

April 2021

U.S. Small Business
Administration

Restaurant Revitalization Fund Training

Restaurant Revitalization Fund



sba.gov/restaurants



Don't Know When You are Available on Tuesday, May 4th for a Virtual Training on the Restaurant Revitalization Fund?

Pick any Time that Works Best for You!

Each SBA District Office located across the Southeast Region will host a presentation and Q & A on the Restaurant Revitalization Fund (RRF). These informational sessions are designed to get you prepared to apply for this new "grant" fund prior to the application going live. You are invited to select any timeframe that works best for your schedule.

The links below will be your access to the event. Please note, the link for Georgia takes you to a registration page. The other times, please click on the link at the time of the event.

TUESDAY, MAY 4, 2021

Training Schedule- All are open to the public, *closed press*

Join any Microsoft Teams event below at the time allotted:

8 am ET/7a CT North Carolina District: [click here to join the Teams event \[lnks.qd\]](#)

9 am ET/8a CT South Carolina District: [click here to join the Teams event \[lnks.qd\]](#)

10am ET/9amCT Tennessee District: [click here to join the Teams event \[lnks.qd\]](#)

11am ET/10am CT Mississippi District: [click here to join the Teams event \[lnks.qd\]](#)

12pm ET/11pm CT South Florida District: [click here to join the Teams event \[lnks.qd\]](#)

1pm ET/12pmCT North Florida District: [click here to join the Teams event \[lnks.qd\]](#)

2pm ET/1pm CT Georgia District: [click here to join the Teams event \[lnks.qd\]](#)

3pm ET/2pm CT Kentucky District: [click here to join the Teams event \[lnks.qd\]](#)

4pm ET/3 pm CT Alabama District: [click here to join the Teams event \[lnks.qd\]](#)

For any questions regarding this training, please contact lola.kress@sba.gov.

Hear from YOUR Local SBA District Office



[Alabama District Office \[Inks.gd\]](#)

[Thomas \(Tom\) Todt, District Director \[Inks.gd\]](#)

The SBA Alabama District would like to welcome Megyn Rodriguez to the team- please help us welcome Alabama's new Outreach & Marketing Specialist!

Megyn Rodriguez is joining the Alabama District Office as the Outreach and Marketing Specialist.

She began her federal service career in the U.S. Peace Corps serving as a Business Development volunteer in Colombia. She primarily worked with local micro businesses and other economic development projects by working with artisans.

After Peace Corps, she completed her Master's in Public Administration at the University of Washington in Seattle and subsequently continued her federal career with the U.S. Citizenship and Immigration Services processing residency and naturalization applications in the Seattle Field Office. Ultimately, she missed having a mission that allowed her to connect with small businesses which led her to seek out the SBA.

She has served as outreach coordinator briefly for local elections department and for three years at university resource center. She is looking forward to getting to know local area and apply her experiences to the Outreach and Marketing specialist position. Additionally, she excited to explore the south, travel to new places, and is looking forward to music festivals and minor league baseball games when life allows again.



[North Florida District Office \[Inks.gd\]](#)

[Jon Malcolm Richards, District Director](#)

[\[Inks.gd\]](#)

The North Florida District Office has started meeting with Hispanic Organizations located throughout the district through monthly round table discussions. The initiative has been met with enthusiasm among Hispanic leaders. The latest meeting was attended by executive committee

members of Hispanic Chambers from Central and North Florida, as well as a few other organizations involved in economic development targeted to Hispanic businesses. The group will continue to meet monthly to discuss best practices for helping Hispanic small business owners, as well as the challenges they face in starting/growing their businesses. Additionally, the group will connect Hispanic business owners with information about SBA's programs and services; SBA's network of resource partners; and offer opportunities for the individual groups to collaborate with one another. The effort is being led by Ana Grogan, SBA Outreach and Marketing Specialist; Ed Ramos, SBA Orlando Senior Area Manager; and Carmen Gonzalez, SBA North Florida Business Development Specialist.

