**Technical Assistance Is Key**

* **T. A. works.** It leads to successful companies.
	+ King Tire in King City needed two years of assistance before qualifying for a $1 million SBA loan so that he could expand his tire store to include a car wash and hire 11 employees in a very depressed area of the state.
* **Micro Enterprise creates jobs.**
	+ Microentrepreneurs that have gone through training programs and receive technical assistance from CAMEO members have an 80% success rate. They create two jobs in addition to their own on average over 3-5 years.
* **Without business technical assistance, new or struggling business owners can’t qualify for loans– therefore slowing the job creation process.**
	+ A nonprofit lender serving the rural north part of the state returned $750,000 to their investor that would have been loaned to small businesses, because there was no pipeline of loan-ready businesses waiting for cash.
	+ Many of our clients’ businesses need a hand to become loan ready. They don't qualify for regular bank loans, don't have any home equity for collateral and/or have bad credit.
* **Traditionally, CAMEO members have served low moderate income** –women and the emerging majority, minorities. They need business management tools and skills, they need business networks and support systems and they need access to capital.
* Because of the Great Recession*,* **CAMEO members are nowserving new populations - struggling Main Street businesses and the unemployed corporate worker** turned entrepreneur. They may/may not need a loan, but do need technical assistance and business management training to turn around their businesses or start one.