONAL CONTRACTING
6 Phoenix Environmental
5 GEWDC
4
3 Riverside County Workforce
2 My Local Buzz TV
1 Wells Fargo

## Building 12 Lawn Exhibits

30 EXCEED
29 ABC'S OF LIFE MEDICAL TRAINING
28 VA LOMA LINDA HEALTHCARE SYSTEM
27
26 ALLS GLOBAL ADVISORS
25
24 DEPT OF VETERANS AFFAIRS NATIONAL CEMETARY
23 WALT DISNEY PARKS & RESORTS
22 SENATOR BILL EMERSON
21

## Building 12 Inside Exhibits

45 SBDC
44 EXCEED
42 IE Women's Business Center
42 SCORE
41 U.S. SBA

## SPEAKERS



**Jill Andrews**

Other Types of Certifications and Contracting Opportunities

Jill Andrews is the Lead Business Development Specialist in the Santa Ana District Office of the U.S. Small Business Administration and manages the BDS Outreach Team. Before joining the Small Business Administration she was the regional manager of the Peace Corps, serving the region that encompassed southern California and Arizona. Jill Andrews is a former state director of the National Federation of Independent Business (NFIB). In this capacity, Ms. Andrews provided services to more than 7,800 small businesses and represented their concerns before regulatory and administrative agencies and elected officials.



**Ab Bonner**

Other Types of Certifications and Contracting Opportunities

A.B. Bonner joined The FTC with more than 20 years of successful DOD prime contractor negotiations and Small Business program management experience. In addition, Mr. Bonner has 30 years of U.S. Navy Logistics experience in customer development, which all focused on DOD Logistics support. Through his work in a variety of projects and assistance in serving other non-profits and service oriented organizations he has developed extensive experience in marketing and organizational development. He earned a Bachelors Degree in Business from Alabama State University and an MBA from National University with emphasis in Human Resources.



**Douglas Dare**

SBA Loan Products & Guarantees/  
Financing your Veteran Owned Business

Doug Dare has been a Business Development Specialist with the Santa Ana District Office of the U.S. Small Business Administration (SBA) since November 2009. As part of the Marketing and Outreach team. His regular duties include writing & distributing press releases, newsletters, marketing materials, and of course, helping small businesses access the three C's of SBA: capital, contracting, and counseling. Prior to joining the SBA, Doug worked on economic development and planning initiatives for the City of Fountain Valley. He joined the United States Marine Corps and served in Charlie Company, 1<sup>st</sup> Battalion, 7<sup>th</sup> Marines from 2002 to 2005. Doug holds a Bachelor of Arts in Environmental Science and Policy with a minor in Economics from California State University, Long Beach.

### **Gunnery Sergeant Pedro Garcia**

Marine Corps Installation West  
Federal Contracting

Contract Specialist, Simplified Acquisition Branch  
Regional Contracting Office Southwest

### **Wayne Gross**

How to get Certified as a Small Business or DVBE with the State of California FOR FREE

Department of General Services  
Procurement Division  
Communication and Outreach Branch



**Silvia Gutierrez**

Contracting Opportunities for Women Owned Businesses

Sylvia Gutierrez is a Business Development Specialist with the SBA, Santa Ana District Office. Sylvia's role is to promote the SBA's Programs and Services in the tri-county area of Orange, Riverside and San Bernardino Counties. Sylvia holds a M.A. degree in Economic Policy, Business and Finance, and Latin American Studies from The American University in Washington, D.C. Her Bachelor's degree is in International Relations from the University of Southern California (USC).

### **Molly Muro**

8(a) Certification Workshop/How to Find Contracts to Bid

Molly A. Muro is approaching 20 years of service with the Santa Ana District Office of the U.S. Small Business Administration. Since February 2004, she has been part of the 8(a) Business Development Division. First, she served as a Program Assistant and now as a Business Development Specialist. In this capacity, she assists socially and economically disadvantaged small business owners with an opportunity to sell their products and services to government agencies.

## SPEAKERS

### **Paul Nolta**

Things You Need to Know  
About Operating a Home Business

After serving this country in the Air Force, Paul graduated from San Francisco State University with a Bachelor of Science degree in Business Administration, with an Emphasis in Finance and a Minor in Entrepreneurship. Paul joined the Small Business Development Center (SBDC) team in 2005. He has an extensive background in financial analysis and business planning. Paul operates SBDC Outreach offices in both Murrieta, Temecula, and San Jacinto.



