



HOUSTON COMMUNITY COLLEGE
Small Business Success Series

2020 Graduation Ceremony



HOUSTON COMMUNITY COLLEGE

Small Business Success Series



Glenda & David Regenbaum
Center for Entrepreneurship

Northwest Houston



HOUSTON COMMUNITY COLLEGE

Small Business Success Series

LET'S HEAR FROM SOME OF OUR ENTREPRENEURIAL CHAMPIONS



Dr. Zachary Hodges, President, HCC Northwest



Maya Durnovo, Chief Entrepreneurial Officer



**David Regenbaum, Entrepreneur in Residence,
Glenda & David Regenbaum
Center for Entrepreneurship - HCC NW**



**Sandra Louvier, Director,
Glenda & David Regenbaum
Center for Entrepreneurship - HCC NW**

Thank You Wells Fargo Bank!

**SMALL BUSINESS
SUCCESS
SERIES BY**



Thanks to our Sponsor,
Wells Fargo Bank, the
August – September Small
Business Success Series by
HCC® is **FREE**

**WELLS
FARGO**

The August – September 2020 Small Business Success Series
Five Modules- Each Module has TWO afternoon sessions:
Mondays & Thursdays 2:30pm-4:30pm and Office Hours Wednesdays 3:30–4:30pm

Small Business Success Series by HCC®

Interactive Modules – August - September 2020

Five Module Series

August/September Class
1 Module/Week

Each Module has two Sessions:
Monday & Thursdays
2:30 pm – 4:30 pm

Mod 1 – 8/24 & 8/27

Mod 2 - 8/31 & 9/3

Mod 3 – 9/8 & 9/10

Mod 4 – 9/14 & 9/17

Mod 5 - 9/21 & 9/24

Ignite the Entrepreneur in You – 8/24 & 8/27

Personality Profile & Leadership

Vet the Venture – 8/31 & 9/3

Is My Idea Lucrative?

Sales & Marketing Powered Up – 9/8 & 9/10

How do I Market My Idea? Generating Revenue

Financials for Small Business

Launch & Growth – 9/14 – 9/17

How Much Will it Cost? Cash Projections

Minimizing Risk - 9/21 & 9/24

Protecting Your Assets, Your Business and Your Future

2020 FACILITATORS



Thea Goldin-Smith
Chief Possibilideas Guide for
Level VII Resource



Ashley Small
Founder/CEO of Medley Inc.,
PR & Digital Marketing Agency



Ned Mueller
Entrepreneur in Residence,
HCC Southeast



Rebecca Schultz
Commercial Loan Consultant,
Synerlock Corporation



Austin Tenette
Entrepreneur in Residence,
HCC Northeast



David Regenbaum,
Entrepreneur in Residence,
HCC Northwest



HOUSTON COMMUNITY COLLEGE

Small Business Success Series

OUR AUGUST – SEPTEMBER
2020 COHORT – ON ZOOM!





HOUSTON COMMUNITY COLLEGE

Small Business Success Series

OUR AUGUST – SEPTEMBER
2020 COHORT – ON ZOOM!

Speaker View Exit Full Screen

Victoria Thomas Jeanette Wright Eric Potts Elvira Schaefer Carolyn Mitchell

Brian Najera Sabiha Oholkawala Xia Wei Aubreyne Stewart Khalil Memon

Derrick Jerome Vielman Shawn Robinson Cyndi Kaylon Beck

Tia Fuentes Margo Baines Chanta Edwards Vidhi Patel CHINYERE NOWU

David Regenbaum Earler Coleman Tennille Johnson Karl Lang

Mute Stop Video Security Participants Chat Share Screen Record Reactions Leave



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THEA GOLDIN-SMITH IN MOD 1 –
IGNITE THE ENTREPRENEUR IN YOU

Recording... Gallery View Exit Full Screen

SMALL BUSINESS SUCCESS SERIES BY HCC

Flora Renteria

David Regenbaum Entrepreneurship

thea goldin-smith

Glenda & David Regenbau...

