



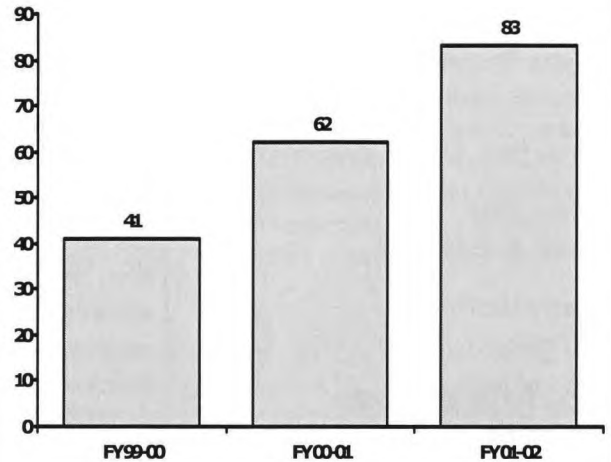
# Investing in the Future

## Executive Director's Corner

Happy Summer! This newsletter issue marks the beginning of a new fiscal year — a time of rejuvenation, and renewed efforts to achieve greater success in realizing organizational goals. Last Spring, we completed a strategic planning process in which our Board of Directors adopted big, hairy, audacious goals for Start Up's development over the next five years, all of which are major ways to invest in the future of local small businesses. But the goals are not unfunded mandates! Rather, efforts to implement planned initiatives will be supported by exemplary staffing resources, continued technological infrastructure development, and increased board-level commitment. For example, recent staff additions, **Julia Baker Jones**, Program Director, and **Rachel Payne**, Development Lead, have enhanced our capacity and improved our productivity. Also, our ability to get things done more efficiently has improved greatly, thanks to the invaluable support we have enjoyed from EPA Digital Village technological resources. Finally, staff efforts have been greatly inspired by our board's determination to maintain the scope of Start Up's current service provision despite fundraising challenges. Read on to learn more about our aspirations and inspirations and, as always, enjoy!

*Faye McNair-Knox*

## Number of Graduates, Fiscal Years 2000-2002



## Spring 2002 Has Largest-ever Graduating Class Cohort!



Reaching for Success! - Board Chairperson **Lee Zimmerman** (background) and some of the Spring 2002 training program graduates contemplate the future at the May 8, 2002 Commencement Ceremony. Graduates pictured: (front row from left) **Debra Turner**, **Olunronke Waddell**, **Linda Walker**, and **Richard Walton**; Graduates pictured: (second row from left) **Fidelina Vargas** and **Maria Villa**. Photo by Jonte Fuller, 2002.

**Summer**  
**2002**  
**Newsletter**

### NEWSLETTER PRODUCTION STAFF

EDITOR - Tiy Martin

CONTRIBUTING WRITERS - Zakiya Carr Johnson, Julia Baker Jones, Rachel Payne, Luis Vizcardo

PRODUCTION ASSISTANTS - Pinkey Gibson, Rodney McBride

### WELCOME NEW STAFF!

**Julia Baker Jones**  
Program Director

**Rachel Payne**  
Development Lead

# Board News



## BOARD OF DIRECTORS

- Lee Zimmerman, Chairperson  
*The Evergreen Lodge*
- Vince Pangrazio, Esq., Secretary  
*Cooley Godward, LLP*
- Tony Ellis, Chief Financial Officer
- Steve Ellis  
*Bain & Company*
- Larry Henninger  
*Henninger & Associates*
- Muki Hansteen-Izora  
*Izora Creative Solutions*
- Scott Jacobson, Class of '03  
*Stanford Business School*
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- Julie Juergens  
*Public Management Program  
Stanford Business School*
- Larry Lopez  
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*National Community  
Development Institute*
- Evan Porteus, Ph.D.  
*Stanford Business School*
- Quincy Ruffin  
*Serpensations*
- Greg Sands  
*Sutter Hill Ventures*
- David Thomas, Class of '03  
*Stanford Business School*
- Dee Uhila  
*Pacific Islander Outreach*
- Steven Zuckerman (on leave)  
*McCown De Leeuw & Co., Inc.*

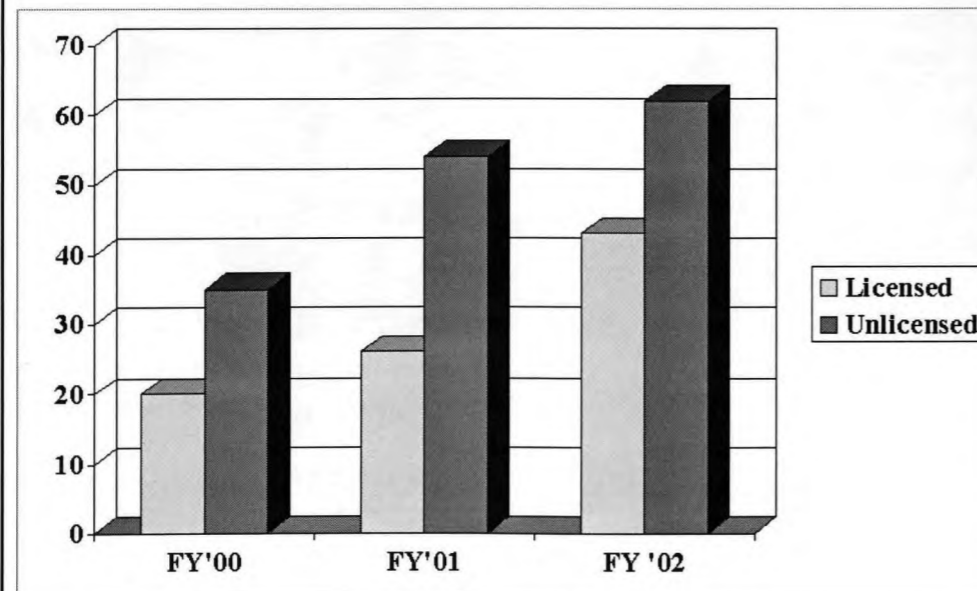
### “BHAGS” Rule at Spring 2002 Annual Strategy Retreat

