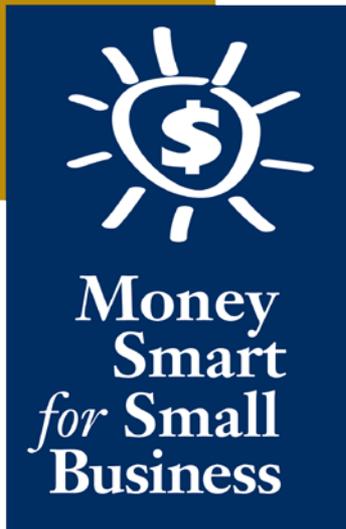




Money Smart for Small Business Town Hall Meeting

FDIC



Second Quarter 2016

April 21, 2016



Money Smart for Small Business Town Hall Meeting

FDIC



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Presenters:

Lessie Evans FDIC Washington DC
Community Affairs Section Chief

Paola Diaz FDIC Washington DC
Community Affairs Specialist
MSSB National Point of Contact

MSSB Alliance Members



Agenda

- **Welcome and Introductions**
- **Recent MSSB News**
- **Purdue Extension
Marion County, Indiana**
- **Minority Business Development Center
Richmond, Virginia**
- **Marketing MSSB**

Welcome and Introductions



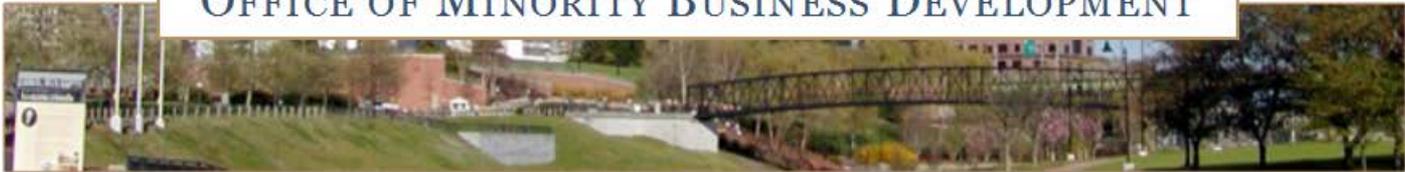


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- **3 new modules** designed to be taught in 90 minutes and include case studies
- 13 modules in **Spanish**
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OFFICE OF MINORITY BUSINESS DEVELOPMENT



**Money Smart for Small Business
Money Smart for Small Business Town Hall
April 21, 2016**

**Sonji Rollins Tucker—Money Smart
Administrator**

Presenter

Sonji Rollins Tucker—Money Smart Administrator

- * Teaches MSSB
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MSSB participant profile

Individuals with a business idea or concept
to
Businesses that have been in operation for **over 10 years**

All types of businesses

All levels of income

Micro Loan Program and Money Smart

- * Pilot program Starts in June 2016
- * Low interest loans up to 25,000
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Sustainability

- * Keep a database of all Money Smart Students
- * Encourage students to take more advanced classes that we offer
- * Send student important information as we receive it
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Money Smart Graduating Classes



Contact Information

Pat Foster
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Testimonials from MSSB Graduates

MBDC, City of Richmond (VA)

<https://www.youtube.com/watch?v=tDJUG-dHcqk&nofeather=True>





Questions to the MSSB Alliance Member?



Money Smart for Small Business

Purdue University Extension Program

Indianapolis, Indiana

Naomi S. Bechtold MBA, AFC®

Extension Educator, Family Resource Management

Presenter: Naomi S. Bechtold MBA, AFC®

- Extension Educator, Family Resource Management
- Purdue Extension-Marion County
- Cooperative Extension Services, National Institute for Food and Agriculture (national program leaders), offices in every state and in some counties, mostly tied with the land universities
- 20 Years of training experience
- Teaches MSSB

MSSB Program Overview

- First learned about the program and how to teach it, at a 2015 MSSB Train the Trainer Session provided by FDIC Community Affairs Specialist Jenny Dandridge
- Recruited participants from existing "New Urban Farmer Business Plan Class", they choose their top three modules of interest:
 - Cash Flow
 - Planning for a Healthy Business
 - Time Management
- One module per week 6:30-8pm
- Participants paid \$15 per module or \$25 for the 3 modules

Profile of one participant: Newly established farmer

- Found the support system very useful, particularly the networking during the MSSB Class
- Most useful from MSSB Class:
 - “Cash Flow,” in spite of Molecular Biochemistry degree, does not know enough about personal and business finances
 - Self Assessment Templates were both “reassuring and a reality check”
- Recommendations from Participant to MSSB Instructors:
 - Free document sharing, open source software
 - How to set up the cash flow in accounting software

What was most useful to MSSB Course Participants?