Aubreyette Stewart

Richard Krvaric

Jeanette Wright

David Regenbaum Entrepreneurship

Unmute Start Video Security Participants 36 Chat 1 Share Screen Pause/Stop Recording Reactions Leave



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AUSTIN & NED IN MOD 2 –
VET THE VENTURE



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Who is your ideal customer?



Psychographics

- Lifestyle choices
- Behavior
- What is there “Why”
- What of they dream about?

Flora Renteria



Brian Najera



Vidhi Patel



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ASHLEY SMALL IN MOD 3 –
SALES & MARKETING POWERED UP!





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NETWORKING SESSIONS BEFORE EACH MOD

The screenshot displays a Zoom meeting interface. The main window shows a 3x3 grid of nine participants. The top row includes Rebecca Schultz, Sandra Louyer - Glenda & David Regen..., and Elvira Schaefer. The middle row features Shawn Robinson, Jerome Vielman, and CHINVERE NGWU. The bottom row shows MaryJane Buschlen, Modesto Hernández, and Carolyn Mitchell. The right sidebar lists 34 participants, including Jerome Vielman, Khali Memon, Lalitha Raman, Maggie Peterson, Margo Baines, MaryJane Buschlen, Modesto Hernández, Shawn Robinson, Tarren E, Taya Wright, Tennille Johnson, Teresa Salamone, Ursula McKinnis, Victoria Thomas, Vidhi Patel, Xia Wei, Yolande Sawadogo, and Brian Najera. The bottom toolbar contains icons for Mute, Stop Video, Security, Participants (34), Polls, Chat, Share Screen, Pause/Stop Recording, Reactions, and a red Leave button.

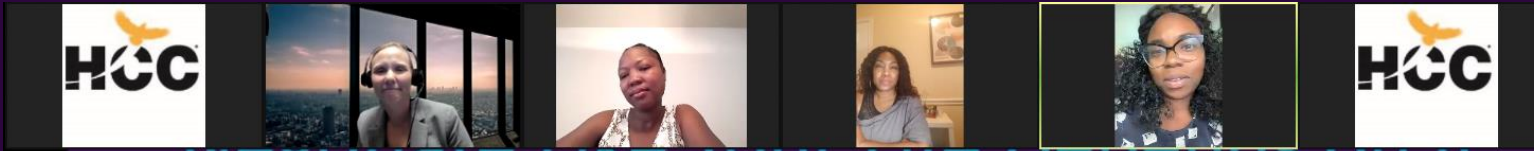
Participant Name	Status
Rebecca Schultz	Active
Sandra Louyer - Glenda & David Regen...	Active
Elvira Schaefer	Active
Shawn Robinson	Active
Jerome Vielman	Active
CHINVERE NGWU	Active
MaryJane Buschlen	Active
Modesto Hernández	Active
Carolyn Mitchell	Active
Ursula McKinnis	Active
Eric Potts	Active
Jeanette Wright	Active
Jerome Vielman	Active
Khali Memon	Active
Lalitha Raman	Active
Maggie Peterson	Active
Margo Baines	Active
MaryJane Buschlen	Active
Modesto Hernández	Active
Shawn Robinson	Active
Tarren E	Active
Taya Wright	Active
Tennille Johnson	Active
Teresa Salamone	Active
Ursula McKinnis	Active
Victoria Thomas	Active
Vidhi Patel	Active
Xia Wei	Active
Yolande Sawadogo	Active
Brian Najera	Active



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REBECCA SCHULTZ IN MOD 4 - FINANCIALS
FOR SMALL BUSINESS LAUNCH & GROWTH



Negotiate Like Your Life Depends on It

- Don't always buy into a good sales pitch
- Just about every aspect of business is a negotiation unfolding
- Be prepared!
- Accepting the wrong terms can cripple your company before it has a chance to grow
- Negotiate terms that allow you to win, and put the other side on your team for success
- Know your options and make strong choices