On April 8, 2002 Start Up’s Board of Directors gathered for an intensive, six-hour annual strategy retreat session, once again graciously hosted by Cooley Godward, LLP in Palo Alto. The longer than usual session was intentional – board members were charged with reviewing the results of an intensive strategic planning process spearheaded by Director **Steve Zuckerman** and staffed by an impressive team of Bain and Co. volunteers led by **William Foster** which was convened by Director **Steve Ellis**. Based on the review, the board was also to chart the organization’s development over the next five years. During the lively discussion that ensued among the 20+ individuals in attendance, an impressive set of “big, hairy, audacious goals (BHAGS)” were adopted pertaining to program operations, fundraising, and replication. Specifically, board members committed to growing the organization so as to: (1) achieve a 50-50 balance between services provided to new entrepreneurs and local small business owners; (2) improve fundraising success by enhancing infrastructure and stabilizing annual processes; and (3) conduct a board-driven feasibility study to determine when and where the Start Up model can be replicated. Although further refinement of these goals is still in process, they are significant and exciting, and promise to provide even greater support of entrepreneurship in and around East Palo Alto.

### Welcome New Board Members!

Start Up would like to welcome newly-minted Directors **Rebecca Matthews** and **Quincy Ruffin**!

### Number of Active Businesses, Fiscal Years 2000-2002



# Taking Care of Business

## Development Journal -- Laying the Foundation

For a lean organization like Start Up, every donation counts. We operate on an annual budget of a little over \$450,000 – and 75% of the funds we receive are applied directly to training and technical assistance for our clients. Over the last year, while the economy took a downturn and the country dealt with the aftermath of September 11<sup>th</sup>, it became increasingly difficult for many nonprofits, including Start Up, to raise the funds necessary to support organizational requirements.

So we analyzed the situation and made a strategic shift in our priorities. The first initiative was to seek out broader, deeper alliances with corporate and governmental entities. This has been very successful. The Small Business Development Initiative funded by Hewlett-Packard Company has enabled us to provide computer equipment and training to 34 small businesses – with more on the way over the next few months. We hope to expand these types of partnerships to ensure that Start Up entrepreneurs get the assistance so critically needed right now.

The second strategic move was an increased emphasis on operational efficiency, by reassessing our development infrastructure. We realized that we not only need to continue to raise funds to support our initiatives, we also need to be more efficient in our fundraising efforts to ensure that each dollar counts even more. So a new staff position was created at Start Up to implement new development infrastructure and processes. In May 2002, I joined Start Up as Development Lead. This summer, I am redeveloping our database architecture, fundraising processes, campaign materials and technology capabilities (including enhanced email communications and web site features such as online credit card and electronic check donations). By improving our efficiencies and expanding our communication capabilities, we hope to become more cost-effective in our development efforts.

Of course, donations still matter. However, by taking a proactive approach towards greater efficiency, we can make sure that the investments go farther – with every donation. Ultimately this will translate into improved training programs, enhanced support services and greater capital access for even more aspiring Start Up entrepreneurs.

- Rachel Payne

#### About Rachel Payne:

Rachel joined the Start Up team as a Summer 2002 intern. Rachel has a marketing and business development background, having been a senior manager at a number of Silicon Valley technology companies, including: Hotwire, eBay, Razorfish and International Data Group. Over the last few years, Rachel has done volunteer work for several Bay Area organizations, including the International Rescue Committee and CARAL (California Abortion and Reproductive Rights Action League). In the fall, she will enroll at the Stanford Graduate School of Business where she will be focusing on Public Management. Rachel hopes to work for a microfinance institution overseas after graduation.

## Program Journal -- Continuous Improvement

One Tuesday night, back in October of 1998, I walked into Start Up for the first time. At that time Start Up looked very different than it does today. It was located in Whiskey Gulch and had only two staff members. As a Drop-in volunteer consultant, I met a group of entrepreneurs who had interesting business ideas and who were working very hard to transform their ideas into living businesses. Working with entrepreneurs like **Edna and Charles Watkins**, co-owners of A1 Dependable Movers, or **Edward Clay**, co-owner with his wife Charita of Jurassic Jump, as well as with the students in my Personal Business Readiness class inspired me to build a long-term relationship with Start Up. Now, four years later, I am excited to become Start Up’s new Program Director.