- From the cash flow module:
"the water diagram!" "The Cash Flow Statement gave great instructions such as don't touch your sales tax!"
- From the Planning for a Healthy Business:
"It gave me ideas. I hadn't thought about a plan until this class."
- From the Time Management module:
"Learning about SMART Goals" "ABC" "Getting a feel of different ways people use to manage their time, what works, what doesn't"

Opening Balance Sheet for The Wired Cup

Assets		Liabilities	
Current Assets:		Current Liabilities:	
Cash	\$ 5,000	Bank Note	\$ 3,371
Accounts Receivable	\$ -	Accounts Payable	\$ -
Pre-Opening Expenses			
Accounting	\$ 250	Long Term Liabilities:	\$ 16,629
Advertising	\$ 500		
Bank Charges	\$ 350	Total Liabilities	\$ 20,000
Cable/Internet Services	\$ 200		
Insurance	\$ 2,000		
Ingredients	\$ 3,500		
Janitorial Supply	\$ 75		
Lease	\$ 1,350		
Legal Fees	\$ 2,500		
Licenses/Fees/Permits	\$ 1,500		
Payroll	\$ 2,400		
Payroll Taxes	\$ 360		
Telephone Services	\$ 150		
Utilities	\$ 365		
Total Current Assets	\$ 15,500		
		Equity	
		Owner's Capital	\$ 30,000
Fixed Assets:			
Kitchen Equipment	\$ 9,000	Total Equity	\$ 30,000
Lease Hold Improvements	\$ 18,200		
Office/Tech Equipment	\$ 2,300		
Total Fixed Assets	\$ 29,500		
Total Assets	\$ 50,000	Total Liability & Equity	\$ 50,000
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Page 5 in your workbook.