**Julie Padilla**

Other Types of Certifications  
and Contracting Opportunities

Mrs. Julie Ann Padilla is currently the Director of the RCCD Procurement Assistance Center. She is responsible for the delivery of procurement-related services to businesses interested in selling their services or products for federal, state and local governments. Mrs. Padilla has worked with businesses in the government contracting arena for ten years. Mrs. Padilla joined the Procurement Assistance Center (PTAC) of Puerto Rico in 2000, as a Procurement Specialist and became Program Manager in 2002. The Puerto Rico PTAC reported approximately more than \$80 million in contract awards under her management. She has a Bachelor Degree in Business Administration with a major in Marketing from the Sacred Heart University in San Juan, Puerto Rico. Mrs. Padilla is certified as a level 2 – Associate Contracting Assistance Specialist from the APTAC and level 1 – Federal Contractor Certification Trainer from the U.S. Department of Veterans Affairs, Center for Veterans Enterprise.

### **Bryan Ramso**

Utilizing Your Veteran Benefits  
Panel

The National Cemetery Administration operates 131 national cemeteries in 39 states and Puerto Rico. VA national cemeteries provide more than 100,000 interments for Veterans and eligible family members each year. Memorial benefits include government-furnished headstones, markers, a medallion and Presidential Memorial Certificates. These benefits are generally available to Veterans regardless of place of burial. Visit NCA on-line at <http://www.cem.va.gov>

### **Albert R. Renteria**

Marketing Effectively on the  
Internet

Chairman and Chief Executive Officer of Albert R. Renteria Corporation, Perris California, a Service Disabled Veteran Owned Business and Disabled Veteran Business Enterprise specializing on Business Opportunities On Strategic Teams™ (BOOST)



**Paul Smith**

Exploring Options for Exporting

Paul Smith is an accomplished professional with twenty-five years experience in business development. His career encompasses both the private and public sectors. His experience includes sales management, direct marketing, export promotion, and matchmaking, for markets worldwide. As Business Development Specialist for the U.S. Small Business Administration, Mr. Smith is responsible for outreach to the business community for the Santa Ana District office. His expertise focuses on International Relations, High Tech industries & Native American outreach. Formerly, as the Business Development Specialist for the Minority Business Development Agency, Mr. Smith was responsible for the selection, monitoring and advising of grant projects.

### **Annie Tuttle**

Utilizing Your Veteran Benefits  
Panel

Annie Tuttle has been the Public Affairs Officer for the VA Loma Linda Healthcare System since 1997. She serves as spokesperson for the facility is responsible for a proactive public affairs, marketing and community relations program. She has been a VA Public Relations Specialist for the past 27 and with the VA for a total of 35 years. Prior to this position Ms. Tuttle worked at the VA Medical Center in Iowa City. She has held a variety of jobs and additional assignment in VA central office located in DC.

