

Serna Enterprises

Joe and Bambi Serna, Owners

www.serna-ent.com

CDFI: *Colorado Enterprise Fund*



Serna Enterprises is a Native American business grown from a garage-based print brokering service into a full service commercial printer. CEF provided expansion funds to help this business expand into the Hopi Indian Reservation in Arizona where the nearest printer is 100 miles away. Joe recalls that, "In 1998 when we were looking for help in getting to the next level, the Colorado Enterprise Fund was there to lend us a hand to get there. Small companies don't always need millions to get started, sometimes a few thousand is all you need to get the ball rolling. When you bundle not only the money but also the support you receive from a very talented and knowledgeable staff you have the building blocks needed to start running."

Joe Serna is well known for his involvement in American Indian Groups, including serving as president of the Indian Chamber of Commerce. Joe has been recognized as Leader of the Year by 9NEWS, Boulder Chamber of Commerce's Small Minority Business of the Year in 1998, and Minority Enterprise Inc.'s 1997 selection as its Small Business Supplier of the Year.

Why own a business? Joe answers frankly, "Having the opportunity to make your own decision and choose your destination is what owning your business is about. By owning your business you pick the outcome to your story."

Colorado Enterprise Fund (CEF) is a non-profit community development financial institution (CDFI) founded in 1976 to help small businesses owned by women, minorities and low-income persons. CEF provides small business loans of up to \$50,000 to entrepreneurs who are unable to obtain financing from traditional sources. In addition to loans, CEF provides its clients with management consulting and business training. For more information visit: www.coloradoenterprisefund.org

Colorado Enterprise Fund is a member of the National Community Capital Association (NCCA), the national member organization of CDFIs. For more information about NCCA's work to provide capital, technical assistance and development services to low-income communities, visit their website at www.communitycapital.org