Since my first introduction to Start Up, the organization has blossomed. The training curriculum has been refined and improved. Start Up has built partnerships with a number of organizations and volunteers that provide our entrepreneurs with free access to a variety of resources ranging from legal support to computer hardware. I am looking forward to further building these relationships between Start Up and our high caliber volunteers. In particular, as a Stanford Graduate School of Business (GSB) alum, I am looking forward to finding new ways to leverage the relationship between Start Up and the GSB.

I hope to contribute to Start Up’s trend of continuous improvement. My top priority is to develop programs that will help Start Up entrepreneurs take their businesses to the next level. In order to do this, I will need input and feedback from Start Up graduates. Over the next several months, graduates will have several opportunities to express their opinions to me. In August, graduates will receive the Annual Survey. This survey will enable us to understand the impact of our programs and to decide what changes are necessary. We will also invite graduates to participate in focus groups and interviews. If you have a suggestion or comment to share, please do not hesitate to call me (650.321.2193, extension 12) – my office is open to you.

- Julia Jones

#### About Julia Jones:

Julia joined the Start Up team in June 2002 as the Program Director. She has manager-level experience in enterprise development, and significant experience as a consultant to microenterprises and nonprofit run job creation businesses, as well as extensive experience through volunteer and professional service with low income communities of color around the U.S. Julia has a B.A. degree in African-American Studies and Education from Carlton College, and an MBA degree with a Public Management certificate in Social Entrepreneurship from Stanford University Graduate School of Business.

# Program Happenings

## Workshops & Monthly Networking Session Highlights

May - June 2002

**May** - "Fine Art of Networking," Networking session in English & Spanish, facilitated by **Delores Farrell**, Start Up Outreach Coordinator (5/1); "What a Small Business Owner Should Know About Leasing Property," Workshop in English, facilitated by **Jeff Maso** of Legal Services for Entrepreneurs of the San Francisco Bay Area (5/22); "Risk Management for Small Business Owners," Workshop in Spanish, led by **Guillermo Morantes** of New York Life Insurance (5/29).

**June** - "Graduate Networking," Networking session in English & Spanish (6/5), facilitated by **Zakiya Carr**, Start Up Program Manager, with special guest **Emily Ellis** of the Small Business Association of San Jose; "QuickBooks I & II," Workshops facilitated by **Jacint Tumacder** of Intuit, Inc., hosted at Intuit offices in Mountain View (6/19 & 6/20).

### It's Annual Survey Time - Es el Tiempo de Cuestionarios Anuales

Start Up is sending annual surveys to all graduates this summer. This survey is important because it helps us better understand graduates' needs and it enables us to demonstrate the impact of our programs to funders and volunteers. It only takes a few minutes to fill out, so please complete yours and return it to Start Up before the end of August. Thank you.

Start Up envía cuestionarios anuales a todos los graduados este verano. Esta revisión es importante porque esto nos ayuda mejor entender las necesidades de graduados y esto nos permite demostrar el impacto de nuestros programas a los fundadores y los voluntarios). Esto sólo toma unos minutos para completar, por favor complete lo suyo y envíelo para Start Up antes del fin de agosto. Gracias.

### We Want to Hear from You - Queremos Tener Noticias de Usted

Start Up is in the process of designing new programs that will help Entrepreneur Training program graduates and owners of existing businesses to take their businesses to the next level. Please contact Julia Jones, Program Director, by telephone at (650) 321-2193 ext. 12 or via email at [julia@startupepa.org](mailto:julia@startupepa.org) to share your business needs and ideas.

Start Up está en el proceso de diseñar los programas nuevos que ayudarán a los graduados de la programa de Entrenamiento de Empresarios y los dueños de negocios existentes a tomar sus negocios al próximo nivel. Por favor póngase en contacto con Julia Jones, Directora de Programas, por teléfono en (650) 321-2193 ext. 12 o vía el correo electrónico en [julia@startupepa.org](mailto:julia@startupepa.org) para compartir sus necesidades e ideas de su negocio.

# Pomp and Circumstance

## Spring 2002 Graduation Ceremony: "Reaching for Success!"

Start Up is proud to present the *largest* number of graduates ever from its entrepreneurship training classes (taught in English and Spanish). The commencement ceremony, where 47 training class participants graduated, was held Wednesday, May 8, 2002, at Community Church of East Palo Alto and was bilingual to accommodate a culturally diverse, English and Spanish-speaking group.

In keeping with the theme, "Reaching for Success/ *Alcanzando al Éxito*," the event featured greetings; a presentation by Start Up alumnus **Dominic Bannister**, co-owner of **Delta Plumbing**; a keynote speech by **Supervisor Rose Jacobs Gibson**, 4<sup>th</sup> District Vice-President of the San Mateo County Board of Supervisors; a community business partner welcome by **Ricardo Ortiz**, Vice President and Manager of California Bank & Trust's East Palo Alto Branch, and special presentations from **Francis Anaya** and **Linda Walker** of the Spring 2002 graduating class.

Harry James Strauss Entrepreneur Awards were presented to **Alfredo Cortes** and **Anthony R. Strong** for demonstrating exemplary entrepreneur spirit! Congressional Certificates were awarded to each graduate courtesy of the Office of U.S. Representative **Anna G. Eshoo**, 14<sup>th</sup> Congressional District, California.