Hispanic Organizations represented in the initiative include: The Hispanic Chamber of Commerce of Metro Orlando; The Puerto Rican Chamber of Central Florida; First Coast Hispanic Chamber of Commerce; Kissimmee - Ocala Chamber of Commerce; Puerto Rican Hispanic Chamber of Jacksonville; Volusia Hispanic Chamber of Commerce; Mexican American Chamber of Commerce of Jacksonville; Prospera-USA; Hispanic Professional and Business Women Association (HAPWA) of Central Florida; and Cultura Latina Magazine.

Other groups interested in participating in the initiative should contact the North Florida District Office contact: Jose.ramos@sba.gov or carmen.gonzalez@sba.gov





[\[Inks.gd\]](#)

[South Florida District Office \[Inks.gd\]](#)

[Jonel Hein, Acting District Director \[Inks.gd\]](#)

Tampa-based 8(a), Woman-Owned Business Secures PPP loan with Bank of Charlestown

Lindsey Britt, CEO of Castalia Systems, LLC

Lindsey Britt founded Castalia in 2011 and has grown it to an expected annual revenue of \$20M in 2020. As the CEO of the Tampa-based company, she is responsible for aspects of the company ranging from identifying opportunities to pursue, executing on awarded contracts, and the requirements and duties to support these efforts. The company encompasses a management team totaling more than 60 years of experience in supporting Military, Intelligence, and Federal C4ISR needs and a staff of 125 employees.



Prior to the coronavirus pandemic, around 10 percent of Lindsey's staff worked remotely; however, the need to expand that to cover her remaining employees initially proved a bit of a challenge. Through the ease of technology and various virtual meeting platforms, Lindsey knew equipping her entire staff with mobile computers along with out-of-the-box management styles would help meet her company's employee management continuity planning needs.

"We felt very blessed that the PPP loan program came out when it did - it was vital to keeping my business afloat and being able to continue to support my employees," said Lindsey, who stressed the importance of preparing her business for a seamless application process.

On April 3, 2020, Lindsey applied for a PPP loan through her primary lender only to find out they were not accepting applications at that time. After entering the marketplace that same day, she applied with the Bank of Charlestown in West Virginia, another participating SBA lender, received approval for \$2.4M four days later, and was funded on April 16, 2020.

Lindsey encouraged other entrepreneurs to not only remain positive but "make sure that you're diligent in your attention to detail and stay up-to-date on information. Continue to focus on your mission and why you started this business."



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[Georgia District Office \[Inks.gd\]](#)

[Terri L. Denison, District Director \[Inks.gd\]](#)

Money Smart - Winning in Business (7-Part) Series

Financial literacy is the link between 'money myths' and proven '*Money Smart*' facts that you can 'bank on' to make access to capital possible.

The SBA Georgia District Office in collaboration with SCORE Georgia is hosting a 7-part financial literacy series for small businesses. The seven courses are designed to help entrepreneurs understand the importance and preparation needed to strengthen and achieve their financial 'smart' goals. The series will cover topics including startup financing, cash flow, critical record keeping, exit strategies, and more. Take any combination of courses to help you take your business to the next level.

The next training course is Tuesday, May 4.

Financial Management May 4, from 10:30 a.m. to 12:30 p.m. EST

This module provides an overview of business financial management theory and terminology, and is designed to help you 'understand how sound financial management can benefit your business.

[REGISTER HERE \[Inks.gd\]](#)

To view the complete list of courses and to register, visit <https://content.govdelivery.com/accounts/USSBA/bulletins/2c63021> [\[Inks.gd\]](#)



[Kentucky District Office \[Inks.gd\]](#)

[Robert Coffey, District Director \[Inks.gd\]](#)

Kentucky Hosts Contracting Events with SBDC and PTAC

To highlight the small business contracting opportunities available, the SBA Kentucky District Office partnered with the SBDC and PTAC offices to offer three webinars in April.

The first event – entitled “Are You a Woman-Owned Small Business?” – emphasized the changes to the WOSB program last fall and how to be ready for WOSB certification. The instructor was Cherie Guilford with the Kentucky District Office and was hosted by the Kentucky SBDC.

