

PDC BUSINESS EXCHANGE

PASADENA DEVELOPMENT CORPORATION (PDC)

United Commercial Bank Supporting PDC's Vision and Growth

By Santos Rodriguez, United Commercial Bank



Santos Rodriguez

United Commercial Bank has worked with the Pasadena Development Corporation for over two years in support of its mission to provide small business lending, technical assistance, counseling, and other support services to the small business community. In 2003 United Commercial Bank launched a community development initiative aimed at introducing business loans and home mortgage products to low moderate and underserved communities.




With these common goals in mind, United Commercial Bank has supported the Pasadena Development Corporation (PDC) in exploring growth strategies and refining the organizations goals and objectives. United Commercial Bank also provided support this past September 2005 with the *PDC Small Business Showcase*, which recognized business owners who successfully utilized PDC's financial resources. Beginning in 2006 United Commercial Bank and the Pasadena Development Corporation will be offering a Business and Financial Empowerment workshop series. This

is one of the methods that we hope to provide outreach and education to the business community.

As the economic and small business environment continues to change locally, nationally and globally, it is imperative that the PDC position itself so as to continue to provide the economic opportunity, resources, and leadership to the region. Moving forward, United Commercial Bank is exploring possible participation in the PDC CDFI loan pool as well as other sponsorship opportunities.

United Commercial Bank is represented by Santos Rodriguez, Assistant Vice President/Community Relationship Officer. Mr. Rodriguez previously worked for the U.S. Department of Commerce/Minority Business Development Agency and joined United Commercial Bank in 2003. Mr. Rodriguez has focused on working with community based organizations in providing economic growth and financial empowerment. Mr. Rodriguez is on the board of directors of the Pasadena Development Corporation.

For more information on United Commercial Bank please contact Santos Rodriguez at (626) 685-7234 or contact Keith Rogers at (626) 398-9971 for information on the PDC. 


PDC - Moving Forward



By Keith Rogers,
PDC Executive
Director

The small business landscape is filled with challenges. Business owners must make sure that their credit and vendor relationships remain in good standing in order to keep pace with their competition. Government funding sources are facing steep cuts in the coming years. Funding near bankable loans will cost more for those businesses with credit and cash flow issues.


These challenges are just what PDC is prepared to address as a Community Development Financial Institution (CDFI). PDC in collaboration with its financing partners and service providers are committed to continue educational development and providing access to capital that furthers the economic development process for small business entrepreneurs.

As Executive Director of PDC, I strive to bring the best resources to the San Gabriel Valley based small business. Pasadena is the anchor city of the San Gabriel Valley and PDC brings small business support to the Valley's small business communities. 

Bank of the West - Supporting Pasadena and the PDC

Founded in California in 1874 as Farmers National Gold Bank, \$55 billion-asset Bank of the West offers a full range of individual, business, international banking and trust services through more than 680 banking locations in California and 19 Western and Midwestern states. Bank of the West has the resources and capabilities of a large financial institution but emphasizes personalized customer service. In fact, the bank was recognized at a national and regional level with awards for excellence in business banking service as a result of a nationwide survey by a leading financial services consulting and research firm.

Bank of the West is committed to community support and believes it has an obligation to help improve the social and economic health of the areas where it operates. The bank is an ongoing supporter of the PDC in its mission to create and sustain jobs in Pasadena and surrounding communities. The bank recently increased its 10-year community support plan to offer \$75 billion in loans, investments, contributions and services to individuals, small businesses, companies and community-based organizations throughout its markets.

Locally, Bank of the West has two Pasadena locations; at Colorado Blvd. and Madison Avenue, and on Colorado Blvd. and Altadena Drive. Glenn Gomez, Vice President and Manager of the Pasadena Main Office as well as a PDC board member, can be reached at (626) 564-4004. 


From the Chairman

By Bryan Bennett, Chairman PDC

I am pleased to report a great vitalization of Pasadena Development Corporation in the past year and a half. PDC enlarged its sources of previously untapped support with its achievement of 501(c)(3) status in 2005. The PDC Board created an Advisory Council to maintain key linkages with important business and community leaders. Our two Standing Committees, Program and Operations, worked at streamlining communications and decision-making. The Program Committee assisted our Executive Director, Keith Rogers, with the Showcase in September 2005 honoring and highlighting three successful business

beneficiaries of PDC's financial and technical expertise. As the 2005-2006 year began, The PDC Board undertook a revision of its bylaws to enhance its own duties and responsibilities.

We foresee immense opportunities in the challenges facing us, and we anticipate that moment when PDC can embrace many more deserving business entrepreneurs in their quest for economic self-sufficiency and personal satisfaction.

Come join us in our programs, and discover PDC's remarkable success in helping our entrepreneurs achieve their goals. 

PDC Board of Directors



Front row (l-r): Bryan Bennett, Tricia Cruz and Santos Rodriguez.

