CAMEO is California's microbusiness network made up of over 170 organizations, agencies, and individuals dedicated to furthering Micro Business development in California. Our mission is to grow a healthy, vibrant, thriving environment for all entrepreneurs and start-up businesses by advancing the work of our statewide member network.

We raise resources, advocate for supportive public policies, and build the capacity of our members so that they can expand entrepreneurial training, business assistance, and lending services to more California businesses.

Together we help entrepreneurs harness their innovative ideas and creativity so that they fulfill their dreams, create local jobs, and grow our state’s economy.

Every year we survey our members to determine their economic impacts and the landscape of microbusiness development. By doing so, organizations are able to demonstrate the significant role the Micro sector plays in local and statewide economies.

Following are highlights from survey outcomes for 2013.

- **13,894 clients and 11,840 businesses served**
- **78% of clients served were low-to-moderate income**
- **23,908 employees supported; these include full- and part-time jobs created over a 36-month period, plus all businesses served**
- **$888 million estimated gross sales generated by businesses served**
- **2,049 loans under $50,000 totaled $26 million in capital accessed; average loan size is $12,702**
- **Members provided 231,920 hours of group training and 62,741 hours of one-on-one consulting**
- **45% of CAMEO members provide training and lending services; 55% provide training and business assistance services**
- **37% of CAMEO members serve urban areas; 18% serve rural areas; 55% serve both rural and urban areas**
- **Median revenue per member organization was $395,607. This was $249,816 less than in 2009**
Patty Rodriguez
After working in the parking business for several years, Patty Rodriguez went on her own to start SF Parking in October 2011. She needed to spend thousands of dollars per location on new equipment to comply with city regulations – money she didn’t have after starting her business. She met Lorena Roman from Working Solutions. A year later, they approved her for a $25,000 microloan. “They were able to give me a lump sum to invest in the equipment so I could be compliant with the city,” said Patty. “If it wasn’t for them I probably wouldn’t still be here, never mind doing well. Lorena broke everything down and gave me different ideas on how to manage the cash flow and increase profit.” Patty continues to meet with Lorena on a quarterly basis, and is planning to become a certified Disadvantaged Business Enterprise.

Alfredo Garcia
Alfredo Garcia started Watsonville Diesel in 2009 to meet the service needs of the diesel trucking industry. He had 20 years of experience and $50,000 in savings. Three years later, he had a small shop with two employees, and wanted to grow his company. He met with El Pajaro Community Development Corporation to expand the company’s target market and drum up more business.

Alfredo was denied the first time he applied for a loan because his credit was low, but he saved money and continued working on his financial statements with El Pajaro. Now, with lots of customers, he has opened a second location in Hollister and is working with the city to get a business loan to open a third location.

Watsonville Diesel partners with the local high school to mentor students interested in mechanics.