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OUR SMALL GROUP
BREAKOUT EXERCISES

Sales (Deposit)	\$0	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$10,000	\$60,000
Sales (Collected AR)	\$0	\$0	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$15,000	\$110,000
Total Sales (combined)	\$0	\$5,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$15,000	\$110,000
COGS	\$0	\$500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,500	\$11,000
Gross Profit	\$0	\$4,500	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$13,500	\$99,000
EXPENSES													
Filing Fees LLC	\$320	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$320
Financial Software	\$150	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$150
Business Insurance	\$250	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$250
Business Website	\$3,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,000
Rent	\$5,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$32,500
Business Phone & Internet	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
Furniture, Fixtures	\$4,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,000
Equipment	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,000
Office Supplies	\$150	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$150
Marketing	\$2,250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$5,000
Salaries/Officer	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Salaries/Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interest	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Charitable Contributions	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Accounting	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$20,170	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$6,800	\$74,970
Depreciation Furniture	\$0	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$363
Depreciation Equipment	\$0	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$208	\$2,288
Total Depreciation	\$0	\$241	\$241	\$241	\$241	\$241	\$241	\$241	\$241	\$241	\$241	\$241	\$2,651
Total Expenses & Depreciation	\$20,170	\$3,041	\$3,041	\$3,041	\$3,041	\$3,041	\$3,041	\$3,041	\$3,041	\$3,041	\$3,041	\$7,041	\$77,621
Net Profit	-\$20,170	\$1,459	\$5,959	\$5,959	\$5,959	\$5,959	\$5,959	\$5,959	\$5,959	\$5,959	\$5,959	\$6,459	\$21,379
Cash Flow	-\$20,170	-\$18,470	-\$12,270	-\$6,070	\$130	\$6,330	\$8,530	\$10,730	\$12,930	\$15,130	\$17,330	\$24,030	





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AFTER BREAKOUTS THE CLASS CAME
BACK TO WEIGH IN, IN THE LARGE GROUP





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DAVID REGENBAUM IN MOD 5 RISK IDENTIFICATION & MITIGATION

Recording...

You are viewing David Regenbaum's screen

View Options



David Regenbaum

1. Risks caused by Customers

Loss of one Customer who generates majority of Revenue

2. Risk caused by Vendors

Is there a single Vendor whose failure could cause disruption of the business

3. Risk caused by Employees

Loss of Employee that is critical to the business' success. Employee Liability Claims

RISK IDENTIFICATION

4. Risks caused by Information Technology

Cyber Security/Server failure

5. Risk caused by Natural Disasters

Business disruption resulting from Hurricane, Pandemics, Flood or Fire

6. Financial Transactions

Inability to function because of loss of financial backing

7. Risk of loss of Personal Assets

Failure of Business resulting in claims

8. Threats to Goodwill and Reputation

Product recall or bad customer service or advice

9. Risk caused by Competitors

Competitor develops new business process

10. Risk caused by Government Action

Loss resulting from adoption of adverse actions or legislation

Unmute

Start Video

Security

Participants 35

Chat 2

Share Screen

Polling

Pause/Stop Recording

Reactions

Leave

From Carolyn Mitchell to Everyone

I remember Arthur Anderson. Whe...

Centers for Entrepreneurship

HCC



HOUSTON COMMUNITY COLLEGE

Small Business Success Series

OFFICE HOURS ON WEDNESDAYS

Sabina Dh. - Glenda & Davi...

David Regenbaum

Flora Renteria- Glenda & D...

Kaylon Beck

Sandra Louvier -Glenda & ...

