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North Bay Area business advisor recognized as State Star

PETALUMA— North Bay Area Small Business Development Center Advisor, John DeGaetano, has earned the national designation of being Northern California's State Star for his outstanding performance in assisting small businesses in 2013.

Every year Small Business Development Centers throughout the country nominate their peers for innovative programming and excellence in service to their respective business communities. DeGaetano, a longtime business advisor for several Northern California SBDC centers including the center serving Sonoma earned the State Star designation for helping his clients achieve the highest level of economic success with the region in 2013.

"John has been a critical team player in numerous center transitions over the past couple of years assisting North Bay and San Francisco area clients," said Ann Johnson-Stromberg Norcal SBDC Region Program Director. "I'm always really proud to share the impacts our organization helps to create by assisting Northern California small businesses, but none of that would happen without the commitment of impassioned advisors like John."

All of the nation's SBDC State Stars will be acknowledged at a national professional development conference coordinated by America's SBDC in Dallas in September. Johnson-Stromberg said she was excited to help DeGaetano get recognition for his contributions to the regional network.

"John's down-to-Earth, realistic approach when working with clients quickly builds trust and camaraderie," said Marin SBDC Manager Miriam Karell. She went on to explain that in her center - located in San Rafael at Renaissance Marin - John works with a variety of businesses to help them get loans, organize financials and increase sales. "A recent client of his told me 'How did I get so lucky to be connected with John? Without him, I would not have been able to get my business on track and at a level where I am earning a living wage now,'" she said.

The Norcal SBDC Regional Network provides technical assistance and low cost workshops to 13 Northern California counties from the Oregon border to Santa Cruz. Those services are provided through 12 Service Centers, three satellite offices and numerous outreach locations.

Press Release • For Immediate Release • July, 16, 2014

To find out more about the Norcal SBDC Network and its services, go online to www.norcal sbdc.org, or call (707) 826-3919.

About the NorCal SBDC Program: *Small Business Development Centers of the Northern California (NorCal SBDC) help individuals start, manage, and grow their businesses. The program is funded in part by the US Small Business Administration and is focused on helping entrepreneurs take the mystery out of business management focuses on the issues most critical to the success of small business. SBDC Business Advisors are current and former entrepreneurs with the experience to 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, funding your venture, loan assistance, procurement, and more. All private coaching/advising services are offered at no cost to the client.*



Funded in part through a cooperative agreement with the U.S. Business Administration, and Humboldt State University. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or HSU.