



California Indian Manpower Consortium, Inc.
2015-16 LEADERSHIP TRAINING FOR ENTREPRENEURIAL /
SMALL BUSINESS / ECONOMIC DEVELOPMENT



SESSION III AGENDA

FEBRUARY 23-25, 2016: FEATHER FALLS CASINO & LODGE
MOORETOWN RANCHERIA OF MAIDU INDIANS - OROVILLE, CALIFORNIA

Day One: Tuesday – February 23, 2015

- 7:30 a.m. Registration/Continental Breakfast
- 8:00 a.m. **Opening Prayer**
- 8:10 a.m. **Welcome** . *The Honorable Gary Archuleta, Chairman, Mooretown Rancheria (invited)*
- 8:15 a.m. **Module 16: Native Construction Business, Small Business 8(a) Certified** .
Robert Stone, President, Whitney-Stone, Inc. a Native American-owned Business with offices in Willows and San Diego, CA and Reno, NV (Mooretown Rancheria)
- Native Values and Your Native Business; My Background
 - Getting Started in the Construction Industry
 - The Value of the Native Entrepreneur Training
 - The Value of SBA 8(a), Promise Zone and HUBZone Certifications to My Business
 - The NEW Promise Zones; Certification
 - The WSI, Inc. Marketing Strategy
 - Special Challenges of a Government Contracting Business
 - Tips from a Native Entrepreneur
- 10:15 a.m. BREAK
- 10:30 a.m. **Module 17: Building a Successful Food-Based Business** – *Marcia Hoaglen, Experienced Mobile Food Operator (Round Valley Indian Tribes)*
- The Elements of a Successful Mobile Food Business
 - Current and Future Opportunities for Prepared Food Sales
 - Suggestions for Marketing Prepared Food Sales; My Experience from the Pow-Wow Circuit
 - Estimated Start-Up Costs for Mobile Unit, Equipment and Food Inventory; How I Financed My Food Business
 - How to Manage Cash Effectively
 - Management, Record-Keeping Challenges and Advice to Account for Mobile Food Operations
 - How I Manage Family Members in My Business
 - Questions and Answers

12:00 p.m. LUNCH (on own)

1:30 p.m. **Module 18: Strategies (and the Effective Planning) to Access Business Capital** . Robert Nash, CEO, Superior California Economic Development District, Redding, CA; One of the Largest Lender of Alternative Loan Products in Northern California

- An Overview of SCEDD and **Alternative Loan Products**
- Guarantors of Bank and Other Loans (SBA, USDA, EDA, BIA)
- SCEDD Business Services
- The Role of the Applicant's Business Plan
- The Role of Credit, Threshold Requirements
- Review of Resources/Services/Workshops Available to Entrepreneurs
- Questions and Answers

3:15 p.m. BREAK

3:30 p.m. **Module 19: Crowd Funding for Your Business including Kickstarter** – Billee Willson, MBA - CEO, Willson Lane Management & Consulting (Yurok)

- How a Third-Party Business Model such as a Crowd-Funding Service, Might Help Your Business
- Presentation: www.kickstarter.com
- How Kickstarter can Help Define your Market/Trade Area and your Targeted Market Segments for Products and Services
- Kickstarter Tools and Techniques
- Kickstarter as a Tool for Preparing a Business Plan
- Kickstarter is a no obligation System
- Other Creative Financing Options; Crowd-Funding and Other Resources
- Questions and Answers

5:00 p.m. **Announcements / Adjournment for Day One**

Day Two: Wednesday, February 24, 2016

7:30 a.m. Continental Breakfast / Networking

8:00 a.m. **Module 20: A Native Entrepreneur as a 'Jack of All Trades'** . Julian Lang, Founder of The INK (Institute of Native Knowledge) People, Karuk Cultural/ Language Teacher, Musician, Artist, Cultural Preservation Activist (Karuk)

- From the No-Go Road Movement to Many Forms of Native Entrepreneurship . When One Business Model is Not Sufficient and for Other Reasons: My Story
- The Story of the Ink People, Humboldt County
- Marketing Multiple Services: Challenges and Opportunities
- Accounting and Management Challenges and Techniques for Keeping Everything Straight and Accountable
- Keeping Entrepreneurship Fun: My Experience with Tribal Youth
- Other Advice I Offer New Native Entrepreneurs
- Musical Rendition

