



2009-10 LEADERSHIP TRAINING FOR ENTREPRENEURIAL/ SMALL BUSINESS/ECONOMIC DEVELOPMENT



SESSION I AGENDA

OCTOBER 7-9, 2009: DIAMOND MOUNTAIN HOTEL & CASINO
SUSANVILLE INDIAN RANCHERIA, SUSANVILLE, CA

Wednesday - October 7: Day One

- 7:30 a.m. Registration/Continental Breakfast
- 8:30 a.m. **Opening Prayer** – *Gordon Crutcher, Paiute Elder*
- 8:45 a.m. **Welcome** – *Honorable Stacy Dixon, Tribal Chairman, Susanville Indian Rancheria (invited)*
- 9:00 a.m. **Purpose and Usefulness of the Training** – *Dave Singleton, Native Entrepreneur Training Co-Coordinator – California Indian Manpower Consortium, Inc.*
- 9:15 a.m. **The Vision for the Leadership Training** – *Lorenda T. Sanchez, Executive Director – California Indian Manpower Consortium, Inc.*
- 9:30 a.m. **Introduction of Aspiring Native Entrepreneurs** – *Teresa Peralta, CIMC Native Entrepreneur Training Co-Coordinator – California Indian Manpower Consortium, Inc.*
- 10:00 a.m. Break
- 10:15 a.m. **Module 1: Conceptualizing Your Business** – *Dr. Peter H. Hackbert, Professor of Entrepreneurship and Management – Berea College, Berea, Kentucky; former Consultant to Mississippi Band of Choctaw Indians and Oklahomans for Indian Opportunity (OIO)*
- Let's Have Some Fun Brain-Storming Your Business Ideas
 - Does Your Business Idea Make Money; how do you Know?
 - Does Your Business Idea Make Sense to Your Life-Style and Your Family; Where Do You Want to be 10 Years from Today?
 - Does Your Business Idea Reflect Your Personal Experience?
 - Will it fill a NEED for Goods and/or Services in the Marketplace?
 - Now, the ONE-PAGE BUSINESS PLAN approach to Planning your Business
 - First Session Assignment Explained: Everyone Prepares and Presents their One-Page Business Plan by End of Session I
 - OK; Let's Go!
- 12:00 Noon LUNCH (on own)
- 1:30 p.m. **Explanation of Homework:** – What is expected of everyone -- completion of a 'One Page Business Plan' by the third day. – *Dr. Peter H. Hackbert*

3:00 p.m. BREAK

3:15 p.m. **Module 2: Start Improving Your Credit, Part 1** – Dave Singleton

- Why Examining Credit is Important
- What is a FICO score?
- Credit Reporting Agencies
- Strategies to Improve Credit
- Tips for Improving Credit

5:00 p.m. **Adjournment of Day One; Announcements**

Thursday - October 8: Day Two

7:30 a.m. Continental Breakfast/Networking

8:00 a.m. **Module 3: My Experience as a Native Entrepreneur** – Susan Tiesing, Owner, *Très Chic Boutique, Sacramento Clothing Store & Tribal Council Member, Mooretown Rancheria*

- The MARKET ANALYSIS; How I Did It
- Why the VISION and MISSION Statement of the Native Business is Important
- Why an Entrepreneurial 'Mind-Set' Will Help You Realize Your Dreams No Matter the Twists & Turns of Life
- What Does the 'Day in the Life of a Native Entrepreneur Look Like'
- Why I Encourage You to Own and Operate Your Own Business'

10:00 a.m. BREAK

10:15 a.m. **Module 4: Native Entrepreneur: Writer, Artist, and Media/Cultural Entrepreneur** - Patricia Peña, *Producer/Host of On Native Ground! Where Art Speaks and Graduate of CIMC Native Entrepreneur Program*

- The Role of Native Culture for the Native Entrepreneur
- Developing Sustainable Native Businesses: Theater; Native Youth Cultural Programs Using the Radio Medium
- My Marketing and Sales Strategy
- How I Prepare Financial Projections for My Business Activities
- What I Have Learned

12:00 Noon LUNCH (ON OWN)

1:30 p.m. **Module 5: How to Start a Business** – Panda Morgan, *Director, Greater Sacramento Small Business Development Center*

- Ways to Organize Your Business and the Importance of Starting Right
- How do you Develop Confidence that there is Money to be Made from your Business Concept
- Comparing Different Forms of Business Organization and Legal and Tax Concerns

- Business Licenses, and Other Regulatory Requirements of the City or County where you will conduct your Business
- Business Location Issues

3:00 p.m. BREAK

3:15 p.m. **Module 6: How Best to Operate Your Own Business** – *Panda Morgan*

- Tips for Staying Abreast of the Marketplace and How Business Trends Affect Your Sales Projections
- When to Apply for a Loan and When Not to Seek a Loan
- Tips for Financial Record-Keeping and its Importance to Sustaining Your Business
- What Outside Services to Use: Legal, Accountant, Bookkeeper
- Tax Issues: Sales, Income, Franchise, Other
- Computer Software that is Useful in Business Operations

4:30 p.m. **Cultural Presentation** - *Gordon Crutcher, Paiute Elder*

5:00 p.m. **Announcements; Adjournment of Day Two**

Friday - October 9: Day Three

7:30 a.m. Continental Breakfast/Networking

8:00 a.m. **Module 7: Alternative Financing Strategies for Native Entrepreneur and the Role of the LENDER** – *Robert Nash, Executive Director, Superior California Economic Development, Inc.*

- The Importance of Strategic or Multi-Year Business Planning
- Why the Market Analysis is a Critical Step in Business Planning
- An Assessment of the Current 'Lending Climate'
- The Types of 'Below Market' Loans the might be Available
- What Lenders Look For, in priority order
- Tips to Improve Your Ability to Obtain a Loan

10:00 a.m. BREAK

10:15 a.m. **Module 1 (Continued): The One-Page Business Plan** – *Dr. Peter H. Hackbert*

- Presentation by Aspiring Native Entrepreneurs - The Homework
- Let's Hear the Feedback on the One Page Business Plans

12:00 noon **Door Prize Drawing/Announcements** – *Teresa Peralta, CIMC*

1:00 p.m. **Adjournment**

Have a Safe Trip Home!