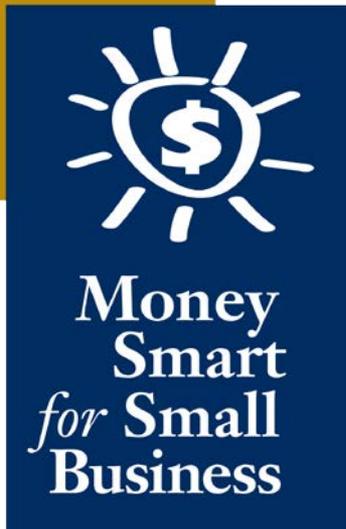




Money Smart for Small Business Town Hall Meeting

FDIC



Third Quarter 2016
July 21, 2016



Presenters:

Janet Gordon FDIC Washington DC
Community Affairs Associate Director

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

MSSB Alliance Members



Agenda

- **Welcome**
- **Recent MSSB News**
- **United Way of Northeast Florida**
- **Women's Business Center at ACE Loans, Georgia**



Welcome!





SBA Resources

- **Office of Entrepreneurial Development** - oversees a network of programs and services that support the training and mentoring needs of small business. It is SBA's technical assistance arm with resource partners located throughout the country.

<https://www.sba.gov/tools/local-assistance>



SBA Resource

- **SBA Learning Center** - a virtual campus complete with free online courses; training is available anytime and anywhere — all you need is a computer (or mobile device) with Internet access.

www.sba.gov/learning



MSSB Recent News

- MSSB Alliance Town Hall Meeting recordings
- Join the MSSB Alliance online

www.fdic.gov/moneysmart

- MSSB Train-the-Trainer Curriculum *coming soon!*
- 3 new modules designed for 90-minute sessions including case studies
- 13 modules in Spanish
- Online download of all MSSB Modules and flyers in English and Spanish at:

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



United Way
of Northeast Florida

**Money Smart for Small
Business
Town Hall Meeting
presentation
by Alliance Member:
United Way of Northeast
Florida**

Presenter Bio



United Way
of Northeast Florida

Kim V. Ouellette
Program & Services Manager
United Way of NE Florida, RealSense

- **Two years of small business development experience**
- **20 years of training experience**
- **One year teaching MSSB (seven years Money Smart curricula)**
- **Two years organization has been using MSSB as referral partner or delivering**

Who we are



United Way
of Northeast Florida



MSSB Offering



United Way
of Northeast Florida

- We offer two sessions a year, Spring and Fall
 - Two library locations: Westside and Northside
 - Six MSSB workshops provided every other week
- Eight - partners engaged in facilitating the sessions or workshops
- Seven community partners involved in promotion of MSSB

Preparation to deliver MSSB



United Way
of Northeast Florida

- **Meetings with partners and professionals serving small businesses**
- **Messaging to groups and individuals not be aware of resources**



Partner Collaboration



United Way
of Northeast Florida

- Marketing supported by: SBA and their partners, Financial Institutions, Local network, outreach
- City of Jacksonville Public library: support, promotion, space. Helps reach individuals at research and “start up” stages.
- JSEB – Jacksonville Small & Emerging Businesses – on City calendar of events





RealSense



United Way of Northeast Florida

Want to start a small business or take yours to the next level? We're here to help!

Money Smart for Small Business

Money Smart for Small Business is a non-commercial curriculum targeted to help new and aspiring entrepreneurs learn the basics to organizing and managing a small business. Workshops are **FREE** of charge and are delivered by representatives from the small business field.

Classes Include:

- August 11 – Record Keeping
- August 18 – Financial Management
- August 25 – Credit Reporting
- September 1 – Banking Services
- September 8 – Risk Management
- September 15 – Insurance



Call 904-390-3282 to sign up today!

Where: Bradham & Brooks Branch Library
1755 Edgewood Ave. W., 32208

Time: 6:30 – 8:30p.m.

Email: realsensejax@uwnfl.org

RealSense offers free tax preparation for small business owners during the tax season.

For area locations, visit unitedwaynefl.org/realsense or call United Way by dialing 2-1-1 for more information.

