



California Small Business Day™ 2014

c/o California Small Business Assn.

P O Box 661235

Los Angeles CA 90066

Tel: (800) 350-2722 Fax (310) 933-4838

April 21, 2014

Messob Ethiopian Restaurant
ATTN: Berhanu & Getahun Asfaw
1041 S. Fairfax Avenue
Los Angeles, CA 90019

Dear Berhanu & Getahun:

CONGRATULATIONS on being selected as the Small Business of the Year from Assembly District #50 by Assemblymember Richard Bloom for the 2014 California Small Business Day™ in Sacramento on June 16th!! The event will be held at the Sheraton Grand Hotel Sacramento, 1230 J Street. This is truly a momentous occasion thanks to the California Assembly passing a resolution in 2000 to honor small business! You will be one of approximately 80 small business owners honored out of 3.3 million in the State of California!

The program for the day consists of three parts, with registration and exhibit areas opening at 8:00AM. The leadership will provide opening remarks along with Insurance Commission Jones speaking for the morning portion of the event. The luncheon, which is the highlight of the day, is when your legislator will present the award to you, making a couple of brief statements on why you were selected to be honored. You will be seated with your legislator for the luncheon and a photo will be taken to document this significant event. Over eighty legislators will have the honor of recognizing a small business from their district, making you a true **VIP** for the event. The final event of the day is the reception for honorees in the exhibit area, followed by optional tours of the Capitol. We recommend you arrive no later than 9AM and plan to leave around 3:30 PM. We ask that you remain for the entire day as we have an impressive program set up for you and awards are distributed at the end of the day.

The event is sponsored by 25 small business organizations/chambers. It is wonderful to have these organizations and the State Legislature join together to "Salute Small Business!" We will be putting together a souvenir booklet to commemorate your honor and will need a photo of yourself and a brief company bio (100 words or less). The bio should focus on the history and successes of the company as well as any community contributions that the owners have made. **Please submit the picture and bio, along with your completed registration form (attached) by FRIDAY, MAY 16th** via fax: (310) 933-4838 or via email to samantha@csba.com (please add this email to your contacts list to avoid important emails going to spam).

As an honoree, you and **one** additional person will be a guest of the sponsors for the day. If there is more than one owner, two owners are guests of the event and all additional guests are \$95. *You must be present in Sacramento to receive your award and again we request that you participate in the entire day.* Please feel free to contact us if you have any questions at (800) 350-2722 or samantha@csba.com. We look forward to honoring you in Sacramento!

Sincerely,

Betty Jo Toccoli

Betty Jo Toccoli
Convener

PS- There are special room rates available at the Sheraton Grand Sacramento Hotel if you intend to spend the night before the event (Sunday June 15th) in Sacramento at a rate of \$129.00 before tax. Please contact the Sheraton Grand at 800-325-353. **Reservations must be made before May 30th.**

Cc: Legislator