



# California State Treasurer Fiona Ma, CPA

## Press Release

PR 20:26  
June 15, 2020

FOR IMMEDIATE RELEASE  
Contact: [Mark DeSio](#)  
(916) 651-6088

### Treasurer Fiona Ma Hosts Webinar Series to Help Small Businesses Jumpstart Operations

**SACRAMENTO** – California State Treasurer Fiona Ma, CPA, will sponsor a two-part webinar series “Jumpstart Business Operations,” presented by Mike Brown, founder of The Brainzooming Group.

“As California businesses emerge from survival mode and embark on various stages of re-opening, now is the time to develop strategies that can help companies get the jumpstart they need and grow in innovative ways,” said Treasurer Ma.

The first webinar, *Strategy for Success: Quickly Re-imagining Your Business & Growth Strategy*, will be Tuesday, June 23, 2020 at 1:00 pm Pacific and will provide actionable ways for businesses to reimagine their branding and growth strategy to maintain a viable market presence.

Attendees will learn steps to identify the “new important,” explore different ways to deliver core benefits, find an alternative market position and prioritize growth strategies.

The second webinar, *Idea Magnets: Attracting Ideas to Pivot & Restart*, will be Tuesday, June 30, 2020 at 1:00 pm Pacific and will focus on quick and easy steps business owners can take to dependably attract innovative ideas to help pivot and restart business.

Attendees will walk away with a list of big questions to generate ideas and methods to imagine new ways to deliver brand benefits, leverage current disruption to set the stage for breakthrough thinking, and to find future-oriented ideas in other business models.

“It is my pleasure to work with Treasurer Ma to help California small businesses not only jumpstart their businesses as they re-open, but to use the disruption to help them grow in innovative ways,” said Mike Brown, who is also author of *Idea Magnets: Seven Strategies to Cultivate and Attract Creative Business Leaders*.

Both webinars are free. They will include downloadable guides to help put the strategies discussed in the webinars into action. At the end of each presentation, attendees will have the opportunity to ask questions to get Brown's expertise on their business challenges.

Registration is available at [www.bit.ly/jumpstartCA](http://www.bit.ly/jumpstartCA).

*Fiona Ma is California's 34th State Treasurer. She was elected on November 6, 2018 with more votes (7,825,587) than any other candidate for treasurer in the state's history. She is the first woman of color and the first woman Certified Public Accountant (CPA) elected to the position. The State Treasurer's Office was created in the California Constitution in 1849. It provides financing for schools, roads, housing, recycling and waste management, hospitals, public facilities, and other crucial infrastructure projects that better the lives of residents. California is the world's fifth-largest economy and Treasurer Ma is the state's primary banker. Her office processes more than \$2 trillion in transactions within a typical year. She provides transparency and oversight for the government's investment portfolio and accounts, as well as for the state's surplus funds. Treasurer Ma oversees an investment portfolio of about \$99 billion, more than \$31.4 billion of which are local government funds. She serves as agent of sale for all State bonds, and is trustee on outstanding debt of \$94 billion.*

**###**