



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Business & Entrepreneurship Center and Orange County SBDC Introduce Profitable Sustainability Program **Open House Slated for February 22**

(Santa Ana)—As businesses struggle to balance their drive for profitability with a growing commitment to planetary stewardship, the Business & Entrepreneurship Center (BEC) and the Orange County SBDC are launching their Profitable Sustainability Program. Small businesses are invited to an open house on Wednesday, February 22 from 4:00 p.m. to 6:30 p.m. at Rancho Santiago Community College District Offices, 2323 N. Broadway, Room 107, Santa Ana, CA, 92706 for an introduction to the new program.

“Large corporations including GE, Walmart, IBM, and Google have incorporated sustainable business practices into their operations while maintaining their profitability,” said Maricela Sandoval, director, Business & Entrepreneurship Center. “Our newest program provides small businesses with a roadmap for developing sustainability practices that adapt to their size and needs. Our program takes businesses beyond energy savings to integrating sustainability in the structure of their companies.”

The BEC’s presentation at the open house will provide guests the following:

- A description of the components included in the new program;
- An understanding of sustainability and what it can do to spark innovation and growth;
- Information about current incentive programs and rebates through utility companies;
- Insights into how Goodwill Industries International has reaped benefits from its sustainability practices from Cindy Power, business development manager, Goodwill of Orange County.

Participating sponsors of the Profitability Sustainability Program include the Digital Media Center, Filipino Chamber of Commerce in Orange County, Goodwill Industries of Orange

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County, Huntington Beach Chamber, Irvine Chamber of Commerce, Metropolitan Water District, Small Business Administration, and Southern California Edison.

For more information, contact the BEC at (714) 564-5533 or at bec@rsccd.edu.

About the Business & Entrepreneurship Center

The Business & Entrepreneurship Center (BEC) program, an initiative of the Economic and Workforce Development Program through the California Community Colleges, is a network of Community Colleges professionals working in strategic partnerships with businesses, industry and community organizations to identify and meet California's economic development needs in the areas of business improvements and entrepreneurship training. The BEC is locally hosted by Rancho Santiago Community College District.

About the Orange County Small Business Development Center

The Orange County Small Business Development Center (Orange County SBDC), an economic development program of Rancho Santiago Community College District, is partially supported by the U.S. Small Business Administration (SBA), the California State University, Fullerton and the California Community College Chancellor's Office. The Orange County SBDC is a one-stop source for business planning, business development, international business resources, education and training, loan assistance and expansion strategies.

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