



HELPING SMALL BUSINESSES START, GROW & THRIVE

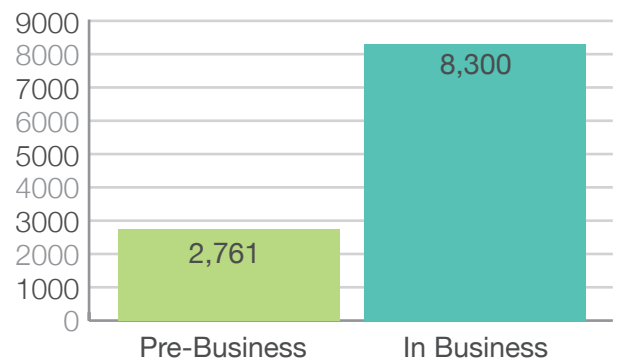
The Northern California SBDC (SBDC) network is a partnership between the U.S. Small Business Administration, Humboldt State University, and state and local partners.

SBDCs have a tremendous impact on the economies of the communities they serve according to an independent study by Dr. James Chrisman of the University of Mississippi in 2009. Our clients created **16.2 times the new jobs** of average businesses (+15.9% compared to -.3% for businesses in general), and **have far more successful sales growth** (10.5% compared to 2.5% for businesses in general). Nationwide SBDC clients generated **\$4.16 in new tax revenue for every \$1 spent on the SBDC program**. With the ongoing support of our funding partners the Northern California SBDC Program will continue **Helping Small Businesses Start, Grow and Thrive!**

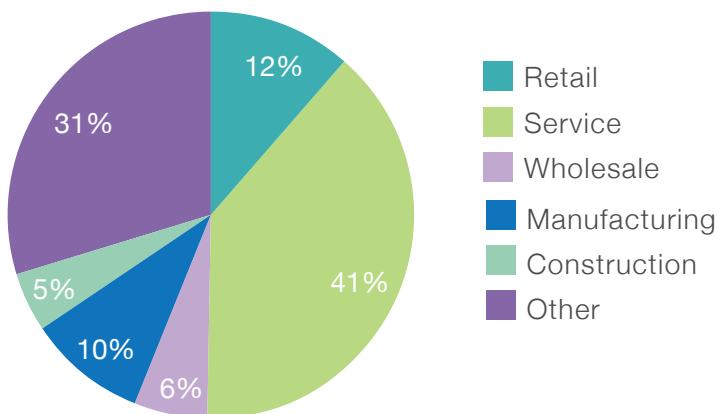
Northern California SBDC Clients Assisted 2008-2010

Increase in Sales	\$200,883,114
Jobs Created	3,702
Jobs Retained	4,262
Federal Cost per Job Created/Retained	\$891
Equity Financing Obtained	\$96,154,924
Loans Obtained	\$66,814,885

Counseling Clients by Business Type



Business Sectors Served



Client Service Levels 2008-2010

Small Business Clients Counseled	11,061
Professional Counseling Hours Delivered	82,513
Training Workshops Presented	3,524
Training Workshops Attendees	47,717
Female Owned Businesses Assisted	5,084
Veteran Owned Businesses Assisted	498
Minority Owned Businesses Assisted	3,644
Disabled Person Owned Businesses	1,129

The Northern California SBDC Network provides free business assistance to constituents in the following fourteen counties: Alameda, San Francisco, San Mateo, Santa Clara, Sonoma, Napa, Solano, Marin, Contra Costa, Santa Cruz, Del Norte, Humboldt, Mendocino, and Monterey.