



Small Business
Development Center
at Santa Rosa Junior College

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Janet Wentworth and Ashwin Gulati recognized at regional conference

Santa Rosa— Santa Rosa Small Business Development Center's Janet Wentworth and Ashwin Gulati have been recognized by the Northern California SBDC Regional Network for their outstanding performance in 2011.

The awards were presented during the All Network Conference held in Berkeley on Feb. 3 attended by more than 150 SBDC affiliates and business community representatives from all over Northern California. The awards shine a light on Janet and Ashwin, who have excelled in efforts to create positive economic impact in their local community.

In 2011, Janet and Ashwin and a cadre of other SBDC advisors provided one-on-one consulting and training to nearly 17,000 entrepreneurs in Northern California. Those services led to the creation and retention of more than 2,500 jobs, sales increases of over \$62 million and over \$50 million in capital infusion (loans and equity) for client businesses in 2011.

"This special acknowledgment is a way of recognizing business advisors who go beyond the call of duty and who most significantly help the businesses they assist grow and prosper," said NorCal SBDC Regional Director Kristin Johnson. "The good work of Janet and Ashwin has directly helped businesses create jobs and increase sales in their communities."

The SBDC is part of a national network of centers that assist small businesses by providing no-cost coaching and technical assistance and is partially funded by the U.S. Small Business Administration (SBA). The SBDC was created for the purpose of helping entrepreneurs build their business and contribute to the economic development of their local communities. The NorCal SBDC Network encompasses 14 Northern California counties from the Oregon border to Monterey and is the largest territory in the state.



JANET WENTWORTH



ASHWIN GULATI

"**Janet** is always willing to help, whether it be subbing to teach a class at the last minute, helping staff understand social media and how to use it, or helping clients. She has provided numerous ideas for new ways to market the SBDC. And she makes great chocolate candy!" said Lorraine DuVernay, Santa Rosa SBDC Director.

"As part of the Federal Jobs Act, **Ashwin** is the on-site Business Advisor at the Dominican University Venture Greenhouse in San Rafael. In just a few months, Ashwin has provided close to 200 hours of counseling to these clients and recorded significant economic impact. He lived in Spain for 8 years and is fluent in Spanish." said Lorraine DuVernay, Santa Rosa SBDC Director.

To find out more about the Santa Rosa SBDC, go online to www.santarosabdc.org, or call (707) 524-1770.