The entrepreneurs who have completed Start Up's training program – 337 from previous years and 47 from the Spring 2002 classes – qualify for continued technical assistance, including *pro bono* legal relationships. They may also apply for various types of microloan referrals and recommendations and/or be selected to receive subsidized resources.

By providing this type of support, this exceptional organization has helped to create or expand over 105 currently operating local businesses. These enterprises include: tax preparation services, nonprofit organizations, insurance services, clothing lines, concrete cleaning services, elder and child care services, massage services, a daycare center, restaurants, real state consulting, technology import/export, and housecleaning services. Businesses planned, launched or expanded by Spring 2002 graduates are sure to enhance the quality and variety of goods and services now available from existing Start Up-supported enterprises.

## Spring 2002 Start Up Graduates and Their Businesses

<b>Ricardo Alvarado R.</b>	Alvarado's Laundry
<b>Francis Anaya</b>	Latin Market
<b>Frank Bell</b>	Uncle Frank's BBQ Restaurant
<b>Wanda L. Butler</b>	Wanda's Hair Rollers, Inc. Mobile Hair Salon
<b>Chandra L. Campbell</b>	Platinum Eventzz
<b>Rhonda Cavaness</b>	RMC Postal, Packing and Business Services
<b>Alina Chávez</b>	Latin Market
<b>Jenny Chávez</b>	Ecological House Cleaning
<b>Alfredo Cortes</b>	Fine Crafts & Imports
<b>Margo Ann Culp</b>	Love & Happiness Youth Christian Academy & Computer Learning Center
<b>Tondra Daniels</b>	Prime Cuts Restaurant
<b>Blanch Domino</b>	Magic Fingers Beauty Salon
<b>Dwight David Ford</b>	Neo Mod Hair Studio
<b>Maricruz Gonzalez</b>	Ecological House Cleaning
<b>Kimone Gooden</b>	Gooden Web Solutions - (kgooden.com)
<b>Maria Isabel Guerrero</b>	Guerrero's Gardening
<b>Juve Guerrero</b>	Guerrero's Gardening
<b>Brenda Hamberry-Green</b>	BJeanee Salon - After Grad Training Academy For Cosmetologists
<b>Rubén Holgado</b>	Travel Agency
<b>Sheila Holland</b>	Holland Homes
<b>D'Anno K. Johnson</b>	SourcePrinting.com, Global Internet Printing Services & Print Shop
<b>Shawn Lewis</b>	Lewis of Laventille Sound Development
<b>Hector Lopez</b>	H & M Bodyshop
<b>Carmen Onesimo Lopez</b>	Lopez Cleaning
<b>Ricardo Maldonado</b>	Ricky's Restaurant
<b>Maria Rosas Marquez</b>	Housecleaning Service
<b>Alberto G. Mendez</b>	General Maintenance & Janitorial Service
<b>Rosa Maria Méndez</b>	Aries Housecleaning
<b>G. Angah Miessi</b>	Baobab Enterprises
<b>Sophia Regina Morris</b>	Sophie's Mobile Locksmithing
<b>Antonio Otero</b>	Taquería Chilangos
<b>Allen H. Peters</b>	A & R Sewing Service Solutions
<b>Kevin S. Raiford</b>	Kisser Carma Enterprises
<b>Ena Reales</b>	Real Business Administrator
<b>James Ross</b>	Abundant Greenery
<b>Susana Serdán</b>	Aries Housecleaning
<b>Anthony R. Strong</b>	Jeweler's Row - In Home Jewelry Sales
<b>Demetrius Stroud</b>	Quizno's Subs
<b>Debra Turner</b>	Turner Group Insurance Agency
<b>Victoria E. Valencia</b>	Horizontes
<b>Fatemeh Valipour</b>	O-Mouse Computer Accessories
<b>Lina Vargas</b>	Ecological House Cleaning
<b>Maria Villa V.</b>	Cascanues Day Care
<b>Olunronke Iesha Waddell</b>	Ameriplan USA, Discount Dental Plan
<b>Linda Walker</b>	Frank N Lin's Hair Supplies
<b>Richard Lewis Walton</b>	Quizno's Subs
<b>Rosalind M. Williams</b>	AfriTainment.com

## Entrepreneurs on the Move!

**Mercedes Martinez**, a graduate of the Fall 2001 Entrepreneur Training class in Spanish, doesn't compromise on the superior level of cleanliness she achieves for her customers. She also does not compromise on the Earth-conscious products she uses to achieve that "super" cleanliness. Her business, **Mercedes Super Clean**, provides nontoxic cleaning services to residential and commercial clients, and guarantees that you'll be satisfied with the work. Business hours are Monday-Friday, 8 a.m. - 5 p.m. So, go ahead, put on your white glove, and contact Mercedes Super Clean for an estimate! Phone: (650) 363-8904 or (650) 863-5718. *Se habla español.* →



**Earth-conscious Clean - Mercedes Martinez**, Owner, *Mercedes Super Clean*. Photo by Luis Vizcardo, 2002.



← **Alma Rosa Gonzalez**, a graduate of the Fall 2001 Entrepreneur Training class in Spanish, shares company ownership of her East Palo Alto-based business, **Arsara Care Giver**, with her husband **Salvador Martinez**, also a Fall 2001 graduate. *Arsara Care Giver* provides complete personal care services for the elderly, including assistance with medical appointments, medication, meals, personal hygiene, and physical therapy. Alma and Salvador believe in treating their clients "like family," and, in fact, plan to open their own nursing home within the next couple of years. *Arsara Care Giver* operates on-call. Contact Alma for more details! Phone: (650) 324-9765. *Se habla español.*

**Like Family!** - **Alma Rosa Gonzalez** (left), Co-owner, *Arsara Care Giver*, sits with a favorite client. Photo by Luis Vizcardo, 2002.

