



MONEY SMART

for Small Business

Town Hall Webinar

First Quarter 2017
March 23, 2017

Welcome remarks by:

- Lessie Evans** FDIC Washington DC
Community Affairs Section Chief
- Paola Diaz** FDIC Washington DC
Community Affairs Specialist
MSSB National Point of Contact
- Donald Smith** SBA Washington DC
Director Office of Entrepreneur Education

Submit your questions to “Panelists”. Yolanda Green is today’s “Questions Coordinator”.

- **MSSB News**
- **Josephine Rogers-Smith, Director
Martindale Brightwood Community
Development Corporation (IN)**
- **Michael Hill, President/CEO Atlanta
Metropolitan Black Chamber of Commerce
(GA)**

- **MSSB Alliance Town Hall Meeting recordings**
- **Join the MSSB Alliance online**
- **MSSB Train-the-Trainer Curriculum**
- **Future Update of Banking and Credit Module**
- **Online download of all MSSB Modules and flyers in English and Spanish at:**

<https://catalog.fdic.gov/>
www.fdic.gov/moneysmart

Money Smart for Small Business Town Hall Meeting



<http://www.mbcdc.org/>
Indianapolis, Indiana

March 23, 2017

Presenter

- Josephine Rogers-Smith,
Executive Director
Martindale Brightwood
Community Development
Corporation (MBCDC)
- 501 c-3 Nonprofit
- 15 years small business
development
- 30 years nonprofit management and
training experience
- Entrepreneur: Owned 2 businesses
- 2nd year using MSSB



Organizational Background

- Homeowner Repair & Weatherization
- **Economic Development**
- Acquisition/Rehabilitation
- Special Projects
- Housing
- Neighborhood Beautification
- Workforce Development
- Environmental Justice
- Foreclosure Prevention Counseling
- Hardest Hit Program Administration

Geography served

- The Martindale-Brightwood community (10,000 residents)
- Community Development Corporation and Community Development Entity
- Boundaries: 30th Street to the north, Sherman Drive to the east, Massachusetts Avenue/21st Street to the south and the Monon Trail to the west.

Key Metrics

- Started offering in 2015 through a partnership
- Offer directly in 2016: 7 modules (81 participants)
- Plan 9 modules in 7 classes for 2017
- 7 partners facilitating workshops plus other community partnerships
- Raised funds for location and marketing
- Attendees requested further assistance from a coach or mentor by Business Council or referred Business Ownership Initiative
- 2 business loans as a result of MSSB

Partners and Supporters of MSSB Program

**Indy East Business
Association (IEBA)**



**COMMUNITY
RESURRECTION
PARTNERSHIP**



Methodology

- Series of in-person workshops from 5:30 -7:30 PM on week days
- Each workshop builds upon the next
- Start with “Owning a small business is right for you?”
- Facilitators: SBA, 2016 graduate. 1 to 2 depending on module
- Guest Speaker: On resources like small business certification or micro-loans

Training Admission Requirements

- Pre-registration
- Started or In Business
- No requirement to attend a number of the 7 classes
- Currently considering to establish a requirement to grant a certificate of completion
- Some partners value the referral from MBCDC for loan considerations

Customization

- SBA and Business Development Council helped determine workshops that used Money Smart modules and attended FDIC Money Smart Train the Trainer. Training helped to establish program
- Local business owners and business professionals facilitate the workshop geared to a local audience
- Facilitators used the MSSB slides and Evaluation Form for each workshop
- General orientation to explain purpose of each session

Follow Up and Future Plans

- Participant Evaluation after each session
- Each participant completes an application for coaching or mentoring
- Initial and follow up appointments with coaches and mentors scheduled with staff assistance
- Future plans: 7 workshops for 2017 plus 5 workshops that address 8A and HUB Zone Certification, marketing, micro-lending and insurance

MSSB Marketing and Promotion



Martindale Brightwood Community Development Corporation
2855 N. Keystone, Suite 130 Indianapolis, IN 46218 • (317) 924-8042 • www.mbcdc.org

“TOOL UP”

A Program Designed for Small Business

All workshops begin at 5:45pm and are held at Overcoming Recreation Center, located at 2203 Columbia Ave Indianapolis 46205

*The Business Opportunity Fair on October 19th will have extended hours. Save the date!

Individual counseling for business development is also available, by appointment only.

MBCDC has a variety of initiatives: foreclosure prevention counseling in eight counties, environmental justice, home ownership repair, youth employment services and youth chess club.