This curriculum is provided by:
FDIC and SBA



Workshops are accepted as Continuing Education Units for COJ JSEB program

Location and Facilities



United Way
of Northeast Florida

- **Libraries are easy public access**
- **Space is free**
- **Drop in without preregistration**
- **Resources: AV equipment and computer lab**
- **Announcements of starting workshop**
- **Snacks**
- **Location change to reach larger audience**

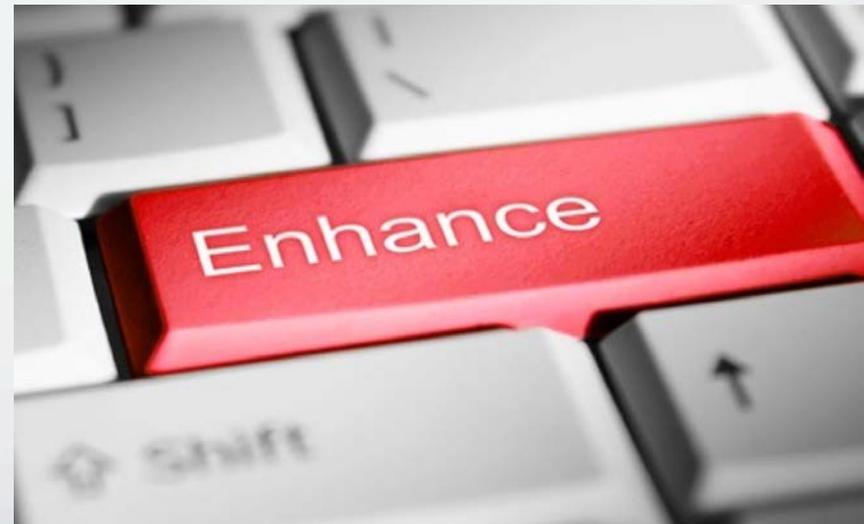


How do we deliver the curriculum



United Way
of Northeast Florida

- Overview of the RealSense services.
- Help with personal finances before they can start a small business.
- 2-3 experienced presenters on hand to deliver each module
- 6 MSSB Modules chosen



- **MOU and groundwork outlined months before first class was offered**
- **April Atkins, FDIC Community Affairs Specialist provided Train-the-Trainer to MSSB Instructor**
- **Formed a cadre of instructors**





CERTIFICATE OF COMPLETION

Has completed the
Money Smart Small Business - Insurance

Two hours instruction by United Way/RealSense in collaboration Small Business Administration

Date

Instructor



Follow Up with Attendees



United Way
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Dear!

Thank you for attending our Money Smart for Small Business Record Keeping workshop on April 14, 2016. We look forward to providing with the highest quality financial education to fill your personal and professional goals.

Our next workshop is on Thursday, April 28, 2016 at Webb Wesconnett starting at 6:30pm and will focus on Financial Management.

Classes Include:

- April 28 – Financial Management
- May 12 – Credit Reporting
- May 26 – Banking Services
- June 9 – Risk Management
- June 23 – Insurance

Call 904-390-3282 to sign up today!

Where: Charles Webb Wesconnett Regional Library
6887 103rd St., 32210

Time: 6:30 – 8:30p.m.

Email: realsensejax@uwnefl.org

If you need anything else, have questions or would like to learn more including volunteer opportunities, please let me know.

Sincerely,

Kim

Kim V. Ouellette
Program & Services Manager, RealSense

United Way of Northeast Florida
Jessie Ball duPont Center*
40 E. Adams St., Suite 200
Jacksonville, FL 32202
tel. 904.390.3276
fax 904.390.7373

www.unitedwaynefl.org

@unitedwaynefl

#UnitedWeRock | #LiveUnited
LIVE UNITED™

**PLEASE NOTE: We've moved! We are no longer in Rivertplace Tower. Find us on the Northbank in the Jessie Ball duPont Center.*

Sustainability

- **Assess current session**
- **Schedule next session**
- **Increase Workshop attendance**
- **Location**
- **Curriculum, content, volunteer support**



Connection to our Mission



United Way
of Northeast Florida

- **Further level of financial education to tax site clients (individual and Schedule C).**
- **Integrated services.**
- **Financial Stability is the foundation to a prosperous community**



Final Advice



United Way
of Northeast Florida





United Way
of Northeast Florida

Making Smart Moves With Your Money



RealSense

<http://www.unitedwaynefl.org>

Questions to the MSSB Alliance Member?