“Winning Federal Contracts,” hosted by the PTAC, provided an overview of Federal contract procedures and how to sell to the government. The webinar also included: (1) An overview of the Federal buying market; (2) An explain of how and where to find information about government contracting rules; (3) A description of how to find Federal contract opportunities and sell to the government; and (4) How to obtain direct access to key contracting resources. The session also included information about specific SBA contracting programs, guidance on next steps and information and access to helpful procurement resources. SBA’s Cherie Guilford was the instructor for this event, too.

The final April webinar, also hosted with the PTAC, offered an overview of the Defense Contract Audit Agency including the responsibilities and duties, types of DCAA audits performed throughout the various phases of a contract and internet resources and presentations available.



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[Mississippi District Office \[Inks.gd\]](#)

[Janita Stewart, District Director \[Inks.gd\]](#)

Highlighting a Jackson, Mississippi Success!

Jeff Good and Daniel Blumenthal, Owners of Sal & Mookie’s New York Pizza & Ice Cream Joint of Jackson, Mississippi, built a business from the ground up by being focused, fearless and fun. The pair, best friends from high school, opened the

250-seat pizza restaurant and ice cream scoop shop in 2007, after operating two other unique and successful restaurants in Jackson, Mississippi.

Sal & Mookie’s offers signature pizza and pasta dishes; signature flavor ice creams; alcoholic and nonalcoholic beverages; and a full dessert menu. They represent the gold standard of a successful business in the jobs they provide, tax revenues they generate, and selfless contributions to their community.

Jeff Good and Daniel Blumenthal received the SBA 2013 Mississippi Small Business Persons of the Year by the Mississippi District Office of the U.S. Small Business Administration.

Jeff and Dan employ more than 200 Jackson residents between their three restaurants, and give generously to many causes each year. They represent the gold standard of a successful business in the jobs they provide, tax revenues they generate and selfless contributions to their community. Both men are extraordinary entrepreneurs who work hard each day to ensure the best value and experience for their customers.

Jeff and Dan were SBA’s Small Business Persons of the Year for 2013 this selection was based in part on Sal and Mookie’s staying power, growth in number of employees, increase in sales and/or unit volume, current and past financial reports, innovations of product or service, and response to adversity and contributions to aid the community.

The business received an SBA 7(a) guaranteed loan from Trustmark Bank in 2011 to obtain more favorable financing terms.

In 2020 during the COVID-19 pandemic, Jeff and Daniel was able to obtain funding for their business under the Paycheck Protection Program (PPP Loan), Economic Injury Disaster Loan (EIDL) and EIDL Advance to sustain the business due to the loss of revenue and offer resumption of employment for employees furloughed due to the pandemic.





[North Carolina District Office \[lnks.gd\]](#)

[Michael Arriola, Acting District Director \[lnks.gd\]](#)

Freshen Up Your Business Skills

The weather is warming up in North Carolina, and the SBA's North Carolina Resource Partners are getting ready for spring events and trainings. Whether it is through a SCORE Chapter, an SBTDC, a Women's Business Center, or the Veterans Business Outreach Center our skilled partners are always ready and willing to help small businesses start, grow, expand, and recover. Do not forget, these organizations can also help you with an Economic Injury Disaster Loan, your Paycheck Protection Program application, the upcoming Restaurant Revitalization Fund, and more!

Check out these upcoming opportunities:

SCORE -- [\[lnks.gd\]](#) With 10 NC SCORE chapters, there are many training opportunities available throughout the state. Visit: [score.org \[lnks.gd\]](#) for more information.

Small Business and Technology Development Center -- North Carolina's Small Business and Technology Development Center (SBTDC) is the business and technology extension service of The University of North Carolina, which oversees the 16 constituent institutions of the University. Upcoming webinars include **Digital Marketing 101 for Manufactures, 4 Steps to Creating a Marketing Plan,** and **Taking the Leap – Starting your business in 4 weeks.** Register for these events and many more at [sbtcdc.org/business-events \[lnks.gd\]](#)

Veterans Business Outreach Center – The Veterans Business Outreach Center (VBOC) at Fayetteville State University serves veterans, disabled veterans, active duty transitioning, guard, reserve, and spouses. Their mission is to provide training and counseling in entrepreneurship and small business management to create, grow, and sustain a successful small business enterprise. Check out a few Business Training Videos for Veterans at [fsuvboc.com/videos \[lnks.gd\]](#).

