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FOR IMMEDIATE RELEASE

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Cal Poly Small Business Development Center for Innovation Announces Clever Ducks as 2013 Outstanding Business of the Year for the Central California Region

SAN LOUIS OBISPO — Amy and Peter Kardel of Clever Ducks, a local information technologies service company, will be recognized as the 2013 Outstanding Business of the Year by the UC Merced Small Business Development Center Regional Network (UC Merced SBDC).

The Cal Poly Small Business Development Center for Innovation is an arm of the UC Merced network and helped secure the award.

The Kardels will be honored at a ceremony June 13 for the success of their business and for embodying America’s entrepreneurial spirit. Clever Ducks is receiving the Outstanding Business of the Year Award for its steady growth, commitment to excellence and community involvement.

Cal Poly is committed to regional economic development. In 2011 it submitted a proposal to the UC Merced Regional Network to host the Cal Poly Small Business Development Center for Innovation. Cal Poly continues to show its support for high-growth technology companies throughout the region through similar initiatives, student education and resources.

The Kardels founded Clever Ducks in 1992 as an information technology business committed to helping clients become more profitable by providing them with reliable and efficient ways to manage their digital information.

“Amy is the driving force behind many initiatives in our community,” said Jan Marx, Mayor of the City of San Luis Obispo. “The staying power of her business is impressive and indicative of Amy’s connections in the community and hands-on approach to business.”

With the help of Cal Poly’s Small Business Development Center services and a Small Business Administration loan, Clever Ducks has recently settled into a newly remodeled and energy-efficient 7,200-square-foot office on Broad Street in downtown San Luis Obispo.

For more information on how the Cal Poly SBDC assisted Clever Ducks, see a UC Merced SBDC video online at [http://bit.ly/16I4GQa](http://bit.ly/16I4GQa) or visit sbdc.calpoly.edu.

For more information, contact UC Merced SBDC Network at casbdc@ucmerced.edu or 559-241-7406.

About the Cal Poly Small Business Development Center for Innovation
UC Merced was awarded a U.S. Small Business Administration contract in 2003 to serve 15 counties in Central California: San Luis Obispo, San Benito, Santa Clara, Monterey, Stanislaus, Merced, Madera, Tuolumne, Mariposa, Fresno, Kings, Tulare, Kern, Mono and Inyo.

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