FIRST NAME	LAST NAME	ORGANIZATION	e-Mail	CITY	STATE
SILVIA	ACUNA	SCORE	sacuna@ymail.com	RIVERSIDE	CA
JAMES	ADAMS	UNDER CONSTRUCTION	cutnedgeministries@verizon.net	PERRIS	CA
MICHAEL	AGUILLIO		michael.aguillio@dgs.ca.gov	WEST SACRAMENTO	CA
CLIFFORD	ALLS		calls@allsglobaladvisors.com	MURRIETA	CA
MONIQUE	ANDERSON		moniqueanderson@gmail.com	PERRIS	CA
JILL	ANDREWS	U.S. SBA	jill.andrews@sba.gov	SANTA ANA	CA
RICARDO	APONTE	BORDEN TRUCKING INC.	rico@bordenlogistics.com	MIRA LOMA	CA
CARMEN	ARELLANO	SUSTAINABLE ENERGY ADVOCATES	carmen@sea-consultant.com	MENIFEE	CA
ANDRE	BASKETT	AJB ENTERPRISES	jbaskett@ajbenterprises.us	MORENO VALLEY	CA
DARRYL	BEDOY	INTEGRATED 8(A) SOLUTIONS, INC.	dbedoy@integrated8a.com	NEWPORT BEACH	CA
MIKE	BEHRENS		mikebehrens@roadrunner.com	PERRIS	CA
CHRISTIAN	BENSON	BASIC EDUCATIONAL SERVICES TEAM	basicedservices@verizon.net	MENIFEE	CA
PAMELA	BESTOR	EXCEED	exceedbusiness@live.com	HEMET	CA
AMBRO	BLACKWELL	CHASE BANK	ambrosio.blackwell@chase.com	MORENO VALLEY	CA
BLANE	BOCKHACKER	PHOENIX ENVIRONMENTAL, INC.	bbock@phoenixenviroinc.com	CORONA	CA
KIMBERLY	BRACY		kbracy@riversidedpss.org	PERRIS	CA
JR.	BRIONES		jrslandscaping@live.com	MENIFEE	CA
FAVIOLA	BRISENO	BRISENO TIRES & TOWING	favibriseno@yahoo.com	PERRIS	CA
LOLA	BROWN	ABC'S OF LIFE MEDICAL TRAINING	abcmcdtraining@aol.com	MORENO VALLEY	CA
JOHN	BRUCE		jfbuce@charter.net	ALTA LOMA	CA
CHARMAINE	BURNETT	HUBZONE CORPORATION	charmained@msn.com	RANCHO CUCAMONGA	CA
IRVIN	BYRD		IRVB5@AOL.COM	LAKE ELSINORE	CA
LAWRENCE	CALHOUN	ORBITAL MAINTENANCE AND CONSTRUCTION, INC.	orbital.construction@gmail.com	CULVER CITY	CA
TONI	CLINKSCALES		tclinksc91@yahoo.com	SANTA ANA	CA
ROBERT	COGLEY		cccontractors.inc@gmail.com	SAN DIMAS	CA
ANGELO	CORSO	C&M MEDICAL IMAGING	CandMMed@sbcglobal.net	CORONA	CA
RENE	COTA	CMG ALLIANCE	rene.cota@cmgalliance.com	CHINO HILLS	CA
MAUREEN	COTTON	INTEGRATED 8(A) SOLUTIONS, INC.	mcotton@integrated8a.com	NEWPORT BEACH	CA
DARLENE	CROOMS		dsmoorc@verizon.net	TEMECULA	CA
JON	CULBERTSON	MATERIAL ACQUISITION SERVICES, INC.	jc@materialace.com	IRVINE	CA
ROSEMARIE	CULBERTSON	MATERIAL ACQUISITION SERVICES, INC.	rculbertson@materialace.com	IRVINE	CA
ANGELICA	DANNER	USMC	angelica.danner@usmc.mil	CAMP PENDELTON	CA
DOUG	DARE	SBA	douglas.dare@sba.gov	SANTA ANA	CA
OLIVER	DAS	TRINITY MANAGEMENT CONSULTING	dastop@msn.com	CORONA	CA
DEBORAH	DAVENPORT		deborahlyndavenport@hotmail.com	POMONA	CAL
FREDERICK	DEMAG, JR.	NEW HORIZONS OF SOUTHERN CALIFORNIA	fdemag@nhsocal.com	SAN DIEGO	CA
