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New Director selected to Launch Pasadena City College Small Business Development Center

Salvatrice Cummo to head brand new service center

Pasadena, CA – Salvatrice Cummo has been tapped as Director of the brand new Small Business Development Center (SBDC) at the Foothill Campus at Pasadena City College.

“We are delighted to now have a SBDC at Pasadena City College. San Gabriel Valley deserves to have comprehensive small business resources, which I have been advocating for quite some time to make a reality,” said **Congresswoman Judy Chu (CA-27)**. “SBDCs can be so helpful to folks who need small business advice. Best of all the services are free and confidential. I want to thank Pasadena City College, the U.S. Small Business Administration and the Los Angeles Regional SBDC Network for making it happen.”

Cummo joins the SBDC directly from the Montebello Chamber of Commerce where she served as their Director of Business Development for the past six years. “The San Gabriel Valley is composed of many diverse markets with many needs,” said Cummo. “I am thrilled at the opportunity to nourish small businesses and entrepreneurs with lasting resources and tools to guide them in creating a formula for success.”

Cummo is a graduate of Cal Poly Pomona and was an executive with Macy’s West for a decade before deciding to switch gears and follow her passion to assist small businesses. In addition, she has experience in operating a family-run restaurant and comes from a family of entrepreneurs.

“The U.S. Small Business Administration welcomes the addition of Pasadena City College to the L.A. Regional SBDC Network,” said **Victor Parker, District Director, Los Angeles SBA District Office**. “They will be a tremendous resource for aspiring and existing small business owners, and, through the SBDC, Pasadena City College will provide greatly needed technical assistance to a large stretch of Los Angeles County’s central and eastern small business owners.”

The Pasadena City College SBDC will serve Pasadena and surrounding communities by offering customized one-on-one business advising sessions at no charge. Affordable trainings and workshop will be offered in marketing, financial management, search engine optimization, social media and government contracting, to name a few. The SBDC program is the U.S. Small Business Administration’s most extensive economic development program, helping small businesses create jobs and strengthen the economy.

“On behalf of the entire Los Angeles Regional SBDC Network, I’d like to welcome Salvatrice and Pasadena City College to the SBDC family,” said **Jesse Torres, Regional Director, Los Angeles SBDC Network**. “As a resident of San Gabriel Valley, I am personally excited to see additional services being brought to the Valley’s small business community. We are grateful to Pasadena City College, Congresswoman Judy Chu, the Los Angeles SBA District Office, the San Gabriel Valley Council of Governments, and the San Gabriel Valley Economic Partnership for making the launch a reality.”

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