

**FOR IMMEDIATE RELEASE:**  
**March 2, 2012**

**Press Contacts:**

**Ann Johnson-Stromberg**, Communications Manager;  
NorCal Small Business Development Center Network  
(707) 599-6146

**Rick Ohlrich**, Director  
Alameda County Small Business Development Center  
(510) 208-0410

## **Alameda SBDC advisors recognized for performance at regional conference**

OAKLAND —Alameda County Small Business Development Center Business Advisors Lee Lambert and Carolyn Johnson have been recognized for their outstanding performance in 2011 by the Northern California SBDC Regional Network.

They were presented with their awards 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. Lambert received his award for Excellence in Economic Impact and Johnson was given the Team Contributor award. The awards highlight the efforts of Lambert and Johnson, who have excelled in creating positive economic impact, in their local community.

“Their skill, hard work, and versatility were indispensable to the Alameda County SBDC in 2011,” said Center Director Rick Ohlrich. “Lee’s work helped to generate large percentages of our capital infusion and sales increases and more than 50 percent of new business starts. CJ was the primary catalyst in a number of high profile programs for the ACSBDC that have contributed to our effectiveness and visibility in Alameda County.”

In 2011, Lambert, Johnson and more than 200 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 works of Lee and Carolyn have 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.

To find out more about the Alameda County SBDC, go online to [www.acsbdc.org](http://www.acsbdc.org) or call (510) 208-0410.

###

**About the NorCal SBDC Program:** Small Business Development Centers of the Northern California (NorCal SBDC) help individuals start, manage and grow their businesses.

The SBDC Business Advisor's expertise can help take the mystery out of business management and allow small businesses to focus on the issues most critical to the success of their company. Our Business Advisors – many of whom are entrepreneurs themselves – have years of experience and know what it takes to operate profitably and grow a business in Northern California. SBDC services address: business plans, financial projections and budgeting, operating challenges, purchase or sale of a business, funding your venture, loan packaging, and more. All private coaching/advising services are offered at no cost to the client. To find out more information about the NorCal SBDC and its service centers go to: [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)