



## Key points:

The governor held the conference to address small business concerns and to announce the new organization GoED, which is specifically designed to help all California small businesses.

Siskiyou County entrepreneurs have access to the SBDC's no cost business consulting.

Small business issues are being addressed at the state level and economic development is a high priority in the governor's office.



## The Governor's Conference on Entrepreneurship

Guest submission by  
**Stephanie Hoffman**

Governor Arnold Schwarzenegger addressed over 1,000 attendees at the second annual Governor's Conference on Entrepreneurship in Oakland on May 6. The conference goals were to give the participants information and tools to strengthen their small businesses and provide a network of committed entrepreneurs.

The California Small Business Development Center (SBDC) presented this event in partnership with the newly created Governor's Office of Economic Development (GoED). GoED was established to make it easier to do business in California. Small businesses are the key to regain lost economic ground and to recovery. The 3.2 million California small businesses that employ over seven million people are the driving force for the state's long-term prosperity.

The governor was very positive in his welcoming remarks. He said, "California has always thrived on the ingenuity and bravery of its entrepreneurs. From the small business providing vital goods and services to its community to the cutting-edge technology firm offering global solutions to tomorrow's problems, you are all a part of California's future of prosperity and growth."

There were panel discussions throughout the day that included representatives from Google, Face-

book, Twitter, the Small Business Administration (SBA), American Express, Comcast, plus many other businesses and agencies. One San Francisco woman had left the area 2 years ago because of the economic downturn and had moved to Beirut. She recently moved back to the Bay Area and attended the event. She found the conference just what she needed to jumpstart her social media networking business.

Just prior to the event, the California SBDC held its annual Professional Development Conference in Oakland with featured speakers from Hewlett Packard, YELP, and GoED. There were also workshops on understanding today's entrepreneur, streamlining financial data, obtaining SBA guaranteed loans, and selling to the state government.

I was asked to lead a training program called, "Putting the 'WOW!' in your Presentations." SBDC directors and trainers learned tips on how to captivate their audiences and how to better reach different types of entrepreneurs. The program was well received by the participants.

For more information on small business success go to: [www.sbdsc.org](http://www.sbdsc.org), [www.business.ca.gov](http://www.business.ca.gov), or [www.TheWorkshopTrainingInstitute.com](http://www.TheWorkshopTrainingInstitute.com)

• *Stephanie Hoffman is founder of The Workshop Training Institute.*