10:00 a.m. BREAK

10:15 a.m. **Module 21: Building a Strong Credit Profile for You and Your Business** .
Diana Blair, Chief Executive Officer (CEO), Sage Capital Advisors, LLC - La Jolla, California specializing in Private Financing/Fundraising, Portfolio Management; also a Board Member, California Native Entrepreneurs Opportunity Fund

- How I got Started in the Finance Industry
- Steps to Building Personal and Business Credit
- Strategies for Improving Credit Scores; Credit Reporting Agencies
- The Growing Use of and Importance of a Good Credit Profile
- How to Access Your Credit from the Credit Reporting Agencies
- Suggestions and Ideas for Setting Aside Regular Savings for Unexpected Needs, Retirement
- Questions and Answers

12:00 p.m. LUNCH (on own)

1:30 p.m. **Module 22: Planning For Success, Part I – Knowing Your Business: Understanding Your Market and Determining Market Share for Your Business**
. Dave Singleton, Training Co-Coordinator, California Indian Manpower Consortium, Inc., formerly with Economic Development Center, Inc.

- The Definition of Feasibility Analysis (Economic, Technical, Other)
- The Steps in Doing a Market Analysis/Plan (Market Segments, Available or Potential for Your Product/Service in the Market Target Area; Your Competition; How to Determine Your Market Share)
- Know Your Trade Area & Customers: Place (Facility, Home-Based, Internet; People
- Know Your Price: Unit Costs to You, Competitors, Can You Afford to Compete?
- Determining Market Share!
- Requirements for Graduation: a. Executive Summary (Peter's One-Page Business Plan Elements . Vision, Mission, Objectives, Strategy, Plan); b. Form of Organization (e.g. Sole Proprietor, Corporation Types); c. Market Research that shows Profit Potential, or Not; d. Marketing Plan: How you will Reach Targeted Customer; e. Financials: Start-Up Costs, Sales Forecast, Income Statement, Cash Flow Statement, Break-Even Analysis
- Helpful Resources are on www.Bizstats.gov and on the www.sba.gov website. (Under the SBA.gov web, in the financial resources category, you can pull down menus for Excel and Word Templates to do your work even if the software is not available elsewhere). SBA has a Learning Center with excellent Blogs and Webinars

3:00 p.m. BREAK

3:15 p.m. **Module 23: Selling Food in Season and from Local Sources** - *Lee Ann Ducio Moore, Owner of Oceanside Jams, Wiyot Nation, Loleta, California*

- My Purpose for Starting this Business
- Why and How My Products are Absolutely Unique
- How I Forage and Gather My Product from the Wild in Northwest California
- How I Set Up My Business Credentials with Appropriate Licensing, et al

- My Market Strategy and Niche, using County Fairs, other local venues including Food Competition, local organizations
- How I Control Production Issues for Seasonal and Unique Products
- My Mail Order Business
- Questions and Answers

5:00 p.m. **Announcements / Adjournment for Day Two**

Day Three: Thursday, February 25, 2016

7:30 a.m. Continental Breakfast / Networking

8:00 a.m. **Module 24: Business Ethics/Values from a Native American/Indigenous Perspective** – *Julian Lang, Institute of Indigenous Knowledge, assisted by Teresa Marie Willson, CIMC Entrepreneur Training Co-Coordinator*

- Interactive Presentation
- Lessons Learned
- Questions and Answers

10:30 a.m. BREAK

10:45 a.m. **Module 25: Social Networking for Growing a Native Business** – *Hai-Na-Nu Saulque, Owner, Nooligan Productions, www.nooligan.com (Benton Paiute Tribe)*

- The Mobile Business Life-Style, the Reality
- What is Social Media?
- What are Social Media Pathways: Facebook, Twitter, Tumblr, You Tube, Instagram; Google, LinkedIn, Pinterest, DeviantArt, Etsy; Others
- Profiles, User Names, Passwords, and their Uses and Abuses
- Privacy Settings
- Examples of Using Social Media for Research, Networking and Business Promotion
- Getting Paid for Product or Service: Square, Google Wallet, PayPal, Others
- Social Media to Leverage Funding: Square Finance; Other Crowd Funding
- Examples; Questions and Answers

11:45 a.m. **On-Time Prize Drawing**

12:00 p.m. **Announcements / Adjournment of Session III**

Have A Safe Trip Home!