



For Immediate Release
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Bayside Business Bash in Santa Monica **BOE holds first of 25 small business seminars in 2014**

Santa Monica CA – Unlike most California cities during the recession, Santa Monica’s outlook was about as sunny as its beach and world famous boardwalk. Unemployment is 8.4 percent, three tenths of a percent below the state’s jobless rate, and real estate prices are holding strong.



That is why Board of Equalization Chairman, Jerome E. Horton chose Santa Monica to launch another year of informal Small Business Seminars, and he wasn’t wrong. More than one hundred small business owners and investors packed the city’s main library auditorium. One woman took the stage and talked about her dreams of providing

video documentaries. Right next to her stood a young man who has invested in electronic production.

“They’ve got to learn what they do and sell it in thirty seconds,” said Chairman Horton. “Being successful in business these days really depends on how far you can connect yourself into the fabric of your business community,” he continued. “People have got to connect to other businesses and share experience if they want their own business to grow!”

The Chairman then had everyone stand, shake hands with the person next to them, and share a business card.



Sasha King, the newly appointed Director of California’s Small Business Development Center agrees: “Small business, at its core, is exchanging services and products, so everyone is

connected. We have to take ourselves into the community and beyond social media, network, and make our services and products known.”

Later, came what most people wanted to know -- more about complying with state and federal tax laws and answers from the Board of Equalization, Employment Development Department, Franchise Tax Board, Internal Revenue Service and Small Business Administration.

The Board of Equalization helped 192,000 businesses get started last year and stays in contact with a million more through the Board of Equalization’s speaker’s bureau, call centers, conferences, and seminars.

Mr. Horton concluded saying, “I predict that number will be 300,000 new businesses in 2014 and the BOE will remain the best friend small business has ever had.”

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Elected in 2010, Chairman Jerome E. Horton is the Fourth District Member of the California State Board of Equalization, representing more than 8.5 million residents in Los Angeles County. He is also the Board of Equalization’s Legislative Committee Chairman. He is the first to serve on the Board of Equalization with over 21 years of experience at the BOE. Horton previously served as an Assembly Member of the California State Assembly from 2000-2006.

The five-member California State Board of Equalization is a publicly elected tax board. The Board of Equalization collects more than \$56 billion annually in taxes and fees supporting state and local government services. It hears business tax appeals, acts as the appellate body for franchise and personal income tax appeals, and serves a significant role in the assessment and administration of property taxes. For more information on other taxes and fees in California, visit www.taxes.ca.gov.

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