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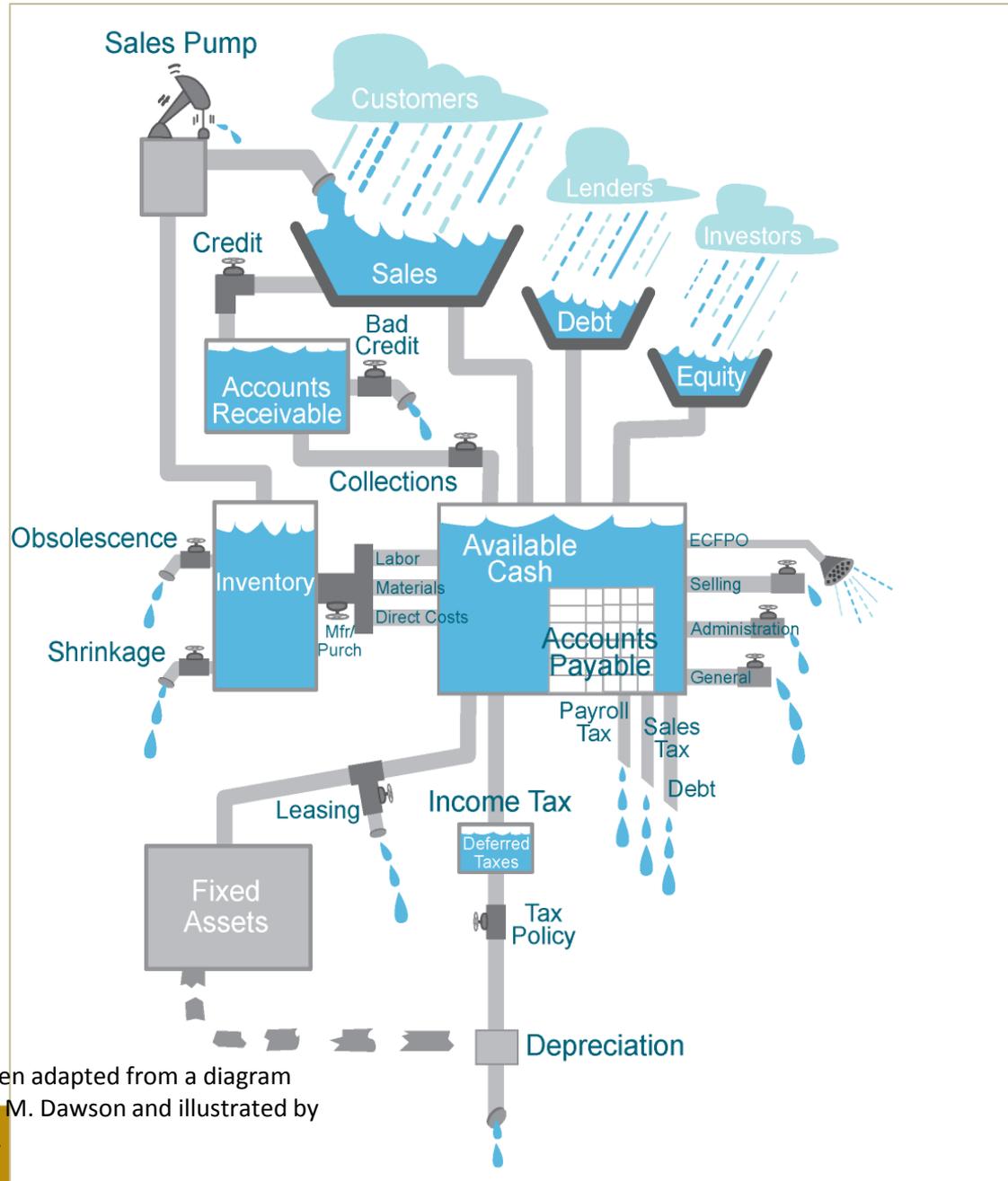
Bank Loan

Bob's \$

Page 5 in your workbook.

Cash Flow Diagram

Page 7 in your workbook



This diagram has been adapted from a diagram designed by George M. Dawson and illustrated by Buck Dawson, 1995.

Sustainability

- Participants created a facebook page to stay in touch
- Three month follow up with workshop participants is planned
- Intend to offer modules to other agriculture sector entrepreneurs. There are many courses on how to start a farm but very few on how to start and maintain a successful small business.

Contact Info

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Questions to the MSSB Alliance Member?

Marketing MSSB





Marketing MSSB

- Consider partnerships to reach target audiences and to diversify marketing efforts = Advertise together with other organizations
- Benefits beyond the training = Sustainable MSSB Training program.
- Design training around target audience needs
- Ensure that the audience understands the value of the program

Marketing MSSB (cont.)

- **Audiences will sign up to well designed programs, consider:**
 - ◆ Location (daycare?)
 - ◆ Time and number of days
 - ◆ Benefits/Value
 - ◆ Partly Online/remote learning?
- **Marketing Success is an outcome of successful partnerships**



Questions / Discussion

- How can we best encourage the use of MSSB?
- What can we do to encourage more bank/nonprofit collaborations to benefit small businesses?
- How can we best help banks reach entrepreneurs with limited banking experience?
- How can we best measure success?



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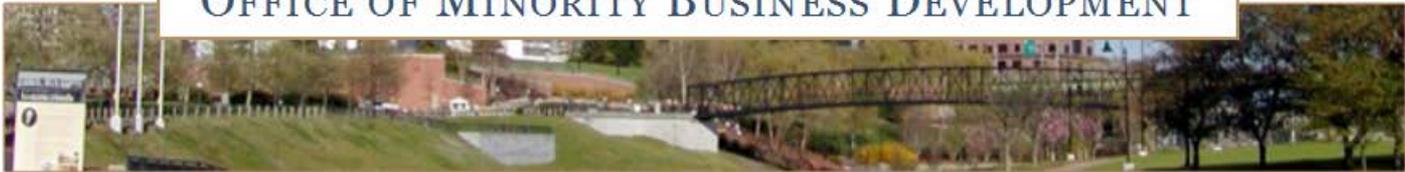