**Shawn Lewis**, founder of **Lewis of Laventille Sound Development**, knows quality sound. And after fifteen years in the business he should. Since starting up his business in January 2002, *Lewis of Laventille* has become the sound provider of choice for Bay Area DJ's and night clubs. *Lewis of Laventille Sound Development* offers sound and DJ services and is known for providing cutting edge, versatile mixes and powerful, audible sound equipment. Completing Start Up's Spring 2002 Entrepreneurship Training class has only helped to grow Shawn's business. He has increased his marketing efforts, and gotten several referrals from fellow classmates. For your next special event sound needs, call (650) 703-6588, or visit [www.lewisoflaventille.com](http://www.lewisoflaventille.com) for more details. →

**The Sound Guy** - **Shawn Lewis**, Owner, *Lewis of Laventille Sound Development*, hard at work. Photo by Tiy Martin, 2002. →



## Partnering for Success

### Welcome!

#### 2002-2003 Stanford GSB Start Up Club Officers

Start Up warmly welcomes the 2002-2003 Stanford University Graduate School of Business Start Up Club Leadership:

**Scott Jacobson & David Thomas**, Co-Coordinators  
**Hilary Borland**, Tuesday Night Drop-in Coordinator  
**Mark Patel**, Personal Business Advisors Coordinator

#### Selected Entrepreneur Training Program Enrollee Characteristics Fiscal Years 2000-2002 (N=373)

##### Gender

- 55% Female
- 45% Male

##### Ethnicity

- 45% African American
- 43% Latino/a

##### Primary Language

- 45% English-speaking
- 38% Spanish-speaking

##### Target Population

- 62% East Palo Alto/East Menlo Park Residents

##### Income

- 77% Low Income

**In 2001-2002, Start Up graduate-owned businesses (N=105) generated \$2.57 million in annual gross receipts, and provided 75 owners and/or employees with full-time jobs, and 81 owners and/or employees with part-time jobs.**

### Community Organization and Corporate Partners

Applied Materials  
 Bain & Company  
 Bayshore Christian Ministries  
 BigStep.com  
 Brobeck, Phleger, & Harrison, LLP  
 California Bank & Trust  
 City of East Palo Alto  
 Community Building Institute  
 Community Development Institute  
 Cooley Godward, LLP  
 East Palo Alto Community Law Project  
 East Palo Alto Business & Merchants Association (EPABMA)  
 The Enterprise Foundation  
 Entrepreneurs Foundation  
 EPA CAN DO  
 Free at Last  
 Girls Club of the Mid-Peninsula  
 Hewlett-Packard Corporation  
 Intuit  
 LDM Moving Service  
 Legal Aid Society of San Mateo County  
 Legal Services for Entrepreneurs (LSE)  
 Lenders for Community Development (LCD)  
 Manatt Phelps & Phillips, LLP  
 McCown De Leeuw & Co., Inc.  
 Opportunities Industrialization Center West (OICW)  
 One East Palo Alto (OEPA)/Neighborhood Improvement Initiative  
 Pacific Islander Outreach (PIO)  
 Plugged In  
 PricewaterhouseCoopers, LLP  
 Rainbow/PUSH Coalition  
 Service Corps Of Retired Executives (SCORE)  
 Silicon Valley Bank  
 Silicon Valley Community Ventures  
 Silicon Valley Small Business Development Center (SBDC)  
 Stanford Business School  
 The Haas Center for Public Service  
 Women's Action to Gain Economic Security (WAGES)  
 YWCA of the Mid-Peninsula

