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**SBDC contributes to economic growth in Mendocino County**

Mendocino County, CA –Through more than 1,112 hours of working directly with burgeoning small businesses, the Mendocino Small Business Development Center helped its clients increase sales by \$180,000 and infuse \$329,500 of capital into the local economy in 2011.

Every year, the Mendocino SBDC provides free, specialized technical assistance to more than 210 small businesses throughout the county. According to a recently released annual report, the center helped small businesses create and retain 21 jobs in 2011 and provided services and guidance to 12 new local business start-ups.

“We’re very committed to improving the economic vitality of the small business community in Mendocino,” said Mendocino SBDC Center Director Pamela Patterson. “We are very glad to have the support of our host, the West Company.

As part of the Northern California Small Business Development Network, which stretches from the Oregon border to Monterey, the Mendocino SBDC contributed to a 13 percent increase in new business starts, up to 263 from 233 in 2010.

“Our 2011 economic impact results can be partially attributed to one time funding assistance provided by the state of California,” said Kristin Johnson, director of the NorCal Small Business Development Center Network. “We hope our legislators see California SBDC results as a cost-effective investment in jobs and economic growth and move towards annual funding of the SBDC.”

SBDC clients helped create and retain more than 2,500 jobs last year and infuse more than \$50 million of debt and equity capital into the Northern California economy.

“At a time when job creation is the highest priority, the Small Business Jobs Act helped the California Small Business Development Center Network (CA SBDC) maximize the number of jobs they created or retained in 2011,” said U.S. Small Business Administration District 9 Regional Administrator Elizabeth Echols. “As an important SBA partner, we are proud of the role the California SBDC is playing in our state’s economic recovery.”

The NorCal SBDC is part of a statewide collaborative, the California SBDC, and has 38 service centers and more than 100 satellite offices. Those centers spent more than 100,000 hours assisting small businesses with business plans, loan applications, cash-flow management, government contracting and other needs last year. SBDC clients statewide increased sales by \$243.9 million, which resulted in the creation of \$37 in new taxable revenue for every \$1 invested by the state.

The annual report results were generated through statistical tracking of services rendered at SBDC centers throughout the state in 2011.

To find out more visit the [www.mendosbdc.org](http://www.mendosbdc.org) or NorCal SBDC Network at [www.norcalsbdc.org](http://www.norcalsbdc.org).

**About the California SBDC Program:** *The California Small Business Development Center (SBDC) Program is the leader in providing small business owners and entrepreneurs with the tools and guidance needed to become successful. Local SBDCs provide comprehensive and expert guidance on issues such as start-up basics, financing, business and marketing plan development, procurement and government contracting. One-on-one advising is funded by the U.S. Small Business Administration and local partners and is offered at no cost. Consulting is supplemented by low-cost or free seminars and conferences. These services are delivered throughout California via an extensive network of 38 Small Business Development Centers. The California SBDC network serves more than 50,000 small business owners annually. Learn more by visiting: [www.californiasbdc.org](http://www.californiasbdc.org)*