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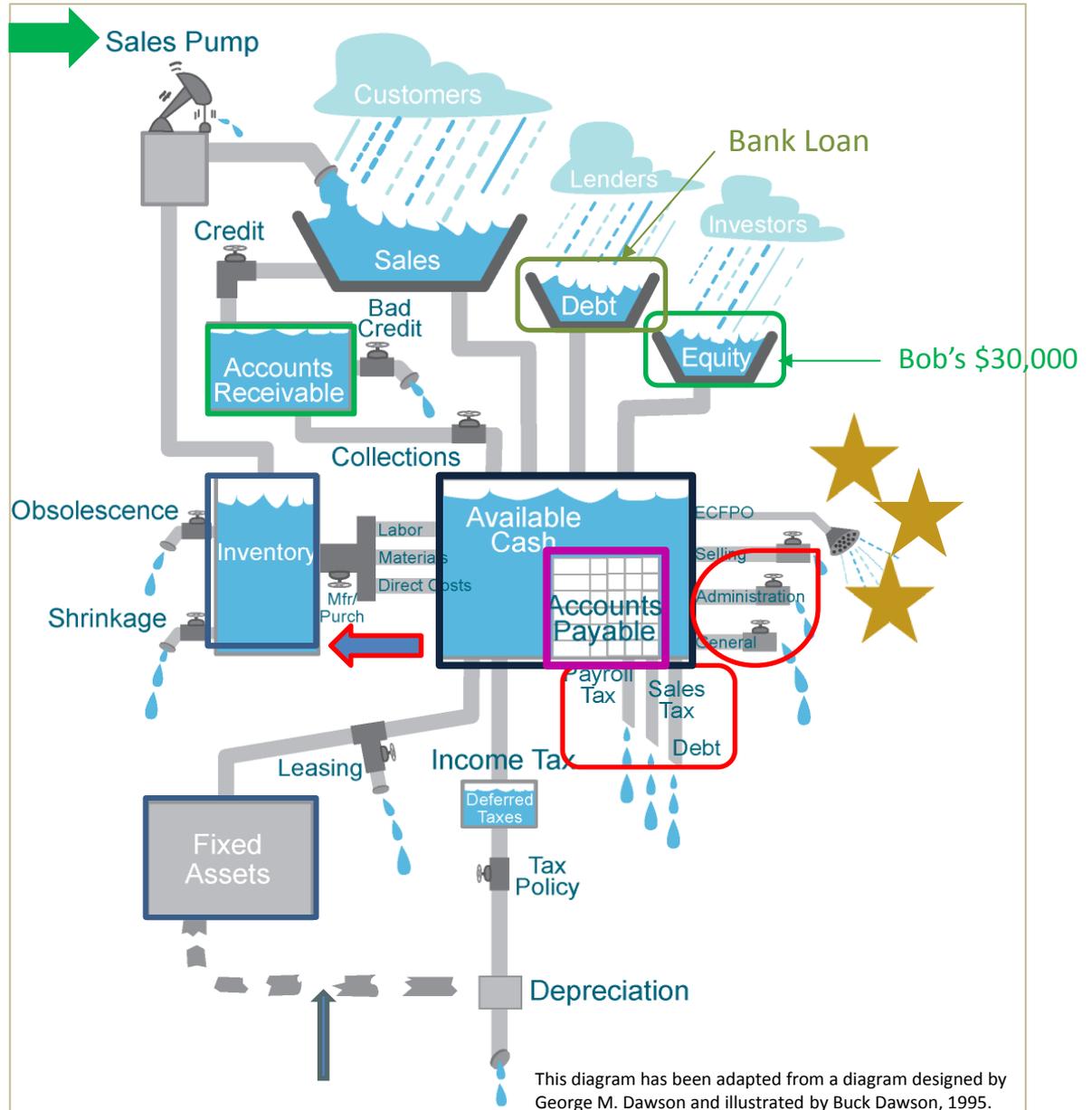
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