# Start Up Marketplace

<p>Otolose Afungia <b>Islands Market &amp; Restaurant</b> 1491 East Bayshore Road East Palo Alto, CA 94303 Phone: (650) 326-6087 Islanddelite@aol.com <i>Pacific Islander cuisine</i></p>	<p>Isabel Carranza <b>Isabel's Income Tax Services</b> Phone: (510) 651-1150 <i>Personal income tax preparation</i> <b>Se habla español</b></p>	<p>Max B. Garcia <b>Splish European Body Work</b> 1205 Shasta Street, #A Redwood City, CA 94063 Phone: (650) 368-4304 Fax: (650) 368-6791 <i>Complete classic car restoration</i></p>	<p>Lee Jackson <b>Prepaid Legal Services</b> 2548 Baylor Street East Palo Alto, CA 94303 <i>Legal referral service</i></p>
<p>Mayra Alfaro <b>Rainbow Home Daycare</b> 17042 Via Margarita San Lorenzo, CA 94580 Phone: (510) 276-9251 <i>Family day care</i></p>	<p>Edward Clay <b>Jurassic Jump</b> Phone/Fax: (650) 325-7468 jurassicjump@yahoo.com www.jurassicjump.com <i>Inflatable bounce house rentals</i></p>	<p>Lenise Gibson <b>Crokids/Huggee Babywear</b> 484 Lake Park Avenue Ste. 205 Oakland, CA 94610 Phone/Fax: (925) 314-1884 crokids@earthlink.net www.crokids.com <i>Children's clothing with patented velcro openings and closures</i></p>	<p>Fernando Li <b>Palo Alto Television</b> 2566 Leghorn Street Mountain View, CA 94043 <i>Electronic car parts and appliances repair</i></p>
<p>Dominic &amp; Annette Bannister <b>Delta Plumbing</b> Phone: (800) 822-6681 License #736504 <i>Commercial and residential plumbing services</i></p>	<p>Aurora Delgado <b>Aurora's Housecleaning</b> Phone: (650) 322-5157 Fax: (650) 322-8109 <i>Non-toxic housecleaning services</i></p>	<p>Marilyn &amp; Lawford Goddard <b>Kaimit Enterprises</b> P.O. Box 2538 Santa Clara, CA 95051 www.kaimit.com <i>Educational planning and consultation</i></p>	<p>Gloria Marshall <b>Creative Montessori Learning Center</b> 1421 Bay Road East Palo Alto, CA 94303 Phone: (650) 948-6440 <i>Childcare, Montessori training</i></p>
<p>Frank Bell <b>Uncle Frank's BBQ Restaurant</b> 2417 Pulgas Avenue East Palo Alto, CA 94303 Main Tel.: (650) 321-6369 Catering: (650) 462-9012 <i>Barbecue restaurant and catering</i></p>	<p>Blanch Domino <b>Magic Fingers Hair Salon</b> 414 Second Avenue San Mateo, CA 94401 Phone: (650) 342-4004 Fax: (650) 342-5406 myfingers2@aol.com <i>Professional beauty salon</i></p>	<p>Arnold Gomes <b>G-man Productions</b> 2291 Poplar Street East Palo Alto, CA 94303 Phone: (650) 324-2805 gman_pro@hpextendedoffice.com Art studio and commercial artwork provider</p>	<p>Charles McKenzie <b>McKenzie Electric Co.</b> Phone: (408) 930-5005 <i>Commercial, residential, construction and maintenance electrical services</i></p>
<p>Laverne &amp; Alfredo Bryant <b>Latte Dah Café, Inc.</b> 2395 University Avenue East Palo Alto, CA 94303 Phone: (650) 324-1809 Fax: (650) 327-0723 Lattedah@everdream.com <i>Espresso drive-thru and catering services</i></p>	<p>Dwight David Ford <b>Neo Mod Hair Studio</b> 730 Willow Road Menlo Park, CA 94025 Phone: (650) 323-4554 <i>Professional beauty salon</i></p>	<p>Enriqueta Gomez &amp; Maria Jesus Rosales <b>Emma's Eco-Clean, LLC</b> 693 Veteran's Boulevard, #1 Redwood City, CA 94063 Phone: (650) 261-1788 <i>Non-toxic housecleaning service</i></p>	<p>G. Angah Miessi <b>Baobab Enterprises</b> 801 Weeks Street East Palo Alto, CA 94303 <i>Import-export of African art</i></p>