Modesto hernandez

Jerome Vielman

Jeanette Wright

00:00:04 / 00:53:35

Speed

- ❖ **Youth Enrichments:** Margo Baines
- ❖ **Electric Guys LLS:** Brian Ballard
- ❖ **Beck and Call Hospitality:** Kaylon Beck
- ❖ **Pet Place:** Mary-Jane Buschlen
- ❖ **Identity Plus:** Rachel Cevallos
- ❖ **Wellness & Recovery - Cyrotherapy:** Chanta Edwards
- ❖ **Mmadu Wellness Center:** Tarren Everette
- ❖ **Nieve Las Garrafas, LLC:** Modesto Hernandez
- ❖ **Universal Fitness Health Preparedness - Safety Wellness:** Derrick Heyward
- ❖ **Scrubs to the Rescue:** Constance Jones

- ❖ **Haulgistics LLC – Flatbed Services:** Sojourner King
- ❖ **DK Forge LLC:** Declan Kuhn
- ❖ **Seabridge Energy:** Karl Lang
- ❖ **Dynamic Contracts Consultants:** Khalil Memon
- ❖ **Millennial Staffing Solutions:** Carolyn Mitchell
- ❖ **Pleasant Cleaning:** Chinyere Ngwu
- ❖ **IT Healthcare Consulting:** Vidhi Patel
- ❖ **Xochi Sorbet:** Brian Najera
- ❖ **Frank Trucking Enterprise's LLC:** Eric Potts
- ❖ **AList Forex Fundamentals Academy:** Ursula Renee McKinnis

- ❖ **Four Corners Clean Houston:** Shawn Robinson
- ❖ **GoldSun Pressure Washers, LLC:** Teresa Salamone
- ❖ **Si”Belle Hair Braiding Weaving & More:** Yolande Sawadogo
- ❖ **Just Organize by Taya:** Chawntaya Wright
- ❖ **Roland’s Swiss Pastries & Bakery:** Elvira Schaefer
- ❖ **Shelter from a Storm:** Victoria Thomas
- ❖ **Kairos Chemical & Distributing:** Jerome Vielman
- ❖ **Fancy Spring:** Xia Wei
- ❖ **Buckle Genius:** Aubreynette Stewart
- ❖ **A Splice of Hair:** Jeanette Wright
- ❖ **Myo Essentials Orofacial Miology:** Cynthia Young



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2020 August September Cohort Photo





HOUSTON COMMUNITY COLLEGE
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Cohort Graduate Speaker
Entrepreneur - Carolyn Mitchell





HOUSTON COMMUNITY COLLEGE
Small Business Success Series

Cohort Graduate Speaker
Entrepreneur – Mary-Jane Buschlen





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Thanks to all of you for your
contribution to a great program!



HOUSTON COMMUNITY COLLEGE
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Graduation Ceremony Photos



HOUSTON COMMUNITY COLLEGE

Small Business Success Series

Dr. Zachary Hodges – President HCC NW and
Dr. Maya Durnovo, Chief Entrepreneurial Officer
Congratulated the Graduates

The screenshot shows a Zoom meeting in progress. At the top, there is a status bar with icons for recording, a green checkmark, and a pause button. The main area is a grid of 20 video tiles arranged in 4 rows and 5 columns. The participants are as follows:

- Row 1: David Regenbaum (background: Entrepreneur Residence), Sabiha Dh. - Glenda & David R..., Rachel Cevallos (background: Becoming), Sandra Louvier- Glenda & Davi..., Elvira Schaefer (background: Mickey Mouse).
- Row 2: Carolyn Mitchell, Kimberly Penn, Aaron Alviso (black tile), Brian Ballard, Jerome Vielman.
- Row 3: Jeanette Wright (background: "We will tell you what to do and you do it COOLLY!!"), binh to, Teresa Salamone (black tile), Gideon Lakew, Mo Tehrani.
- Row 4: Mary-Jane Buschlen, Flora Renteria- Glenda & Davi..., Brian Najera (black tile), Modesto hernandez (black tile), Sojourner King.
- Row 5: Zachary Hodges, Ned Mueller, Taya Wright, Maya Durnovo, Tarren E.