Questions? Want to get involved? Contact the MBCDC office at (317) 924-8042 and check out our webpage at www.mbcdc.org

We Can Help

Martindale Brightwood CDC has partnered with the U.S. Small Business Administration and the Community Resurrection Partnership to offer **FREE workshops** to anyone interested in growing or starting their own business.

Register Today!!!



2017 Money Smart for Small Business Workshops

March 23rd	Is Owning a Business a Good Fit for You?
April 27th	Planning for a Healthy Business
May 25th	Financial Management & Record Keeping
June 22nd	Managing Cash Flow
July 27th	Credit Reporting & Banking Services
August 24th	Time Management
September 28th	Tax Planning & Reporting
October 19th*	Business Opportunity Fair

Like our Facebook page to stay up-to-date on all of our programs and services.

How to Register

Go to our Facebook page and click on the events calendar
Or
<https://2017mbcdcbusinessworkshops.eventbrite.com>



MARTINDALE BRIGHTWOOD
Community Development Corporation

2855 N. Keystone Ave, Suite 130 • Indpls, IN 46218 • Tel. (317) 924-8042 • Fax (317) 924-8043

Increase the visibility of your business and make valuable contacts through the IndyEast Business Association.

Individual counseling for business development is also available, by appointment only.

MBCDC has a variety of initiatives: foreclosure prevention counseling in eight counties, environmental justice, home ownership repair, youth employment services and youth chess club.

Like our page on Facebook to stay up-to-date on all of our services and programs.

Questions? Want to get involved? Contact the MBCDC office at (317) 924-8042 and check out our webpage at www.mbcdc.org

Business Association

The IndyEast Business Association is presented by the Martindale Brightwood CDC, Small Business Administration and Community Resurrection Partnership. Our mission is to promote growth, development and success for local business through networking, education and mentoring.

Join us for our **FREE Lunch and Learn** presentations for small business owners.

Date	Session
May 2nd	Micro Lending for Small Business
June 13th	Insurance for Small Business
July 19th	HUB Zone Certification
Aug 22nd	Marketing Your Small Business
Sept 20th	8A Certification
	11:30am to 1:00pm
	Location: Overcoming Recreation Center, 2202 Columbia Ave Indianapolis, IN 46205

How to Register

Go to our Facebook page and click on the events calendar
Or
<https://IndyMBCDC.eventbrite.com>

MSSB

Marketing and Promotion

- Facebook Page
- Constant Contact
- Press Releases
- Social Media Ads
- LinkedIn
- Flyers
- Community Events
- Partnerships



Final piece of advice

- MSSB helps support underserved businesses
- Utilize community leaders to promote the workshops
- Attendance may be low at the beginning, but if partners are involved, numbers will grow
- Feel comfortable in modifying the MSSB curriculum

ATLANTA METROPOLITAN BLACK CHAMBER OF COMMERCE

FDIC



**Money
Smart**

Building :
Knowledge
Security
Confidence

U.S. Small Business Administration

SBA

Your Small Business Resource



Money Smart for Small Business Program



Michael T. Hill



- President Emeritus 2005-2015
- Experience in the financial services sector, sales and marketing
- Entrepreneur
- Business Development and Economic Empowerment leader
- Present focus: Funding and purchasing private companies in under served communities.



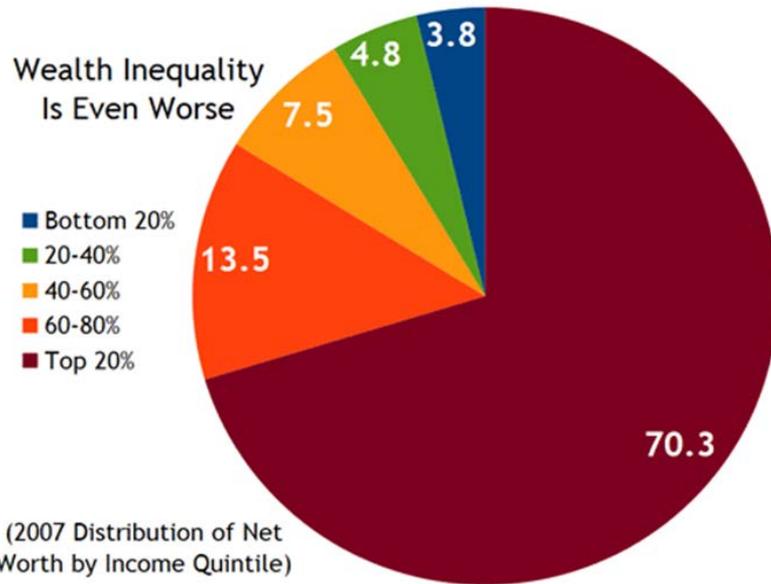
Methodology



- Money Smart curriculum since 2010
- Money Smart for Small Business since 2012
- Offer industry specific sessions to 500+ members to date
- 2017 goal: Expand program throughout the state of Georgia and southeastern region



Methodology



We strongly believe that “Financial education fosters financial stability for individuals, families, and communities.

