MCSC Client Success Story

Promociones Diaz
Francisco Diaz
Lost Hills, CA

Born in Oaxaca, Mexico, Francisco Diaz came to California in 1997 with the dream of one day owning his own business. Francisco took that dream and moved his family to Lost Hills, California, where he worked in the pomegranate, almond, and pistachio fields to provide for his wife Cristina and their four children. During this time his own business aspirations never left his mind.

It was during an “English as Second Language” course in Lost Hills that Francisco met MCSC instructors Jesse and Clarita Portillo, who were inspired by his leadership skills and desire to always learn more. At that time, Francisco was interested in opening his own promotion business, but didn’t know where to start. He had a little money saved, but was afraid of losing it if things didn’t go as well as he planned. However, Francisco was determined to learn everything he could to succeed in opening his own business, so he took the leap and decided to enroll himself and his wife in MCSC’s business start-up class, “Empezando” taught by the Portillos. The Empezando class helped Francisco develop a clear vision of what he really wanted to do – start a family business that also helped other families.

In 2014, with the guidance of the Portillos, Francisco acquired all of the necessary paperwork, permits and insurance, and then made an investment of $15,000 into his business. Within a few months, Promociones Diaz, a small event equipment rental company, was born.

Francisco’s passion for supporting and serving the community with integrity, honesty, and family values has been their best tool for developing customer loyalty. Their service and community-oriented approach has allowed them to grow and expand their small investment from a few tables, chairs and a bounce house, to a considerable investment in tents, DJ service, a mechanical bull, trampoline, and additional decor and equipment for special events.

Now, just two years later, the whole family is involved in their growing business, including Francisco’s wife Cristina and their two oldest children, as well as two additional employees. The Diaz’s credit MCSC and their consultants Jesse and Clarita Portillo for helping them launch their business. With an investment of $36,000 they now have 8 employees and Promociones Diaz is generating a steady income and providing the lifestyle and security that Francisco dreamed of so many years ago.