Salvador Palomino, a Mexican national, is a retired professional educator in Mexico. In 1999, after being offered an opportunity to start-up a business in Corpus Christi, Mr. Palomino decided to settle and legally establish residency.

After 11 years, an opportunity to expand in close proximity became available. The dream to build his own new store and introduce new fresh products, increase imports, and provide a Western Union Agent location would become a reality.

After visiting a lender and realizing all the documents needed for a business loan, Mr. Palomino knew he would need help. Mr. Palomino, a fluent Spanish speaker, was referred to the Del Mar College Small Business Development Center and met Celia Garza, a Business Advisor for the SBDC. Celia worked with Mr. Palomino in putting together a Business Plan, Loan Proposal and interceded by breaking the language barrier between Mr. Palomino and his lenders.

Celia and Mr. Palomino knew that getting a business loan would not be easy. Believing in himself and his persistence helped Mr. Palomino obtain his loan from First Victoria Bank. Major construction of the new store began in September, 2012.

The relationship, trust, and confidence Mr. Palomino developed with the SBDC helped him to stay focused and keep his business plan on track. Today, Mr. Palomino proudly welcomes everyone to shop and dine-in at his new location.

**Jalisco Grocery & Meat Market**

1101 Port Avenue

Corpus Christi, TX, 78405

---

**IMPACT**

- Business Expansion
- 8 Jobs Retained
- $1,479,128 Increased Sales