At the bottom, there is a toolbar with icons for Unmute, Stop Video, Security, Participants (48), Chat, Share Screen, Polling, Pause/Stop Recording, Breakout Rooms, Reactions, and an End button.

Sponsor Wells Fargo and Minimizing Risk Panelists all encouraged the entrepreneurs to take action, tap into the resources and learnings the program had delivered and to keep working to refine their plans and implement them while continuing to adjust to market dynamics.



Wells Fargo:
Binh To, E1
Gideon Lake, C2

Panelists:
David Bledsoe, B3
Aaron Alviso, B5
Taylor Bacot, C1
Mo Tehrani, D1
Kimberly Penn, D3



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FACILITATORS THANKED!

You are viewing Sandra Louvier- G...
View Options


Sabiha Dh. - Gle...


Northwest
Sandra Louvier-...


Flora Renteria- G...


Ned Mueller

Recording...


**HOUSTON COMMUNITY COLLEGE**
Small Business Success Series


**Thea Goldin-Smith**
Chief Possibilideas Guide for
Level VII Resource


**Ned Mueller**
Entrepreneur in Residence,
HCC Southeast


**Austin Tenette**
Entrepreneur in Residence,
HCC Northeast

2020 FACILITATORS

**Ashley Small**
Founder/CEO of Medley Inc.,
PR & Digital Marketing Agency

**Rebecca Schultz**
Commercial Loan Consultant,
Synerlock Corporation

**David Regenbaum,**
Entrepreneur in Residence,
HCC Northwest

Glenda & David Regenbaum
Center for Entrepreneurship 

Unmute

Stop Video

Security

Participants 46

Chat

Share Screen

Polling

Reactions

More

End

Chat

From Shawn Robinson to Everyone:
thank you all!

From Xia Wei to Everyone:
very informative!! Thank you all!!

From Jeanette Wright to Everyone:
Wonderful experience! The panel was very informative! Thank you 😊

From Taya Wright to Everyone:
very grateful for all the information!!!

From Rachel Cevallos to Everyone:
Thank you Panelists!

From Kimberly Penn to Everyone:
Thank you all and big CONGRATS!

From Vidhi Patel to Everyone:
Wonderful experience, Thank you everyone! Congrats to all my
colleagues!

From Elvira Schaefer to Everyone:
Congrats to all of us Thank you to all who made this a great experience

From Carolyn Mitchell to Everyone:
Yes agree this was a great session

From Mary-Jane Buschlen to Everyone:
I'm missed both my high school and college graduation ceremonies.
Hurray for Virtual Graduation!

From Gideon Lakew to Everyone:
We got you MARY-JANE!

From Cyndi to Everyone:
I can see

To: Everyone

Type message here...



Sabiha Dh. - Gle...

Carolyn Mitchell

Northwest
HCC Center for Entrepreneurship

Ned Mueller

Recording...

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OUR SMALL GROUP
BREAKOUT EXERCISES

Certificate of Completion

Small Business Success Series

Presented to
Carolyn Mitchell

Awarded on
September 24, 2020

David Regenbaum
David Regenbaum
Entrepreneur in Residence

Sandra Louvier
Sandra Louvier
Director, Center for Entrepreneurship

Chat

From Elvira Schaefer to Everyone: 4:36 PM
Congrats to all of us Thank you to all who made this a great experience

From Carolyn Mitchell to Everyone: 4:36 PM
Yes agree this was a great session

From Mary-Jane Buschlen to Everyone: 4:39 PM
I'm missed both my high school and college graduation ceremonies.
Huray for Virtual Graduation!

From Gideon Lakew to Everyone: 4:39 PM
We got you MARY-JANE!

From Cyndi to Everyone: 4:40 PM
I can see

From Rachel Cevallos to Everyone: 4:44 PM
Love my breakout group

From Mary-Jane Buschlen to Everyone: 4:44 PM
Sandra, please send us a link to your recap presentation, tks!