ERIK	DRINKARD	ERIK DRINKARD TRAINING	Erik.drinkard@gmail.com	SAN JACINTO	CA
CHIP	DYKES	SOUTHWEST VETERANS BUSINESS RESOURCE CENTER	cdykes@swvbr.org	OCEANSIDE	CA
ED	EMANUEL	ELITE LEVEL ENTERTAINMENT	edmanuel@adelphia.net	MORENO VALLEY	CA
HUGO	ESCALANTE	HELP-U-SELL QUEST	valerievescalante@yahoo.com	GLENDORA	CA
JOANNE & IRAL	EVANS	THE AMERICAN LEGION PERRIS POST 595	cdfpio@verizon.net	PERRIS,	CA
THEODORE (TED)	FEKULA	ACTION ADVENTURE ASSOCIATES	tfekula@mba1968.hbs.edu	NUEVO	CA
ZOLTAN	FOGASSY		zolif@cox.net	OCEANSIDE	CA
JON	GAITER	VEEARE INC	jgaiter@veeare.com	RIVERSIDE	CA
WILLIAM	GARCIA	G&G RISK MGT CONSULTANTS, INC.	wgarcia@ggrmc.com	BUENA PARK	CA
PEDRO	GARCIA	USMC REGIONAL CONTRACTING OFFICE	pedro.garcia2@usmc.mil	CAMP PENDLETON	CA
ALFRED	GARCIA		ar4.garcia@yahoo.com	CHINO HILLS	CA
RITA	GAUR	NEW LIVING OPTIONS INC.	newlivingoptions@hotmail.com	CORONA	CA
NATALIE	GINGER	SILVER HOUSE INSURANCE CENTER	natalie@silverhouseinsurance.com	NUEVO	CA
WILLIAM	GLENN	DC ELECTRONICS	dceletronics@dceletronics.us	RIVERSIDE	CA
KARLA	GONZALEZ	IE SBDC	kgonzalez@iesmallbusiness.com	SAN BERNARDINO	CA
GINA	GONZALEZ	SENATOR BILL EMMERSON AND ASSEMBLYMAN PAUL COOK	gina.gonzalez@sen.ca.gov	RIVERSIDE	CA
ROBERT	GOODE	GOODE AND GREEN LANDSCAPING	goodesir@msn.com	PERRIS	CA
WAYNE	GROSS	DEPARTMENT OF GENERAL SERVICES-STATE OF CA	wayne.gross@dgs.ca.gov	WEST SACRAMENTO	CA
ALBERT	GUZMAN	PERRIS VALLEY VETERANS COMMUNITY CENTER	albguzm@aol.com	MENIFEE	CA
LAURA	HARRIS	RIV. CO WDC	lharris@rivcoeda.org	RIVERSIDE	CA
ELLEN	HENDRIX	SWVBRC	sellinellen@sdgllc.us	MURRIETA	CA
JIMMIE	JACKSON	JACKSON CONSULTING AND TECHNOLOGY SERVICES	jjackson29307@roadrunner.com	MURRIETA	CA
STACEY	JOHNSON		arunningfool.2010@gmail.com	SAN DIEGO	CA
DIANE	JONES		coon1954@yahoo.com	NUEVO	CA
JAMES	KAUPE, JR	ADVOCATES FOR VETERANS	jkknkksouthpacific57@hotmail.com	SAN DIEGO	CA
JAMES	KEEGAN	ENVIRONMENTAL REMEDIATION GROUP	jkeegan@1erg.com	CORONA	CA
RYAN	LAIRD	MY LOCAL BUZZ TV.COM	ryanandstephanie@mlbuzztv.com	REXBURG	ID
ROBERT	LEE		robert.lee@pingsweep.com	WINCHESTER	CA
DANIEL	LESTER		d.lester@yahoo.com	PERRIS	CA
JACOB	LEVEQUE	USMC	levequejd@gmail.com	MISSION VIEJO	CA
DONALD	LOPEZ	L & L CUSTOM SOLUTIONS, INC	DLopez@llcustomsolutions.com	WILDOMAR	CA
TOM	LOUDEN	BRIGHTSTAR LIFECARE KIDCARE - MENIFEE	TLOUDEN@BRIGHTSTARCARE.COM	MENIFEE	CA
EDWARD	MARMOLEJO	MARMOLEJO CONTRACTORS, INC.	bravopacific@hotmail.com	YUCAIPA	CA

