

FY 2023



Since our founding in 1976, PACE has been recognized as a leader in addressing poverty and economic inequity within the low-income, ethnic and immigrant communities of LA County.

## *Celebrating Nineteen Years of Support for Women-Owned Businesses!*



### PACE MISSION

To create economic solutions to meet the challenges of **employment**, education, housing, **business development** and the environment in the **Pacific Asian** and other diverse communities.

### PACE-WBC VISION

*To take each woman that we serve to the next level of success and beyond.*

PACE Women's Business Center (WBC) is designed to serve minority women of all demographic backgrounds with their business development and emerging market needs. We serve urban socio-economically disadvantaged entrepreneurs located throughout Los Angeles County, primarily in Central and South Los Angeles and the San Gabriel Valley.

#### **In Addition to English, Services are Provided In:**

Armenian, Chinese (Mandarin/Cantonese), Farsi, French,  
Hindi, Korean, Malay-sian, Spanish, Tagalog, Thai

### SERVICES THAT PRODUCE RESULTS

#### ENTREPRENEURIAL TRAINING

Our 10-session course will show you how to start and grow a business, from A-to-Z. Participants create a solid business plan, fine-tune their business pitch, gain understanding of marketing, finances, legal structure of their business, and more.

#### BUSINESS CONSULTING

PACE WBC provides business consultations at no cost to entrepreneurs. Topics include:

- Obtaining a business license and permits
- Business plan review
- Marketing
- Graphic and website development
- Organizational development
- Finance management
- Government contract procurement

#### PROFESSIONAL WORKSHOPS

Our workshops are open to everyone and are designed to inform and educate current and future business owners in the key elements of successful operations. We offer networking opportunities and feature the very best speakers who share their experiences and expertise to assist in starting and growing a business.

### INCREASING ECONOMIC SUSTAINABILITY

#### *FY 2022-2023 Results for Pacific Asian Consortium in Employment Women's Business Center*



Unique Clients Served



Jobs Created /  
Retained



Women Served



Clients of Color



New Businesses  
Started



Capital Leveraged



Minority  
Certifications

## ENHANCING OPPORTUNITIES FOR ENTREPRENEURS

### *PACE WBC Client Success Stories in Los Angeles*

Dr. April Soto, recently a new owner of Love & Light Integrative Medicine Health had been previously an employed physician in a major corporation for 13+ years and thus knew very little about managing a business. She took that leap of faith and has sought services at PACE nearly a year now and continues seeking mentoring as she builds her business from the ground up.

Dr. Soto is a family doctor who offers Primary Care and is trained in Integrative medicine which allows her to offer holistic/complimentary services. She also trained in Psychedelic Treatment with Ketamine and Breathwork to help patients with mental health concerns, treatment resistant depression, anxiety, and PTSD to name a few. Dr Soto was recently highlighted on Channel 7 ABC news regarding her work in psychedelics. You may see the interview here: <https://www.youtube.com/watch?v=laHa3Z-OUR8>.



**Business:** Love & Light Integrative Medicine Health  
**Location:** 1800 Fair Oaks Suite #A, S. Pasadena, CA  
**Owner:** Dr. April Soto  
**Established:** 08/2023

*Mayor Evelyn Zniemer from South Pasadena, pictured in blue, joined forces to celebrate Dr. Soto's ribbon cutting on Feb. 21, 2024.*

**PACE WBC Services:** Accounting, budgeting, cash flow management, marketing and sales, legal services, trademarks and design of business card, managing growth, minority business certification, procurement capability statement.



**Businesses:** Noyon Corporation, DBA, Sushi Koo **Location:** 8474 W 3rd St, Suite 106, LA, CA  
**Owner:** Ogi Jiimen  
**Established:** Since 2012  
**PACE WBC Services:** EIDL loan, 2 rounds of PPP loan, building minority certification, capability statement, procurement, FDA certified, staff hiring.

For over a decade, Ogi Jiimen, owned and operated a local sushi restaurant in the City of LA. Things were going well, and the business grew steadily. In March 2020, all this changed when the entire State of CA was under a Safer at Home order and small businesses had to close due to the Covid-19 pandemic. Ogi adapted and modified her business model to provide delivery and take-out services and was able to survive and grow that part of the business with the financial assistance from PACE with an SBA Economic Injury Disaster Loan (EIDL) of \$8000 and Paycheck Protection Program (PPP) of \$56,486 on 1st round and \$79,000 for the 2nd round of financial assistance that helped sustain her family-own restaurant and able to bring back all her 10 staff. Which saved another quality local business from shutting down.

Ogi continues working closely with PACE to assist the company with Procurement assistance strategies to help develop successful strategies to rebuild their business infrastructure to more actively compete for contract opportunities and secured a niche market. This included identifying what Small Business Certifications they should apply for, registering their business on numerous government and private sector Supplier Vendor Portals and starting aggressive contract sourcing development activities. The work PACE WBC does every day makes a difference in the community they serve. As of today, Ms. Jiimen is currently building a facility in Pacoima, CA and expanding her business to become a manufacturer to generate a high-quality signature Asian cuisine sauce. Working with Ms. Jiimen to assist in hiring manager and staff by referring her to the Workforce Center. Working with Ms. Jiimen to help get her sauce FDA certified to sell it to wholesale vendors.

### Build Resilient Communities and Grow Our Economy

PACE Women's Business Center focuses on educating Women Entrepreneurs with workshops including:

- The Entrepreneur Training Program
- Business Start up
- Business Plan / the Business Model Canvas
- Marketing / Branding
- Technology/Online Businesses: Google, YouTube & Shopify
- IRS/EDD workshops
- Legal Entity
- Credit Workshop
- Veteran Boots to Business

Our Center also provides one-on-one counseling to help entrepreneurs with:

- Certification for Government Contracting
- Procurement / Vendor Portal Registrations
- Capability Statement
- Contract Sourcing & Vetting
- Strategic Business Planning
- Understanding RFP/RFP Process
- Preparing Bid Proposals / Developing Proposal Budget
- Meet the Prime Contracts / Match Making Opportunities
- Surety & Bid Bonding
- Access to Capital



Funded in part through a cooperative agreement with the U.S Small Business Administration.



Pacific Asian Consortium in Employment