# Start Up Marketplace

<p>Martin Mouton <b>Martin's Inside-n-Out Service</b> 2575 Emmett Way East Palo Alto, CA 94303 Phone: (650) 322-5215 <i>Home improvement, lawn care, and painting</i></p>	<p>Francisco Ramos <b>Ramos Gardening Service</b> P.O. Box 52116 Palo Alto, CA 94303 Phone: (650) 327-3829 Cell: (650) 208-5807 <i>Gardening services (tree cutting, sprinkler repair and new lawn installation)</i></p>	<p>Anthony R. Strong <b>Jeweler's Row</b> Phone: (650) 468-5041 <i>In home jewelry sales</i></p>	<p>Bishop Wethington <b>SOROC Construction Co.</b> 865 Weeks Street East Palo Alto, CA 94303 Phone: (650) 670-1111 soroc_constco@hotmail.com <i>Demolition, excavation, grading and more</i></p>
<p>Cynthia Phillips <b>CP Enterprise</b> 950 40th Avenue Oakland, CA 94608 Phone: (510) 652-3527 <i>Real estate consulting</i></p>	<p>Keisha Roberson <b>Traveling Notaries</b> 1338 Carlton Avenue Menlo Park, CA 94025 Phone: (800) 700-5511 www.keisharoberson.com <i>Mobile notary service</i></p>	<p>Gene Tate <b>E.P.A. T-Ball/Pitching Company</b> 2382 Menalto Avenue East Palo Alto, CA 94303 Phone: (650) 326-2649 Phone: (408) 729-1231 <i>Baseball instruction and life skills for children</i></p>	<p>Harry Williams <b>Renaissance Tax Services</b> Phone/Fax: (650) 328-0877 www.thetaxpeople.net <i>Tax preparation, home-based, business deductions</i></p>
<p>Thoung Pham <b>Nina's Nails &amp; Hair</b> Belle Haven Shopping Center 891 Hamilton Avenue Menlo Park, CA 94025 Phone: (650) 324-3978 <i>Full service salon</i></p>	<p>Imelda Rodriguez <b>Imelda's Housecleaning Service</b> Phone: (650) 328-3297 Pager: (650) 565-1011 <i>Office, house, and apartment cleaning services</i></p>	<p>James Turner <b>Turner Group Insurance Company</b> Phone: (650) 328-8611 A070061@allstate.com <i>Allstate auto, home, business and life insurance</i></p>	<p>Rosalind M. Williams <b>AfriTainment.com</b> P.O. Box 2510 San Ramon, CA 94583 www.AfriTainment.com rwilliams215@yahoo.com <i>Afrocentric home entertainment cinema provider</i></p>
<p>Edith Portillo <b>Galaxy's Day Care</b> 255 Annapolis Street East Palo Alto, CA 94303 Phone: (650) 323-5903 <i>Childcare center, bilingual kindergarten preparation</i></p>	<p>Quincy Ruffin <b>Serpensations</b> 1973 Tate Street, #F203 East Palo Alto, CA 94303 Phone: (650) 462-9031 www.serpensations.com <i>Custom sculpture imported from Africa</i></p>	<p>Raquel Valencia <b>Casa Blanca</b> Phone: (650) 321-7064 <i>Residential and commercial quality least toxic housecleaning</i></p>	<p>James Wilmore <b>Contour Hair Care</b> 1586 Bay Road East Palo Alto, CA 94583 Phone: (650) 324-4247 <i>Professional hair care</i></p>
<p>José &amp; Maria Preciado <b>Atlantis Marble Design</b> P.O. Box 823 Eagle, CO 81631 Phone: (970) 328-1100 <i>Masonry stone setting and other stone work</i></p>	<p>Hector &amp; Maria Secco <b>SIS Multiservices</b> 18A South 8 Street San Jose, CA 95112 Phone: (408) 275-6060 <i>Insurance, mortgage loans, notary public services</i></p>	<p>Luis Vizcardo <b>Luis Carpet Cleaning</b> Phone: (650) 743-2452 vizcardoc@hotmail.com <i>Carpet and upholstery steam cleaning</i></p>	<p>Rabiah Zahra <b>Room Transformations by Rabiah</b> Phone: (650) 325-6092 rzahra@everdream.com <i>Business/social event decorations</i></p>

# Calendar of Events

## August 2002 *Drop-in sessions (8/6 & 8/27, by appointment only)*

Drop-in sessions are held by appointment only on the dates shown in parentheses above. Regular weekly sessions will resume on September 10, 2002 and continue through December 10, 2002.

- 8/7 Networking Session, "Nonprofit Entrepreneur Resources"\*  
 8/14 SCORE Counseling Session, 9:30 a.m. - 1:30 p.m. (by appointment only)  
 8/21 Fall 2002 Entrepreneur Training Cycle/English Orientation, 6:30 - 8:30 p.m., South County Community Health Center, 1798 Bay Road, East Palo Alto, CA 94303  
 8/22 Fall 2002 Entrepreneur Training Cycle/Spanish Orientation, 6:30 - 8:30 p.m., South County Community Health Center, 1798 Bay Road, East Palo Alto, CA 94303

## September 2002 *Drop-in sessions (9/10, 9/17, 9/24)*

- 9/2 Holiday (Office closed)  
 9/4 Networking Session  
 9/7 Fall 2002 English and Spanish Entrepreneur Training cycles begin (classes held at OICW)  
 9/11 SCORE Counseling Session, 9:30 a.m. - 1:30 p.m. (by appointment only)  
 9/11, 9/18, 9/25 Workshops (Topics to be announced)

## October 2002 *Drop-in sessions (10/1, 10/8, 10/15, 10/22, 10/29)*

- 10/2 Networking Session  
 10/4 Start Up/GSB LPF Battle of the Bands  
 10/7 Start Up Board of Directors Quarterly Meeting, 6:30 p.m., Start Up  
 10/9 SCORE Counseling Session, 9:30 a.m. - 1:30 p.m. (by appointment only)  
 10/9, 10/16, 10/23, 10/30 Workshops (Topics to be announced)

## November 2002 *Drop-in sessions (11/5, 11/12, 11/19, 11/26)*

- 11/6 Networking Session  
 11/13 SCORE Counseling Session, 9:30 a.m. - 1:30 p.m. (by appointment only)  
 11/13 Last day to complete Fall 2002 Graduation Requirements  
 11/13, 11/20 Workshops (Topics to be announced)  
 11/28, 11/29 Holiday (Office closed)

## December 2002 *Drop-in sessions (12/3, 12/10)*

- 12/5 FALL 2002 GRADUATION CEREMONY, 6:00 - 9:00 p.m.  
 12/11 SCORE Counseling Session, 9:30 a.m. - 1:30 p.m. (by appointment only)  
 12/23 - 12/31 Winter Holiday Break (Office closed)

## Spring 2003 Preview

- 1/3 Office reopens  
 1/8 Last day to register for Spring 2003 Entrepreneur Training Class  
 1/15 Spring 2003 Training Cycle Orientation and Placement Processes Begin

\*Unless otherwise noted, workshops and networking sessions are held at Start Up and begin at 6:30 p.m.

