



## IN THE SPOTLIGHT

**Bikebandit.com** started 12 years ago with one employee in a garage in Pacific Beach. Today, the company employs over 100 people and occupies 107,000 square feet of office/warehouse space in Otay Mesa.

Bikebandit.com is a company leading the powersports industry in providing online parts and accessories to an international market. The company offers OEM parts, aftermarket parts, apparel and accessories, tires, manuals, and tools for motorcycles, ATV's, snowmobiles, and water craft.



Bikebandit.com has experienced double-digit growth each year since Ken Wahlster founded the company in 1999. According to Michael Friedman, Controller for Bikebandit.com, the company projects growth of 100% over the next three years. Mr. Friedman attributes the company's rapid growth in part to the tax credits realized from the San Diego Regional Enterprise Zone ("SDREZ") program. The company has hired 30 employees over the past five years that qualify for the SDREZ hiring tax credit. In addition, Bikebandit.com has re-invested both real and projected tax savings earned from the hiring tax credit and the sales or use tax credit to expand its warehouse operations twice in the past three years.

Employees have also reaped benefits due to the Enterprise Zone program. The company provides its employees with health insurance, a retirement plan that the company matches, as well as college tuition reimbursement.

## Live Border Traffic Updates Save Time

**BorderTraffic.com** allows travelers to view current border crossing conditions before actually leaving for or arriving at the border. You can access border-crossing information while you are on the go because the site is optimized for mobile devices.

The service is free to the general public. VIP membership is available for a small fee which allows Senti, Fast, or Nexus cardholders to get specific information about related crossing information.

You can access the information in Spanish as well at [LaLineaEnVivo.com](http://LaLineaEnVivo.com).



## RESOURCES

### San Diego Regional Enterprise Zone

#### Hiring Tax Credit Vouchering Services

Tere Avina: (619) 236-6302  
Tina Hines: (619) 236-6305

#### City of San Diego

Cord Bailey: (619) 533-5954

#### City of Chula Vista

Craig Ruiz: (619) 691-5248

#### City of National City

Alfredo Ybarra: (619) 336-4279

#### Unified Port of San Diego

Paul Brown: (619) 686-7283

#### Media Contact

Lydia Moreno: (619) 236-6320

### Job Referral/Job Placement Services

*South County Career Center*  
Leonardo Alarcon: (619) 628-0321

*South Metro Career Center*  
Inna Lomack: (619) 266-4205

### Foreign-Trade Zones Program

Adrienne Turner: (619) 236-6364

### Helpful Links

*San Diego Regional Enterprise Zone*  
<http://www.sdrez.org>

*California Association of Enterprise Zones*  
<http://www.caez.org>

*National Association of FTZ's*  
<http://www.naftz.org>

*Foreign-Trade Zones Board*  
<http://ia.ita.doc.gov/ftzpage/>

*State of California*  
*Business Investment Services*  
<http://www.labor.ca.gov/calBIS/>



## SDREZ QUICK FACTS

### For the Month of March 2011.

- 100** - Participating Companies
- 853** - Employees Hired
- 236** - New Positions
- 617** - Existing Positions

### Employee Eligibility

- 20** - Veterans:
  - 0** - Disabled/Service Connected Veterans
  - 3** - Public Assistance Eligible
  - 6** - Ex-offenders
- 2** - Dislocated Workers
- 0** - Native Americans
- 0** - Self-Employed
- 0** - Vocational Rehabilitation
- 0** - WIA Eligible/Enrolled
- 1** - Cal Works Eligible/Enrolled
- 43** - Low Income
- 12** - Work Opportunity Tax Credit
- 766** - Targeted Employment Area

For more information about the Enterprise Zone, visit [www.SDREZ.org](http://www.SDREZ.org), or call (619) 533-5954.

## SDREZ EMPLOYEE SPOTLIGHT

**Maria Carmen Aldrete**, a National City native, has navigated her way through a fair share of difficult life challenges. Recently, she has renewed her sense of purpose and found inspiration while working at San Diego Leather in National City.

Within a short period of time in Maria's early teenage years, she experienced the divorce of her parents, her own pregnancy, and a legal infraction that landed her on probation. Aspiring for a better life, Maria enrolled into the Youth Build program where she received training in the construction trades. Shortly thereafter Maria was employed by SIPCO Surface Protection, Inc. ("SIPCO"), an industrial painting contracting company, and worked for two years at the NASSCO Dynamics facility as a painter before being dislocated in 2007 due to the recession.

Maria was unemployed and received public assistance for two years following her layoff. During this time, she also witnessed the traumatic death of her children's father. Nonetheless, Maria credits her renewed sense of spirit to her chance meeting with San Diego Leather owner Nancy Estolano. Nancy hired Maria in 2009, and according to Maria, Nancy has been a positive influence and mentor. Working at San Diego Leather provided Maria not only with an opportunity to work and eliminate her need for public assistance, but also with opportunities to learn new job skills and take advantage of continuing her education.

Owner Nancy Estolano admits that this may not have been possible were it not for the San Diego Regional Enterprise Zone ("SDREZ"). According to Nancy, the leather retail industry, like so many other industries, has been adversely affected by the recession. She says that nearly 70% of her competitors have either gone out of business or have had to scale back operations considerably. San Diego Leather, however, has been able to weather the economic downturn thus far and continues to employ workers such as Maria in part because of the tax savings realized from the SDREZ program.

This is good news for Maria who recently graduated from the Fashion Career College and plans to take business and marketing classes at Southwestern College in the fall of 2011. Maria's goal is to one day develop and market her own line of women's apparel.



Maria Carmen Aldrete (center) at her Fashion Career College Graduation accompanied by son and daughter.

## NEW PASSPORT AGENCY OPENS IN SAN DIEGO



The U.S. Department of State officially opened a Passport Agency in San Diego to handle documents for persons with imminent travel needs. The Agency is located at 401 West A Street, 10th Floor, San Diego CA 92101, and is open Monday thru Friday from 8:30am to 4:00pm. Customers are required to have an appointment and must show proof of travel within two weeks. Appointments can be made 24 hours a day via the National Passport Information Center at 1-877-487-2778.

## SAVE THE DATE

**05/19/11** - MEXPORT Trade show promoting Maquiladora Sourcing Opportunities in the San Diego/Tijuana region. More info at [www.mlexport.org](http://www.mlexport.org).

**09/30/11** - 21st Annual Economic Summit at the San Diego Convention Center. More info at [www.southcountyedc.com](http://www.southcountyedc.com).