Second row (l-r): William Galloway, Robert Pindroh, Stan Taylor, Glenn Gomez and Bud Walker.

Back row: Keith Rogers

SEMINARS & WORKSHOPS

MARCH 29, 2006: SELLING SKILLS FOR SMALL BUSINESS
(PRESENTED BY THE SMALL BUSINESS DEVELOPMENT CENTER)

APRIL 26, 2006: TRADITIONAL & ALTERNATIVE FINANCING

MAY 25, 2006: GET PREPARED FOR A BUSINESS LOAN

REGISTRATION: CALL (626) 398-9971 EXT. 13

EMAIL: CDONELL@PDCLOANS.ORG

Visit www.pdcloans.org for times, schedules and additional information

PASADENA DEVELOPMENT CORPORATION

1015 NORTH LAKE AVENUE, SUITE 105, PASADENA, CA 91104

Business Showcase Event a Success

On September 20, PDC held its First Annual PDC Business Showcase networking event. The event was put together to spotlight small businesses in and around the San Gabriel Valley and those financial institutions that support small businesses. PDC clients were given recognition for their small business success.

The businesses recognized were as follows: Citrus Valley Florist, Covina (Albert Perez and Don Waters), Sanders Automotive Services, Altadena (Jesse Sanders), Tonney's

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Mayor presents awards (l-r): Keith Rogers, PDC; Alejandra Pelayo, recipient; Martha Gonzalez, recipient; and Pasadena Mayor Bill Bogaard.



Sponsors of the Business Showcase (l-r): Natalie Orta, SBA; Jose Salgado, Bank of the West; Marchelle Bailey, SBA; Glenn Gomez, Bank of the West; Kristen Walter, Bank of the West; Carina Jacob, Bank of the West; Keith Rogers, PDC; Marcia McAdams, HSBC; Michael Littman, HSBC; and Laura Chao, HSBC.



Business Showcase Recipients (l-r): Jesse Sanders, Albert Perez, Don Waters, Martha Gonzalez, Keith Rogers, Bambi Wojciechowski, Michael Wojciechowski.

PDC Business Tips

Keys To Success Online

Marketing Plan:

To be successful and profitable, every business requires a marketing plan. The great thing about marketing online is that there are many ways to get the word out about your site for free. Free services, while plentiful, are not the only way to go. You need to advertise. One way to advertise, is to purchase links on high-traffic web sites that are related, but are not in direct competition with you. Remember that expensive ads are not always the best, low cost, targeted ads can be just as effective to increase sales. The point is to have a plan and track your results closely.


Quality Images/Descriptions:

People like to see and touch items before they make the decision to buy. Since this cannot be accomplished online, do the next best thing. Provide your site visitors with quality images and detailed descriptions of products or services. If you cannot develop top of the line graphics of your products, hire a professional. This investment will be worth it over the long run.

Customer Service:

Providing your customers with quality service and attention is very important. Answer inquiries in a timely manner, within hours if possible. Be sure you have a return policy that is easy for visitors to find. When an item is sold, be sure to include contact information with the package to help promote future purchases. When this info is left out, you may be losing future sales.

Online Ordering:


In the online marketplace, a site without online ordering capabilities is a site with few or no sales. When a customer is shopping online, a customer wants to purchase online quickly and easily. There are many options to add this service to an existing site at little to no cost. Explore these services on line or check with your online service provider for options. 

Business Showcase

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Restaurant, Pasadena (Martha Gonzales), and Kids Klub Pasadena, (Michael and Bambi Wojciechowski).

The event featured the Mayor of Pasadena, Bill Bogaard, presenting recognition awards to the featured businesses. The event was sponsored by Comerica Bank, Bank of the West, HSBC, United Commercial Bank and the SBA Los Angeles District Office in Glendale. Next year PDC looks forward to having more sponsorship support for small businesses in the San Gabriel Valley and feature more new small business success stories.

PDC would like to give a special thanks to Color Dots, Inc., 2307 E. Colorado Blvd., Pasadena, for their generous donation of both the invitations and poster boards. We would also like to thank Lovebird's Café & Bakery, 921 E. Colorado Blvd., Pasadena, for hosting the event. 

Business Showcase

Sponsors



Pasadena Development Corporation

1015 N. Lake Avenue, Suite 105

Pasadena, California 91104

www.pdcloans.org

(626) 398-9971

Corporate Officers

Bryan Bennett *Chairman*

Bud Walker *Vice Chairman*

Tricia Cruz *Secretary*

Joe Gallardo *Treasurer*

Executive Director

Keith Rogers (626) 398-9971 ext. 12

Board of Directors

Bryan Bennett

Tricia Cruz

Joe Gallardo

William Galloway

Glenn Gomez

Robert Pindroh

Santos Rodriguez

John Russell

Stan Taylor

Bud Walker

The Mission of the PDC:

To provide small business loans and technical assistance to entrepreneurs in low - to moderate income communities primarily to create and sustain jobs.