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Northern CA Regional Network

NorCal SBDC hires strategic initiatives director

OAKLAND — The Northern California Small Business Development Center (NorCal SBDC) regional network has hired James Alva as its new strategic initiatives director.

In this new position, Alva will develop and strengthen services to small businesses primarily in the areas of technology, international trade, government contracting and green business technologies. The NorCal SBDC network – made up of 10 service centers from the counties of Del Norte to Monterey – provides free business advising and low cost workshops to entrepreneurs. Over the past two years, those centers collectively advised more than 11,000 small businesses and their services contributed to the increase of nearly \$221 million in sales.

Alva has worked on behalf of small businesses for the past 10 years and specializes in facilitating public-private partnerships. Most recently he was the interim regional director for the Los Angeles Regional Small Business Development Center Network. Other past experience includes work in real estate and public affairs, most notably as managing the start-up operations of what was the state's first Latino-owned bank in more than 30 years - PROMERICA Bank.

NorCal SBDC Regional Director Kristin Johnson said she is excited to be able to bring on a new director of Alva's caliber and looks forward to what his addition to the network will mean for current and future SBDC programs throughout the Bay Area.

"One of Alva's first priorities is to strengthen ties with small business lenders—to help SBDC clients optimize their chances of securing growth capital," Johnson said. "Another of Alva's objectives is to develop a specialty program focused on providing tech entrepreneurs everything they need to start and grow their technology-based business."

Alva has a bachelor's degree from Stanford University in international relations with a focus on economic development.

To find out more about the NorCal SBDC, contact Alva at (510) 208-0367 or go to www.norcal sbdc.org.