The more knowledge that business owners, their employees and families have on savings, credit and banking services, the more we can do to improve their financial health and well being”.



Segmentation of Participants

Businesses



Employees



Families





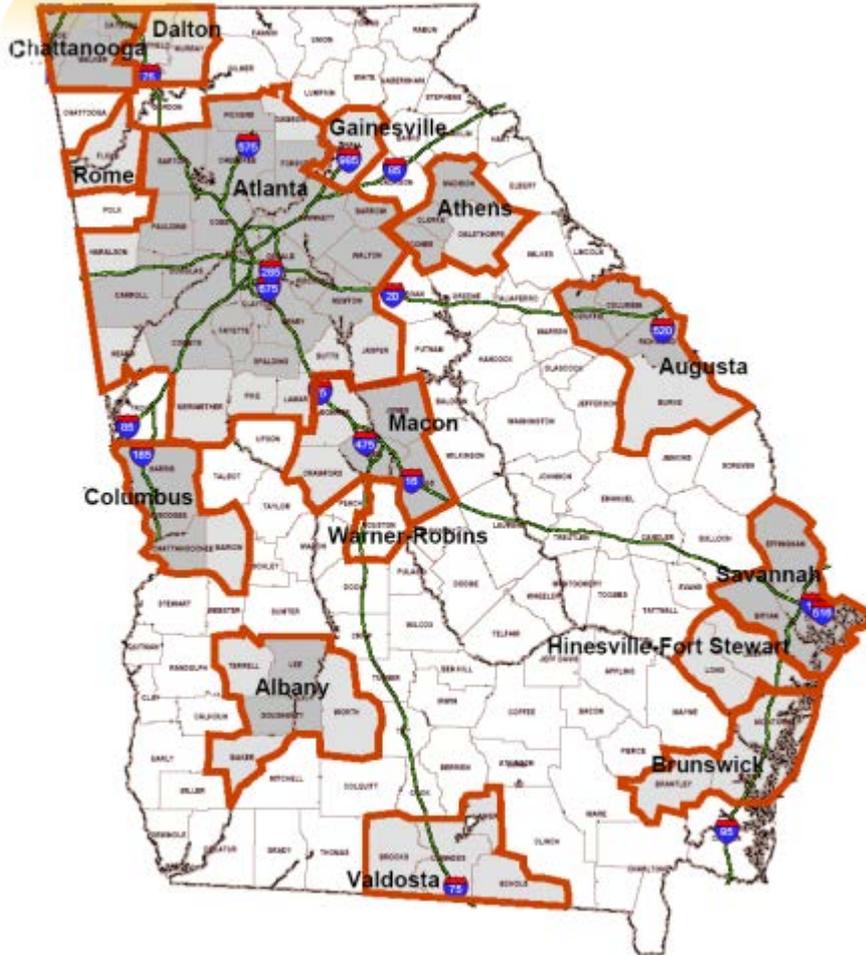
Targeted Communities-Metro Region

Community Reinvestment Act (CRA) Plan





Statewide Focus



- Albany Region
- Atlanta Region
- Athens-Clark Region
- Augusta (CSRA)
- Columbus Region
- Macon Region
- Rome Region
- Savannah Region



Program Implementation

*Atlanta Metropolitan Black Chamber of
Commerce'*



Money Smart for Small Business



Times and Dates

1st Fridays 9:30am-11:00

3rd Saturdays 11:30am-1:00pm

Industry Briefings and Webinars (Vary)

The 13 Money Smart for Small Business Training Modules

It starts with the [core curriculum](#)—10 modules presenting introductory information on running a small business from a financial standpoint.

Is Owning a Business a Good Fit for You? -- NEW!

Start a self-assessment to determine their readiness to become business owners.

Managing Cash Flow -- NEW!

Understand the purpose of cash flow management in a small business

Planning for a Healthy Business -- NEW!