FIRST NAME	LAST NAME	ORGANIZATION	e-Mail	CITY	STATE
GAIL	MARTIN	PERFECTION IMAGING TECHNOLOGIES	gail@perfectionimaging.com	FALLBROOK	CA
JENNIFER	MARTINEZ		gogreenbay2000@yahoo.com	NUEVO	CA
MARY	MARTINEZ-ZAYAS	SAFER PROGRAM	mary.martinezayas@leusd.k12.ca.us	LAKE ELSINORE	CA
ASHLEY	MCINERNEY	ALLIED INDUSTRIES, INC.	amcinerney@alliedlead.com	NORTH HOLLYWOOD	CA
MICHAEL	MCNULTY	MASS PRODUCTIONS	mcnulty11@roadrunner.com	FALLBROOK	CA
JESSE	MEDINA	HIREAVETTODAY.COM	Jesse.Medina@HireAVetToday.com	RIVERSIDE	CA
JOSEPH	MELANSON	JEM COLLEGE / JEM EDUCATIONAL SERVICES	jamelanson@sbcglobal.net	CORONA	CA
JUAN	MERCADO	J D MERCADO, INC. DBA DOCTOR DIESEL	doctordiesel@verizon.net	PALM DESERT	CA
WENDY	MERLINO	RIVERSIDE COUNTY WORKFORCE DEVELOPMENT CENTER	wmerlino@rivcoeda.org	RIVERSIDE	CA
MARY	MORSE	EXCEED	marymorse@weexceed.org	HEMET	CA
MOLLY	MURO	U.S. SMALL BUSINESS ADMINISTRATION	molly.muro@sba.gov	SANTA ANA	CA
ALAN	NADER	PLAST SOURCE	a.nader@plastsources.com	RANCHO CUCAMONGA	CA
STEPHEN	NELSON	SOS MAINTENANCE SERVICE AND REPAIR	snelsonemd@yahoo.com	WINCHESTER	CA
LOUIS P.	NEVITT	DISABLED VET HUBZONE SUPPLY	LPN@DisabledVetHubZoneSupply.com	LONG BEACH	CA
LINDA	NEWTON		lnewton67@yahoo.com	PERRIS	CA
PAUL	NOLTA	INLAND EMPIRE SBDC	pnolta@iesmallbusiness.com	SAN BERNARDINO CA	CA
TED	NORTON	PVCC	memoriesbyted@verizon.net	PERRIS	CA
MARC	PACINO	AMBIENTE FEDERAL SERVICES	mpacino@ambientefederal.com	LAS VEGAS	NV
JULIE	PADILLA	PROCUREMENT ASSISTANCE CENTER - RCCD	julie.padilla@rcc.edu	CORONA	CA
GEORGE	PAGE	PAGE INVESTIGATION	pageinv@gmail.com	MORENO VALLEY	CA
CHARLYNN	PERRY	SPECTRUM COMMUNICATIONS CABLING SERVICES, INC.	csperry@spectrumccsi.com	CORONA	CA
ROXANNE	PETTEWAY	PETTEWAY MANAGEMENT GROUP	roxanne@pettewaymgmt.com	TEMECULA	CA
WILLIAM	PROUTY	GLOBAL ECONOMIC & WORKFORCE DEVELOPMENT COALITION	GEWDCinfo@aol.com	SUN CITY	CA
BRYAN	RAMSO	DEPT. OF VANNATIONAL CEMETERY ADMINISTRATION	bryan.ramso@va.gov	WASHINGTON	DC
HAROLD	RAY	ACSEAC THE LLC	hrray@acseac.com	MURRIETA	CA
JAYNE	REID		Jayne.Reid@SCDD.ca.gov	RIVERSIDE	CA
ALBERT	RENTERIA	SWVBR	arenteria@swvbr.org	FALLBROOK	CA
IRMA	REYNA	PERRIS CHAMBER & P.V.S.	irmareyna@hotmail.com	PERRIS	CA
JOHN	RICHARDS	PACIFIC RESTORATION GROUP, INC.	jrichards@prgconst.com	PERRIS	CA
TIM	RODGERS		perristim@yahoo.com	PERRIS	CA
MARSHALL	ROSE	M W R INSURANCE SERVICES	marsh@mwrinsurance.com	ARCADIA	CA
CHRISTINA	ROWITZ	UNIVERSITY OF REDLANDS	Christina_Rowitz@redlands.edu	RIVERSIDE	CA
JIM	RUIESTER	DEPT. OF VETERANS AFFAIRS RIVERSIDE NATIONAL CEMETERY	james.ruester@va.gov	RIVERSIDE	CA
DONALD	SANDERS	SWVBR	dnldsndrs@yahoo.com	RIVERSIDE	CA
GERARD	SCHULTZ	ALLIED INDUSTRIES INC.	gschultz@alliedlead.com	N. HOLLYWOOD	CA
PAUL	SMITH	SBA	paul.smith@sba.gov	SANTA ANA	CA
JAMES	SPEE	UNIVERSITY OF REDLANDS	james_spee@redlands.edu	REDLANDS	CA
REV	STALEY	SO-CAL REAL ESTATE SERVICES	rev.staley@yahoo.com	SAN JACINTO	CA
RACHELLE	STEWART	WELLS FARGO / WELLS FARGO WORLDWIDE MILITARY BANKING	rachelle.stewart@wellsfargo.com	MURRIETA	CA
MATTHEW	SUTTON	USMC	JourneyProudUSMC@aol.com	OCEANSIDE	CA
SCOTT	SWANSON	SWANSONRILEY LLC	scott@Swansonriley.com	TEMECULA	CA
ANTHONY	SWETALA		tryvbis@yahoo.com	TULARE	CA
JACK	TEMPLETON	JACK TEMPLETON, C.A.	jack@jacksaccountingsolutions.com	SAN JACINTO	CA
ASHLEE	THELEN		ashmorthe@yahoo.com	FALLBROOK	CA
JEREMY	THELEN	DK CONSTRUCTION SERVICES	thelenj21@yahoo.com	FALLBROOK	CA
DEBRA	THELEN	SWVBR	dthelen@swvbr.org	FALLBROOK	CA
JESSE	TORRES	T&B ENGINEERING INC.	jtorges@tbengineeringinc.com	RIVERSIDE	CA
DOLORES	TORRES	T&B ENGINEERING INC	dtorres@tbengineeringinc.com	RIVERSIDE	CA
ANNIE	TUTTLE	VA LOMA LINDA HEALTHCARE SSYTEM	annie.tuttle@va.gov	LOMA LINDA	CA
ABRAHAM	VALENCIA		concrete.design@verizon.net	MORENO VALLEY	CA
SANTIAGO	VEGA		bestbuylighting@yahoo.com	CORONA	CA
ERNIE	WHISENSANT		ernie64@verizon.net	LK ELSINORE	CA
YOLONDA	WILLIAMS	INLAND EMPIRE BUFFALO SOLDIERS HERITAGE ASSOCIATION	brocourage@verizon.net	RIVERSIDE	CA
SHADD	WILLIAMS	CUTTING EDGE MECHANICAL, INC.	swilliams@cuttingedgemechanical.com	HEMET	CA

