

the SPILLWAY express

October 31, 2024

Rotary Club
of Redding



Rick Fauss
Club President

Dan Gerald
District Governor

SCALE: Success, Capital Access, Leadership for Entrepreneurs

Serving At Today's Meeting

AV	Colin Duffy
President's Fundraiser	Brain Scarr
Pledge	Rob Adams
Invocation	Mark Rincon
Welcome Guests	PP Joe Ayer
Greeters	Alex Hauf-Belden, Nikola Hawes, Bruce Dean, Rob Adams,
Sergeant-At-Arms	Tenessa Audette
Prize Donation	Melinda Brown

On the Mic Today



Pres. Rick
running the show



Mark Rincon
with the invocation



**PP Joe "Animal
Style" Ayer**
welcoming our guests



**"Captain" Rob &
Melinda "Tennille"**
introducing their team

Calendar

November 7	Veterans' Day
November 14	The Electric Car: Murder Victim, Suicide, or Still a Gleam in its Parents' Eyes
November 21	Dark - Thanksgiving Event at Mercy Oaks
November 28	Dark - Thanksgiving

Announcements

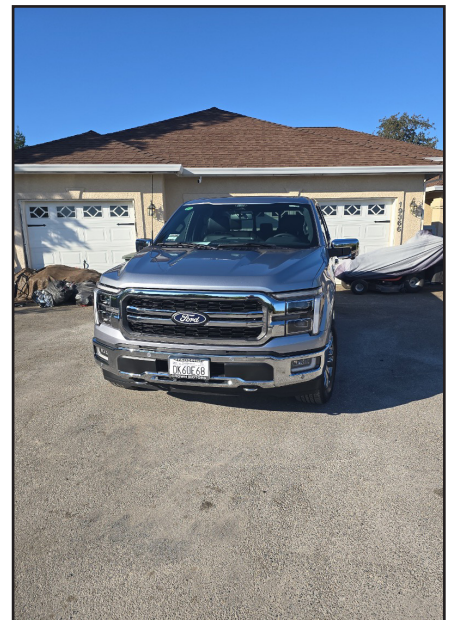
After **President Rick** brought the meeting to order, it was noted by **Art Smithson** that the American Flag was missing from the room. This was quickly remedied and the meeting resumed. **President Rick** expressed gratitude to everyone for making our Haunted House fundraiser a huge success.

- During the invocation, **Mark Rincon** asked us to keep in mind **Dee Domke** and **PP Amelia Ward's** daughter.
- During introductions, we welcomed visiting Chico Rotarian **Kristen Gray**.
- **Tenessa Audette** made us aware of fliers on our tables. The "Need-A-Ride Guides" from the Shasta Regional Transportation Agency give a comprehensive listing of all of their services. For more information, visit srta.ca.gov.
- **Greg Balkovek** reminded us that next week's meeting will be our annual Veterans' Day celebration. We are all encouraged to bring a veteran to be honored next week.
- **Mary Brace** honored everyone who played a role in supporting our Haunted House fundraiser by having different groups of volunteers stand and remain standing. By the end of her recognitions, nearly everyone in the room was standing, a tribute to our club's participation in this event.

Recognitions

Dar Barzin had a close encounter of the automotive accident kind recently in downtown Redding. The incident was caught on camera and thankfully, everyone involved in the collision walked away. The silver lining was a brand new truck for **Dar**. He recognized **PP Jeff Avery** for his insurance assistance.

Dar committed \$100 each to our three donation categories.



Today's Program: SCALE: Success, Capital Access, Leadership for Entrepreneurs

Trisha Funk introduced our speaker for today, **Jamie Winter**, the Small Business Local Engagement Specialist for the California Office of the Small Business Advocate (Cal-OSBA).

Winter, who covers the 16 most northern counties in the state, emphasized the importance of supporting the region's 4.1 million small businesses. A Humboldt State University graduate, she highlighted her passion for her role and her deep connection to Northern California.



She elaborated on the mission of Cal-OSBA, which operates under the Governor's Office of Business and Economic Development (GO-Biz). The agency aims to democratize access to capital, diversify the international economy, and catalyze inclusive economic growth.

One of the key initiatives **Winter** discussed was the SCALE network, which stands for Success, Capital Access, and Leadership for Entrepreneurs. This network addresses the myriad questions small business owners have, from starting and managing a business to recovering from disasters. Winter noted that the network includes over 150 small business support centers across California, many co-funded with the Small Business Administration (SBA).

Winter also introduced the Accelerate California Inclusive Innovation Hub, a \$16.5 million program supporting science and technology-based startups. Additionally, she mentioned the upcoming Made in California Program, which will create a database of small manufacturers and offer promotional and financial support.

The impact of these initiatives is significant. Over the past five years, California has seen \$143 million in returns on investment, 66 new businesses per \$1 million invested, and 720,000 small businesses assisted. **Winter** emphasized the importance of these programs in fostering economic growth and stability, particularly in rural areas.

Winter concluded by encouraging small business owners to stay connected through newsletters and social media to keep abreast of new programs and success stories. She reiterated the vital role small businesses play in the state's economy and the importance of continued support and funding.

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The Four-Way Test

of what we think, say or do

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build good will and better friendships?
4. Will it be beneficial to all concerned?

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"Building better tomorrows by restoring the past"

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WE ARE PEOPLE OF ACTION

We connect passionate people with diverse perspectives to exchange ideas, forge lifelong friendships, and, above all, take action to change the world.

WE ARE OPPORTUNITY-CREATORS

Rotary members look for opportunities to improve our communities today and invest in the next generation for tomorrow.

WE ARE PROBLEM-SOLVERS

Together, we apply our professional experience and personal commitment to tackle our communities' most persistent problems, finding new, effective ways to enhance health, stability, and prosperity across the globe.