Understand how a business plan helps motivate stakeholders to support their business ideas

Organization Types

Advantages and disadvantages of business structure

Time Management

Steps on effective use of time

Financial Management

Appropriate allocation of resources

Record Keeping

Critical Management Tools

Banking Services Available for Small Businesses

Understanding the value for Small Businesses

Credit Reporting

Demystified

Risk Management

Be prepared for Negative Outcomes

Insurance

Planning for the Unexpected

Tax Planning and Reporting

Understanding the details

Selling a Small Business and Succession Planning

Exit Strategies



Key success aspects

- Developing the Collaborative Network
 - Promoting the adoption of the MSSB Curriculum by organizations that can host the Training
 - Establishing the Chamber as a Leader of the MSSB Program
 - Leveraging on its network to disseminate the program widely
 - Identifying industry specific niches helps in marketing and customizing the program
 - Engaging partners that can provide value added to the training like software or services
-



Money Smart Workshop Series





Money Smart Workshop Series

Cascade United Methodist Men present
Atlanta Metropolitan Black Chamber of Commerce's

Money Smart for Small Business CONFERENCE

In Collaboration with Cascade Business Alliance Ministry and Cascade Business & Merchants Association

February 1st & 2nd, 2013
Cascade United Methodist Church
3144 Cascade Road SW
Atlanta, GA 30311

Facilitated by Atlanta Metropolitan Black Chamber of Commerce (AMBCC), Money Smart for Small Business is a new instructor-led training curriculum developed jointly by FDIC and SBA. The 10 modules in this curriculum provide introductory training for new and aspiring entrepreneurs on the basics to organizing and managing a business. In addition to grounding participants in the basics, the curriculum serves as a foundation for more advanced training and technical assistance. The topics for the 10 Training Modules were selected as a result of focus groups and interviews with small business technical assistance providers.

Day 1 Money Smart for Small Business
FRIDAY, FEBRUARY 1, 2013 9:30a.m. - 3:00p.m.

- 9:30-10:25 ORGANIZATION TYPES
- 10:30-11:25 TIME MANAGEMENT
- 11:25-12:15 FINANCIAL MANAGEMENT
- 12:15-1:00 LUNCH (SPELTERS Support our Small Businesses)
- 1:15-2:15 BOOKKEEPING
- 2:15-3:00 RISK MANAGEMENT

Day 2 Money Smart for Small Business
SATURDAY, FEBRUARY 2, 2013 9:30a.m. - 3:00p.m.

- 9:15-9:45 BANKING SERVICES
- 10:00-11:15 CREDIT
- 11:15-12:15 INSURANCE
- 12:15-1:00 LUNCH (SPELTERS Support our Small Businesses)
- 1:15-2:15 TAX PLANNING
- 2:15-3:00 SELLING YOUR BUSINESS AND SUCCESSION PLANNING

For more information and to register visit: ambcc.org






Cascade United Methodist Church
3144 Cascade Road SW | Atlanta, GA 30311 | 404-691-5770 | www.cascadeumc.org
Rev. Dr. Marvin A. Moss, Senior Pastor





Partners

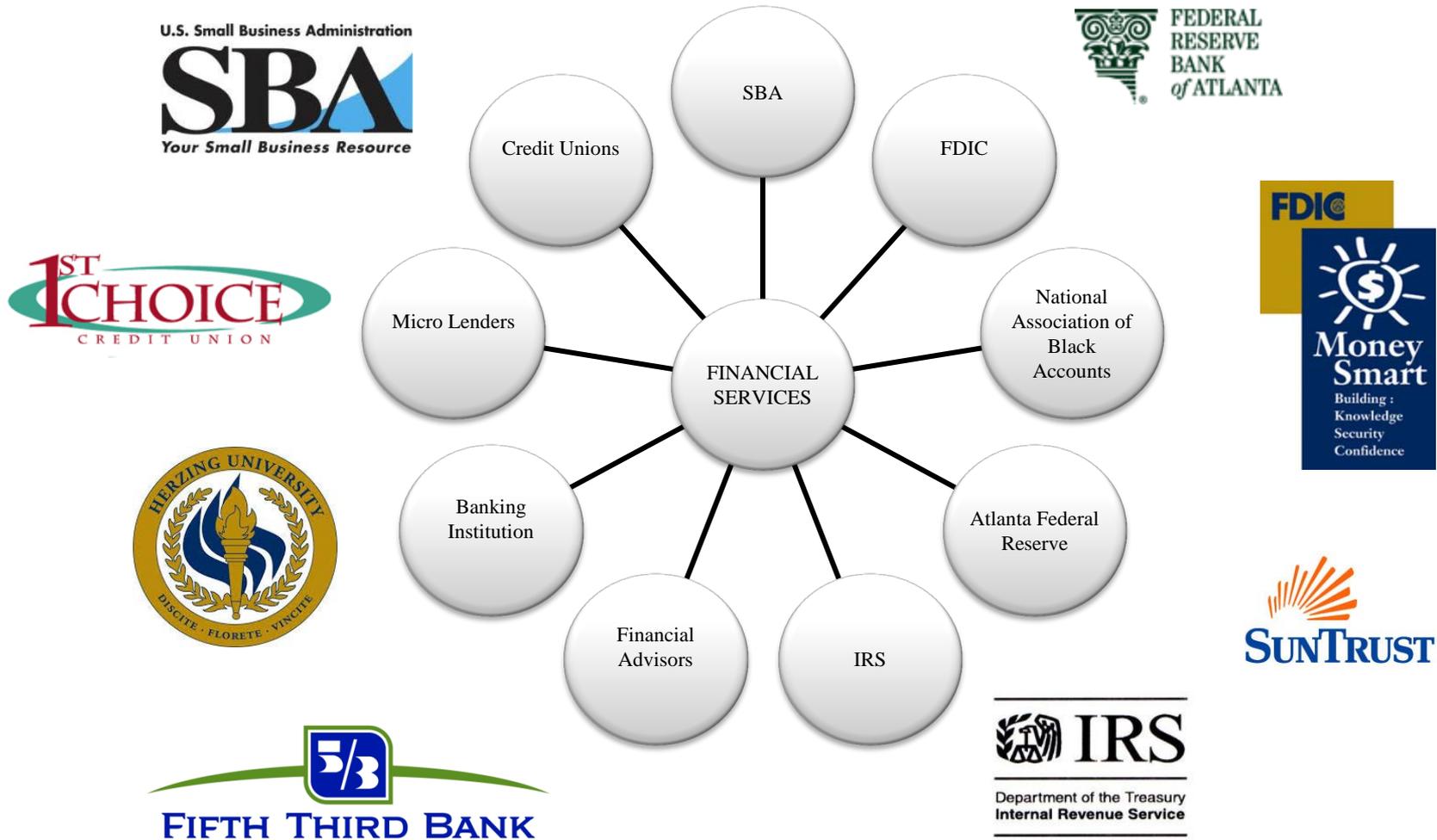
Atlanta Metropolitan Black Chamber of Commerce