# Many Thanks to Our Supporters

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### GOVERNMENT AGENCIES

City of East Palo Alto/Community Development Institute - California Healthy Cities & Communities Project  
 San Mateo County Community Development Block Grant (CDBG)

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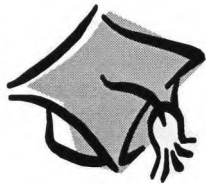
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# START UP MISSION

*East Palo Alto Micro-Business Initiative/ d.b.a. Start Up, is a private, nonprofit organization whose mission is to promote economic development in and around East Palo Alto by providing training, capital, and other assistance to help establish and support locally-owned and operated small businesses.*

As of May 8, 2002, 384 local residents have graduated from Start Up's Entrepreneurship Training Program in English and Spanish.



## Start Up Staff

Faye McNair-Knox, Ph.D., Executive Director  
Tiy Martin, Assistant to the Executive Director  
Rachel Payne, Development Lead  
Julia Baker Jones, Program Director  
Zakiya Shani Carr Johnson, Program Manager  
Delores Farrell, Outreach Coordinator  
Luis Vizcardo, Outreach Coordinator  
Glenda Savage-Johnson, Business Dev't Tech. Specialist  
Aqila Blakey, OEPA Economics Committee Assistant

## Save the Date....

Start Up/GSB LPF  
Battle of the Bands



October 4, 2002

# START UP

East Palo Alto Micro-Business Initiative/  
d.b.a. Start Up  
2111 University Avenue, Suite A  
East Palo Alto, CA 94303  
(650) 321-2193  
info@startupepa.org  
www.startupepa.org

### Inside...

- \* Executive Director's Corner
- \* Board News
- \* Taking Care of Business
- \* Program Happenings
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# Start Up Pledge Form

## **I. Contribution Level**

I/We would be pleased to support Start Up by making the following contribution:

### **2002-2003 Donor Categories**

#### **Individual Membership**

- \$25,000 and over – Program Sponsor  
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 \$5,001 to \$9,999 – Sponsor an Entrepreneur  
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 Other (please specify amount) \$ \_\_\_\_\_

#### **Firm Membership**

- \$25,000 and over – Lead Sponsor  
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 \$5,000 and over – Venture Circle  
 \$1 to \$4,999 – Supporter

Stock donations (see enclosed sample letter)  
Name of stock \_\_\_\_\_ Number of shares \_\_\_\_\_

## **II. Confidentiality**

- Feel free to acknowledge this contribution in Start Up materials.  
 Please keep my/our donor information confidential.

*Note: East Palo Alto Micro-Business Initiative/d.b.a. Start Up, is a nonprofit organization pursuant to Section 501 (c)(3) of the IRS Code, Federal Employee Identification Number 77-0366059.*

## **III. Additional Options**

- Please send me more information about Start Up.  
 Please contact me to schedule a meeting to discuss my or my firm's contribution.  
 Please contact me about other Start Up volunteer opportunities.

## **IV. Donor Information**

Name of Organization \_\_\_\_\_  
Name of Individual \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## **V. Start Up Contact**

*Please mail to:* Start Up  
2111 University Avenue, Suite A  
East Palo Alto, CA 94303  
Attention: Faye McNair-Knox, Ph.D., Executive Director  
*Other contact:* Phone: (650) 321-2193 Fax: (650) 321-1025  
Email: mstartup@pacbell.net





## **Entrepreneur Training Course Fall 2002**

**September 7 – December 5, 2002**

**Mandatory Orientation Session:**

**Wednesday, August 21, 2002, 6:30-8:30 p.m.  
at South County Community Health Clinic  
1798 Bay Road, East Palo Alto, CA 94303**

**Class Sessions:**

**September 7 – November 5, 2002  
at OICW, 1200 O'Brien Avenue  
Menlo Park, CA 94025**

**(Graduation: December 5, 2002)**

**To Pre-register:**

**Contact Delores Farrell, Outreach Coordinator  
Phone: (650) 321-2193 ext. 13  
Fax: (650) 321-1025  
Email: Dfarrell@startupepa.org**

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## **Curso de Negocios para Pequeños Empresarios Otoño 2002**

**7 de Septiembre – 5 de Diciembre, 2002**

**Sesión de Orientación Mandatoria:**

**Jueves, 22 de Agosto 2002, 6:30-8:30 p.m.  
En South County Community Health Clinic  
1798 Bay Road, East Palo Alto, CA 94303**

**Sesiones de Clase:**

**7 de Septiembre – 5 de Noviembre, 2002  
En OICW, 1200 O'Brien Avenue  
Menlo Park, CA 94025**

**(Graduación: 5 de Diciembre, 2002)**

**Para Matricularse o Preguntas sobre el Curso:**

**Llame a Luis Vizcardo, Coordinador de Reclutamiento  
Teléfono: (650) 321-2193 ext. 14  
Fax: (650) 321-1025  
Email: luis@startupepa.org**