North Carolina is home to four **Women's Business Centers**; each provides training and consulting to assist in the growth of women-owned businesses in federal procurement and credit opportunities. Highlighted workshops include:

Women's Business Center of Fayetteville

Let's Chat Finances

Wednesday, May 12, 2021 Noon EDT

Registration Link: [https://www.eventbrite.com/e/146642316115 \[lnks.gd\]](https://www.eventbrite.com/e/146642316115)

[More upcoming WBCFay Events \[lnks.gd\]](#)

Women's Business Center of Charlotte

Build a World-Class Remote Customer Service Team

Tuesday, May 4, 2021 9:00 am EDT

Registration Link: [Events/Workshops \(theinstitutenc.org\) \[lnks.gd\]](#)

[More upcoming WBCC Events \[lnks.gd\]](#)

Western Women's Business Center

How to Start a Business 101

Thursday, May 20, 2021 10:00 am EDT

Registration Link: [https://www.ncsbc.net/workshop.aspx?ekey=20410042 \[lnks.gd\]](https://www.ncsbc.net/workshop.aspx?ekey=20410042)

[More WWBC upcoming Events \[lnks.gd\]](#)

Women's Business Center of North Carolina

[More upcoming WBC Events \[lnks.gd\]](#)



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[South Carolina District Office \[lnks.gd\]](#)

[Richard "Gregg" White, District Director \[lnks.gd\]](#)

Financial Literacy is an essential part of being a successful entrepreneur. Join the SBA South Carolina District Office, SC Small Business Development Center, Benedict College Women Business Center, and Voorhees College in the three part Business Smart Series that will focus on finance and business start-up! Learn about the steps needed to start a small business and how to build an effective business plan that

lenders will want to look at. Additional topics will include: registering your business, legal structures, and marketing.

April 27th - Part One: Learn the 10 pitfalls to avoid when starting a small business.

May 11th - Part Two: Understand what is a credit score, the five C's of credit, and what banks are looking for in a business plan. **May 25th - Part Three:** Learn about defining products/services, marketing strategies, and choosing a legal business name and structure.

Each webinar start at 11 a.m. For more information, and to register, click [here \[lnks.gd\]](#).



Tennessee District Office [\[lnks.gd\]](#)

LaTanya Channel, District Director [\[lnks.gd\]](#)

Tennessee Celebrates SBDC Day

On March 17, 2021, Tennessee Governor Bill Lee issued a statewide proclamation for SBDC Day 2021. Tennessee District Director, LaTanya Channel, participated in the annual Memphis SBDC Day event hosted by the [Tennessee Small Business Development Center \[\\[lnks.gd\\]\]\(#\)](#) (TSBDC [\[lnks.gd\]](#)) at Southwest Community College (SWCC) with Director Rory Thomas, on Zoom. The SBDCs in Tennessee have been essential in providing small business COVID relief while helping many new businesses start across the state. Kudos to the SBDCs and be sure to connect with a FREE business counselor who can meet with you virtually in the - [TSBDC - Tennessee Small Business Development Centers Network \[\\[lnks.gd\\]\]\(#\)](#)!



Save The Date – June 23, 2021 – Business Development Academy



Please save the date for our annual statewide contracting training event. This year's event will be VIRTUAL. Stay tuned on future events by signing up to receive the [Tennessee District Office newsletter \[\\[gcc02.safelinks.protection.outlook.com\\]\]\(#\)](#) and following us on Twitter at [@SBA_Tennessee \[\\[lnks.gd\\]\]\(#\)](#) and [Eventbrite \[\\[lnks.gd\\]\]\(#\)](#).

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