Quarterly Roundtable with Financial Partners



Business Model-Collaborative Network





Funding

*Atlanta Metropolitan Black Chamber of
Commerce'*



Money Smart Program Budget



Kids MS Workshops
25 participants
2012-13

Young Adult Workshops
25 participants
2012-13



Adult Workshops
100 participants
2012-13



Rental Space
12-18 sessions
2012-13



Box Lunch
15-25 participants
12-18 sessions
2012-13



Supplies
15-25 participants
12-18 sessions
2012-13



Marketing Materials
Course Materials
(Free)

Business Cards/Flyers

Traditional/Online Ads

Honorariums



SB Workshops
150 participants
2012-13



Industry Peer Groups



- Lessons Learned, Evaluations and Follow Up Plans upon the completion of the Program
- Participants assisted by industry specific peer groups and will meet regularly to connect with industry leaders for support and resources to support their business goals



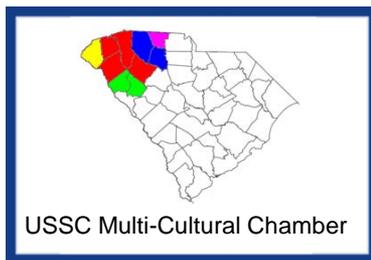
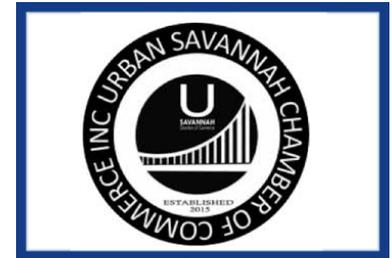
Q3 2017 Plans

*Atlanta Metropolitan Black Chamber of
Commerce'*

2017 Regional Growth-20 Cities



Our Network of Chambers in Southeastern Region



Southern Regional Cities



Larry Holman & Michael Hill

Alabama

- Birmingham
- Mobile
- **Montgomery**

Florida

- Jacksonville
- Miami
- Pensacola
- **Tallahassee**

Georgia

- Albany
- Augusta
- **Atlanta**
- Columbus
- Macon
- Savannah
- Valdosta

Mississippi

- **Jackson**

North Carolina

- **Charlotte**

South Carolina

- Beaufort
- **Columbia**
- Charleston

Tennessee

- **Memphis**
- Nashville



Thank You

***Atlanta Metropolitan Black Chamber of
Commerce***

Contact Info:

Paola Diaz

Senior Community Affairs Specialist, FDIC

pdiaz@fdic.gov 202-898-7184

Or

Your Community Affairs contacts nationwide

www.fdic.gov/moneysmart

www.sba.gov/moneysmart