MEMBERSHIP
141 Total Members:
88 Non profit Micro Enterprise Development Organizations (MDO's) and 14 Consulting practitioners in 7 regions: Central Coast (9), Central Valley (13), Rural North (14), Sacramento / Sierra (5), San Diego (5), San Francisco / Bay Area (30), Southern California / LA Basin (26)
21 Reciprocal Associations
18 Corporate & Government Partners
2008 Impacts reported from Annual MDO Member Survey:
• 24,000 businesses served (up 25% from 2007)
• 14,200 jobs created (including owners)
• Gross sales estimated at almost $2 billion (24,000 businesses @ avg. $75,000 sales)
• 1600 micro loans made (under $25,000) for total amount of $14 million

CAMEO Members
Creating the Jobs
and Moving Capital
in our Communities
2009 Annual Report

STIMULUS
California Association for Micro Enterprise Opportunity
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Fax: 415.541.8588
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www.microbiz.org

Funded in part through a grant award with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.
CAMEO’s Mission is to promote economic opportunity and community well being through Micro Enterprise Development.

**Ambitious Goal:**
Expand Micro Enterprise training, technical assistance, and lending 5 fold in 5 years to serve 100,000 small and micro businesses in California.

**2009 Programs and Initiatives:**
Micro Lending Action Plan: CAMEO’s 30 member Micro lenders throughout the state saw a significant uptick in demand due to the almost total withdrawal of bank credit for very small businesses during 2009. CAMEO responded by reaching out to bank investors and community foundations to increase the amount of capital and stimulate more funding for loan loss reserves and guarantees to leverage this new capital. We hosted two focus groups—one with Wells Fargo and community foundations and one with US Bank and our members to explore new structures and CRA products.

We began exploring new web-based platforms, such as those offered by ACCION USA and our member, Valley Small Business Development. These services would exponentially increase the amount of lending in under-served communities.

Rural Initiative: Thanks to CAMEO’s Rural Advisory Committee: Sheila Roberts, Chair, Emil Mihovec, Pamela Patterson, Carmen Herrera-Mariscal and Nancy Swift, for leading the rural action plan which includes: addressing systemic government funding issues and facilitating cross region networks to foster collaboration and create access to new markets. Susan Brown from Mt. Shasta has continued her work as Rural Initiatives Consultant to carry out this agenda. In August, CAMEO organized a hearing at the State Assembly with the goal to bring together Rural Caucus members, staff, rural communities and organizations to evaluate how federal stimulus money can benefit small business development.

**2009 Financial Statements**

<table>
<thead>
<tr>
<th>Profit &amp; Loss</th>
<th>Balance Sheet</th>
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</thead>
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<tr>
<td>Revenues</td>
<td>Assets</td>
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<td>Member dues</td>
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<th>Expenses</th>
<th>Liabilities &amp; Equity</th>
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<td>Personnel</td>
<td>Accounts Payable</td>
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<td>Operations</td>
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<table>
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<th>NET</th>
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<th>TOTAL LIABILITIES &amp; EQUITY</th>
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</thead>
<tbody>
<tr>
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</tbody>
</table>

*Not audited*

**Letter From the CEO**

A knowledgeable colleague who runs a national interagency told me recently, “Micro Enterprise is in the catbird’s seat.” That indicated that our work developing very small businesses is becoming recognized as the best way to invest to make the Economic Stimulus effective. However, there remains a big gap between public acknowledgement and political reality, and the fact is that very little stimulus funding is trickling down to benefit businesses with 10 employees or less.

In early 2009 CAMEO surveyed our members and learned that they had capacity to grow five-fold if we could raise the needed resources. In other words, to serve 100,000 businesses, we need to raise $50 million in new capital and $75 million in new grants. CAMEO focused its efforts on raising new investments and grants and influencing federal and state policies that will bring new funding to our member Micro Enterprise Developers. CAMEO’s “fingers” were on about $8 million in new capital and grants last year including $75,000 from the SBA PRIME program that comprised 15% of all funding— a bigger slice than any other state by far.

From 15 years of surveying Micro Enterprise outcomes, we have learned that over time a client small business will create 3 jobs, including the owner. We also know that these locally owned businesses circulate their revenues twice as much in the community as larger or chain businesses. For all these reasons, it makes sense to focus investment on the very small, micro businesses.

Micro Enterprise in a 3.0 World translates to creating together, collaborating to increase the pie and using vibrant networks to serve those new and existing entrepreneurs in our community who need our support to renew our local economies.

The CAMEO staff, Board and myself are determined to make the Voice of ME heard. We are honored to share the “catbird’s seat” with such a talented and committed network of organizations and individuals.

