



1st
Annual
Business
Forum

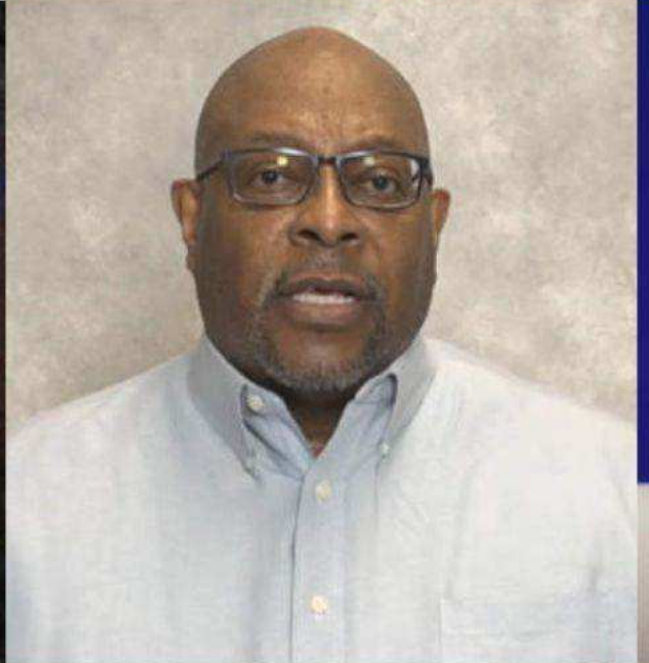
**LATINO BUSINESS
COMMUNITY**

Engaging with the Latino Business Communities

NETWORK. LEARN. COLLABORATE.

**Tuesday,
October 17, 2017**

**2:30pm
Palm Desert, CA**



getinmotion.org/forum

Business Forum

A BRIDGE
TO LATINO
BUSINESS

Tuesday,
October 17
2:30pm

GetInMotion!
entrepreneurs

XIOMARA PEÑA

Southern California Outreach Manager



About Small Business Majority

- **Small business education and advocacy organization** – founded and run by small business owners. Been in business since 2005.
- **National** – 10 offices in Washington, D.C., California, Colorado, Illinois, Maryland, Missouri, New York, Ohio and Virginia
- **Focus on issues of top importance to small businesses** (<100 employees) and the self-employed, including access to capital, workforce, healthcare, retirement, taxes, technology and energy savings.
- Work supported by extensive **research**

About Small Business Majority: Our Model

RESEARCH

Start with extensive research (polling, economic studies) to gauge small business owner views and speak to their bottom line



EDUCATION

Partner with business groups to hold seminars and roundtables to educate small business owners and get their



ADVOCACY

Enact change by elevating small business views in public policy debates



NETWORK

Use real small business voices with lawmakers and the media



(more than 15,000 earned media hits)





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Minority Entrepreneurs

Small Business Majority

Minority Business Ownership in Inland Southern California: Changes & Trends

- Key findings:
 - Hispanic business ownership in Inland Southern California (ISC) is growing faster and is more concentrated than it is in the state or in the nation.
 - Hispanic Owned Businesses (HOBs) in the region are outpacing growth among total businesses across California
 - From 2007 to 2012 the share of HOBs in ISC converged closer to the share of Hispanics employed in the region.
 - HOBs in ISC, as well as in the state and in the nation, tend to generate less revenue and have smaller staffs.
- Data set – U.S. Census Bureau’s Survey of Business Owners (2012)
- Study by: UC Riverside, School of Business Administration, Center for Economic Forecasting and Development

Access to Capital

- Gaps for Minorities & Women
- 1 out of every \$23 distributed in commercial bank loans is given to a minority small business owner or a women-owned businesses



Networking





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