

U.S. Small Business Administration Recognizes CCS/PR With Unique “Staying Power” Award

business beat



La Costa Oaks resident and CCS/PR's CEO Gayle Mestel received the “Anthony Vigil Award for Staying Power” during the U.S. Small Business Administration's luncheon event to highlight the importance of small business to our community, held at the Hilton San Diego Bayfront. This prestigious recognition honors the agency's success and longevity since 1966, commemorating over 50 years in business and acknowledging CCS/PR “as outstanding within San Diego and Imperial Counties.”

Mestel has served the agency for almost 37 years, in roles ranging from publicist, business development manager, marketing manager, assistant general manager and since 2010, as president and CEO, succeeding agency founder Bob Fisher. She is also a member of the Women Presidents' Organization (WPO). “It fills me with pride to win this ‘Staying Power’ award from such a respected, recognized and credible organization as the U.S. Small Business Administration,” Mestel says. “This represents the ultimate validation that being in business for over 50 years is an impressive milestone and a major achievement.”

“As America celebrates the fifty-fifth anniversary of Small Business Week, this is an excellent opportunity to honor the small businesses that have helped make our nation great,” says SBA San Diego District Director Ruben Garcia.

Business organizations, lending institutions, chambers of commerce and trade associations typically nominate candidates. A panel is convened at the San Diego District Office to review local nominations and select a winner in each of the categories. This award won by CCS/PR is named for Anthony Vigil, a former SBA



Deputy District Director for the San Diego District Office who retired after more than 45 years of service. This year's Small Business Awards Luncheon coincides with the SBA San Diego District Office's 2018 Small Business Week.

CCS/PR is WBENC-certified and an award-winning, full-service, global marketing communications agency specializing in case study writing services, public relations and customer reference program management, serving Fortune 500 clients in enterprise, high-tech and healthcare industries.

For more information about CCS/PR, visit <http://www.ccspr.com/> or contact Mestel at 760-929-7514, or gaylem@ccspr.com



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