Claudia Vieira

**2009 Funders**

- $100,000+ Wells Fargo Bank
- $40–99,000 Bank of America
- $25–35,000 Comerica
- $5–24,000 Bank of the West
- $5-$24,000 California Consumer Protection Foundation
- $5-$24,000 National Fund for Enterprise Development

**Policy Advocacy**

Due to the dismal State budget situation, CAMEO was only able to pass one bill, AB185 State Tax Credit for Small Businesses which allows small business owners to deduct up to $3,000 for new employees. This credit can be claimed for up to 7 years or until the $400 million is exhausted.

We worked to support the re-inauguration of the State Loan Guarantee Program which succeeded although, unfortunately without operating funds.

We ramped up our support from Townsend Public Affairs in Washington DC, and happily achieved success in opening up SBA PRIME funding for California. Our organizations, including CAMEO, received 15% of the $5 million allocation, more than any other state. We met for the first time with Donna Gambrell, Director of the CDFI Fund to urge her to direct more funding to small business lending in California.

We are working closely with our sister organizations, AEO, to change the performance measures within the Workforce Investment Act to allow funds to be spent on Self Employment training and to increase all of the program budgets in SBA that affect Micro Enterprise development.

Our rural members were aggressive in submitting comments to USDA on the new Rural Microentrepreneur Assistance Program urging them to de-couple funds for Technical Assistance from Lending. It appears that this program is delaying its NOFA to rewrite the regulations…one can only hope!

Investment in advocacy requires persistence and perseverance and it is often difficult to quantify the results. Our members have made it clear that CAMEO needs to represent their interests at the federal level and communicate the fact that Micro Enterprise development nonprofits are helping the unemployed start businesses and mobilizing resources to “Main Street”. We need to take that message to Washington to capture opportunities from the Recovery Act.

**2009 Highlights**

- CA-Self Employment Tax Initiative: This 3 year demonstration project is designed to link MDOs with new clients during the tax filing season. In CA-SETI’s third year CAMEO member participation has grown from 6 sites to over 50 sites throughout the state. Some MDOs work out of VITA sites providing trained coaches for self employed filers; others are marketing their training and technical assistance programs to customers of H&I Block tax preparation offices. This program is made available with the support of Citi and H&I Block.
LETTER FROM THE CEO

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CAMEO monitors new investments and grants for Micro Enterprise development coming to CA. In 2008-09 there was less than $12 million in new investment, including just $4 million from the CDPI Fund for small business lending. Since the credit gap for small business lending in California is estimated to be close to $3 billion, this does not even amount to “pika dust”!

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POLICY AND ADVOCACY

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2009 FINANCIAL STATEMENTS

Profit & Loss

Revenue

Contributed
664,279

Member dues
12,550

Earned income
7,002

Total
683,030

Expenses

Liabilities & Equity

Personnel
235,477

Accounts Payable
19,814

Operations
312,250

Other Current
11,303

Total
547,727

NET

Earning Balance
136,203

Retained Earnings
400,531

Net income
136,203

Total
547,727

TOTAL LIABILITIES & EQUITY

*Not audited

AMBITIVE GOAL

Expand Micro Enterprise training, technical assistance, and lending 5 fold in 5 years to serve 100,000 small and micro businesses in California.

Core purpose: CAMEO’s Mission is to promote economic opportunity and community well being through Micro Enterprise Development.

Member services

CAMEO Annual Meeting and Legislative Day, June 23-24 in Sacramento
Scholarship Fund for Advanced Training

CAMEO Symposium: Maximizing Economic Impact of Latin Enterprise
October 7-11 in LA
Micro Lending Funders Forum, April 11 in SF
Capacity building consultations provided at member request

Networking opportunities via Regional Member Meetings and National Conferences (AEO, OPM, Micro Finance USA, etc.)
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2010 BOARD
Sherry Beamer, Secretary
Consultant, Sherry Beamer & Associates

Luis Granados
Executive Director, Mission Economic Development Agency

Judy Hawkins
Consultant

Carmen Herrera-Mansir
Executive Director, El Pajaro Community Development Corp.

Karuna Jagger
Executive Director, Women’s Initiative for Self-Employment – East Bay

Elizabeth Makee
Director, University Business Center

Sharon Miller, Vice President
CEO, Renaissance Entrepreneurship Center

Mark J. Robertson, Treasurer
CEO, Pacific Coast Regional Corp.

Shelha Rogers
President, McKenzie Consulting

Namoch Sokhom
Executive Director, Community Action Agency
Butte County

STAFF
Claudia Viek
CEO

Shufina English
Director, Member Programs & Operations

Christine Mahihu
Administrative Coordinator

KEY CONSULTANTS
Susan Brown
Rural Initiatives

Mark Capitolo
Public Relations

Jennifer Thompson
Public Policy – Sacramento

Cathy Townsend
Public Policy – Washington DC

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