Access to Capital for Entrepreneurs

Locations

84 Peachtree Street, NE Suite 8D Atlanta, GA 30303

3173 Hwy 129 North, Cleveland, GA 30528

10 College Street, NW Norcross, GA 30071

Phone: 678-335-5600

info@aceloans.org

<https://aceloans.org/>

Presenter: Maria Peck

- * Director of ACE Women's Business Center
- * Background as a bilingual Loan Officer
- * Experience on community outreach initiatives, coaching, financial education programs, one-on-one business consulting and lending
- * Entrepreneur: Owned and managed a restaurant for 6 years
- * Serves in the Board of the National Association of Latino Community and Asset Builders
- * Strong ties with: SBA, SBDC, SCORE, Operation HOPE, Clearpoint, The Latin American Association (largest Hispanic serving nonprofit in Georgia), Georgia Hispanic Chamber of Commerce



Who we are

- * SBA Microloan Intermediary
- * USDA Intermediary Relender
- * Certified Community Development Financial Institution (CDFI)
- * SBA Women's Business Center
 - * Services for women at all stages of business planning, implementation, and growth.
 - * Long-term classes, workshops, seminars, and one-on-one counseling.
 - * All services are offered in English and Spanish.
 - * MSSB is one of the training resources

MSSB Instructor Profile



Marc Parham

- * Small Business Expert that is Small Business Coach, Trainer and Author.
- * Creator of the CAPBuilder Network Resource Site, the #1 show on the Survival Radio Network.
- * Experienced teaching MSSB program

MSSB Training Program Design

- * Determined need and offerings through workshop evaluations and one-on-one counseling sessions
- * Created a 4-hour workshop based on MSSB English which covered 2 modules: Financial Management and Cash Flow
- * 19 Number of participants registered
- * Subject Matter Expert Instructor Guest : Fifth Third Bank to speak on banking services available to small businesses and business loans
- * The majority of attendees are in the early stages of their business and are considering a business loan

Business Financial Fundamentals making finances your BFF

Financial Management

Understand the essentials of financial management. Apply financial management practices, rules, and tools most relevant for small businesses. Prepare for common business financing needs: start-up finance, working capital, and fixed asset loans.

Managing cash-flow

Understand the purpose of cash flow management in a small business. Make cash flow projections based on the cash cycle. Identify some ways to manage cash flow, including receivables and payables. Work more effectively with technical experts.

When: Wednesday May 4th, 10 AM – 2 PM

**Where: Women's Business Center
10 College Street, Norcross GA 30071**



GEORGIA HISPANIC
CHAMBER of COMMERCE



FIFTH THIRD BANK

The curious bank.

Class in progress



Methodology

- * MSSB is offered in combination with other workshops to help clients build a strong business foundation
- * Workshops include: business plan writing; creating your business elevator pitch; Marketing and Advertising; Social Media for Small Business, and financial knowledge through the MSSB curriculum
- * MSSB Modules used to create the workshop: Financial Management and Cash Flow modules

Experience on marketing the MSSB Program

- * Promoting workshops and reaching the small business community can be a challenge
- * Business Radios used to promote ACE's services and to promote the MSSB Program
- * Social media such as Facebook and Eventbrite used as a major tool to promote workshop
- * Building strong ties with other local organization such as SBDC, city chambers, business incubators, etc. has helped in promoting efforts

MSSB in Spanish

- * Number of Spanish speaking clients is growing: will offer MSSB in Spanish
- * Special interest in specific MSSB Modules: Organization Types, Credit Reporting and Record Keeping
- * Hispanic Business owners are not fully aware of resources available to entrepreneurs in the U.S.
- * Partners enable greater response and attendance
- * Use of Spanish media (newspapers, and radio) is proven very effective when promoting workshops
- * Most effective social media tools with Hispanic clients has been word of mouth, phone texting, and Facebook where we also portray success stories

Sustainability

- * After each session we ask participants to fill an evaluation form to help us shape the next offering
- * After the first workshop, participants are encouraged to make an appointment or a 1-on-1 counseling session with WBC Director
- * Plan to offer MSSB in Spanish next Fall and continue offering the English version
- * MSSB is specially a powerful resource to new business owners. Helps them make smart financial decisions from the beginning helping them become stronger loan candidates

Questions to the MSSB Alliance Member?



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?



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