



News Release

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Cuesta College Appoints New SBDC Director

The Cuesta College Board of Trustees voted to appoint Israel S. Dominguez as the Cuesta College Small Business Development Center Director. Under the new leadership, the Cuesta College SBDC anticipates increased counseling services and workshops to assist San Luis Obispo County entrepreneurs and existing small business owners achieve their business goals and objectives.

The Cuesta College SBDC offers a variety of workshops to assist entrepreneurs and existing small business owners. The counseling services provide clients with access to expertise from a number of experienced professionals that include; business planning, marketing, legal, human resources, retail/merchandising, and more.

According to Toni Sommer, Cuesta College Interim Vice President of Administrative Services, the Cuesta College SBDC has been active in San Luis Obispo County since the mid-90's. "The new director, Israel Dominguez, will move the center forward through growth, improved services, and in effect play a vital role in economic development for San Luis Obispo County," Sommer said.

"I would like invite those individuals who are thinking about starting a business or have an existing small business and want to expand to contact our Center. You will find that the services offered by the Cuesta College SBDC can truly make a difference in successfully launching your new business endeavor or increasing your company's competitive strength and overall financial performance," Dominguez said.

The Cuesta College Small Business Development Center (SBDC) is part of a nationwide program that provides business technical assistance to small businesses. The SBDC is locally hosted by Cuesta College and regionally hosted by the University of California, Merced in partnership with the U. S. Small Business Administration (SBA) and the California Community College's Economic and Workforce Development Programs.

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