From Carolyn Mitchell to Everyone: 4:44 PM
Me too. I had a great breakout team

From Taya Wright to Everyone: 4:45 PM
so sorry my phone kept dying

From Gideon Lakew to Everyone: 4:46 PM
Congrats to all!

From Tarren E to Everyone: 4:46 PM
yay! Carolyn!

From CHINYERE NGWU to Everyone: 4:49 PM
Awesome Carolyn !!

To: Everyone
Type message here...



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Graduate Mary-Jane Bushlen spoke and praised the other entrepreneurs in her breakout group.

Zoom Meeting

Sabiha Dh. - Gle...

Sandra Louvier-...

Ned Mueller

Mary-Jane Busch...

Recording...

HOUSTON COMMUNITY COLLEGE
Small Business Success Series

OUR SMALL GROUP
BREAKOUT EXERCISES

Glenda & David Regenbaum
Center for Entrepreneurship
Northwest Houston

Certificate of Completion
Small Business Success Series
Presented to
Mary-Jane Buschlen
Awarded on
September 24, 2020
HOUSTON COMMUNITY COLLEGE
David Regenbaum
David Regenbaum
Entrepreneur in Residence
Sandra Louvier
Sandra Louvier
Director, Center for Entrepreneurship

Chat

From Carolyn Mitchell to Everyone: 4:44 PM
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From Tarren E to Everyone: 4:46 PM
yay! Carolyn!

From CHINYERE NGWU to Everyone: 4:49 PM
Awesome Carolyn !!

From binh to Everyone: 4:51 PM
You are welcome Carolyn! Thank you

From Elvira Schaefer to Everyone: 4:51 PM
Thank you Carolyn

From Carolyn Mitchell to Everyone: 4:52 PM
Thanks Elviria. Appreciate your input and referrals. Wishing you the best lady

From Elvira Schaefer to Everyone: 4:53 PM
Thanks same to you

From Chanta Edwards to Everyone: 4:53 PM
Great words, Carolyn. Thanks so much.

From Carolyn Mitchell to Everyone: 4:53 PM
Thanks, Chanta!

From Vidhi Patel to Everyone: 4:54 PM
Well said Carolyn! Thanks!

To: Everyone

Type message here...



HOUSTON COMMUNITY COLLEGE

Small Business Success Series

Small Business Success Series by HCC
August – September 2020 Cohort Graduates



Recording... Speaker View

David Regenbaum Sabiha Dh. - Glenda & D... Rachel Cevallos Sandra Louvier- Glenda... Elvira Schaefer

Carolyn Mitchell Jerome Vielman Aaron Alviso Brian Ballard Jeanette Wright

1/2 binh to Flora Renteria- Glenda &... Ned Mueller

Mary-Jane Buschlen Sojourner King Brian Najera Modesto hernandez Maya Durnovo

Tarren E CHINYERE NGWU Eric Potts Jill Assir Margo Baines

Unmute Stop Video Security Participants Chat Share Screen Polling Pause/Stop Recording Breakout Rooms Reactions End



HOUSTON COMMUNITY COLLEGE

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Small Business Success Series by HCC
August – September 2020 Cohort
Graduates

Participants (from top-left to bottom-right):

- Jeanette Wright
- Rachel Cevallos
- Brian Ballard
- Jerome Vielman
- David Regenbau...
- Elvira Schaefer
- Sandra Louvier- ...
- Flora Renteria- ...
- Ned Mueller
- Sojourner King
- Maya Durnovo
- Tarren E
- CHINYERE NGWU
- Eric Potts
- Modesto hernan...
- Jill Assir
- Mary-Jane Busc...
- Sabiha Dh. - Glen...
- Margo Baines
- Ursula McKinnis
- Vidhi Patel
- Khalil Memon
- Carolyn Mitchell
- binh to

Zoom Player Bar: 01:25:52 / 01:35:34



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Congratulations Graduates!
Thanks again to all of you for your
contribution to a great program!