# WORKSHOP SCHEDULE

<b>Time</b>	<b>Bldg 5, Chamber * 150 plus seats *</b>	<b>Bldg 12, Computer room * 30 seats *</b>	<b>Bldg 12, Exec room * 20 seats *</b>
<b>7:30 – 8 AM</b>	<b>Opening Ceremony</b>		
<b>8 – 9 AM</b>	<b>Things You Need to Know About Operating a Home Based Business</b> Paul Nolta—IESBDC	<b>8(a) Certification Workshop</b> Molly Muro—SBA	
<b>9 – 10 AM</b>	<b>Exploring Options for Exporting</b> Paul Smith—SBA	<b>8(a) continued</b>	<b>Marketing Effectively on the Internet</b> - Albert R. Renteria, CEO The ARRC™ Two 20 min separate sessions
<b>10 - 11 AM</b>	<b>Other Types of Certifications and Contracting Opportunities</b> Jill Andrews—SBA Julia Padilla— RCC—PTAC AB Bonner—Federal	<b>8(a) continued</b>	<b>Marketing Effectively on the Internet</b> - Albert R. Renteria, CEO The ARRC™ Two 20 min separate sessions
<b>11 AM – 12 PM</b>	<b>Marine Corps Installation West Federal Government Contracting</b> GySgt Pedro Garcia	<b>8(a) continued</b>	<b>Marketing Effectively on the Internet</b> - Albert R. Renteria, CEO The ARRC™ Two 20 min separate sessions
<b>12 – 1 PM</b>	<b>Networking Lunch - SCORE</b>	<b>Networking Lunch - SCORE</b>	
<b>1 – 2 PM</b>	<b>How to Find Contracts to Bid</b> Molly Muro—SBA	<b>How to get Certified as a Small Business or DVBE with the State of California FOR FREE</b> —Wayne Gross DGS California, via webinar	<b>SBA Loan Products and Guarantees</b> Doug Dare—SBA
<b>2 - 3 PM</b>	<b>Financing Your Veteran Owned Business</b> Douglas Dare - SBA	<b>Advantages of Operating in HUB-Zones</b> —Albert R. Renteria, CEO The ARRC™	<b>Contracting Opportunities for Women Owned Businesses</b> Sylvia Gutierrez—SBA
<b>3 – 5 PM</b>	<b>Utilizing Your Veteran Benefits Panel</b> Annie Tuttle, Loma Linda VA Hosp Bryan Ramso, VA National Cemetery Administration	<b>Meet the Buyers</b> Representatives of federal. state agencies and large contractors will be present One-on-one appointments may be scheduled. Register as you come in	





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