



# 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<sup>®</sup> 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<sup>©</sup>

## 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



# HOUSTON COMMUNITY COLLEGE

## Small Business Success Series

# 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



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OUR AUGUST – SEPTEMBER  
2020 COHORT – ON ZOOM!

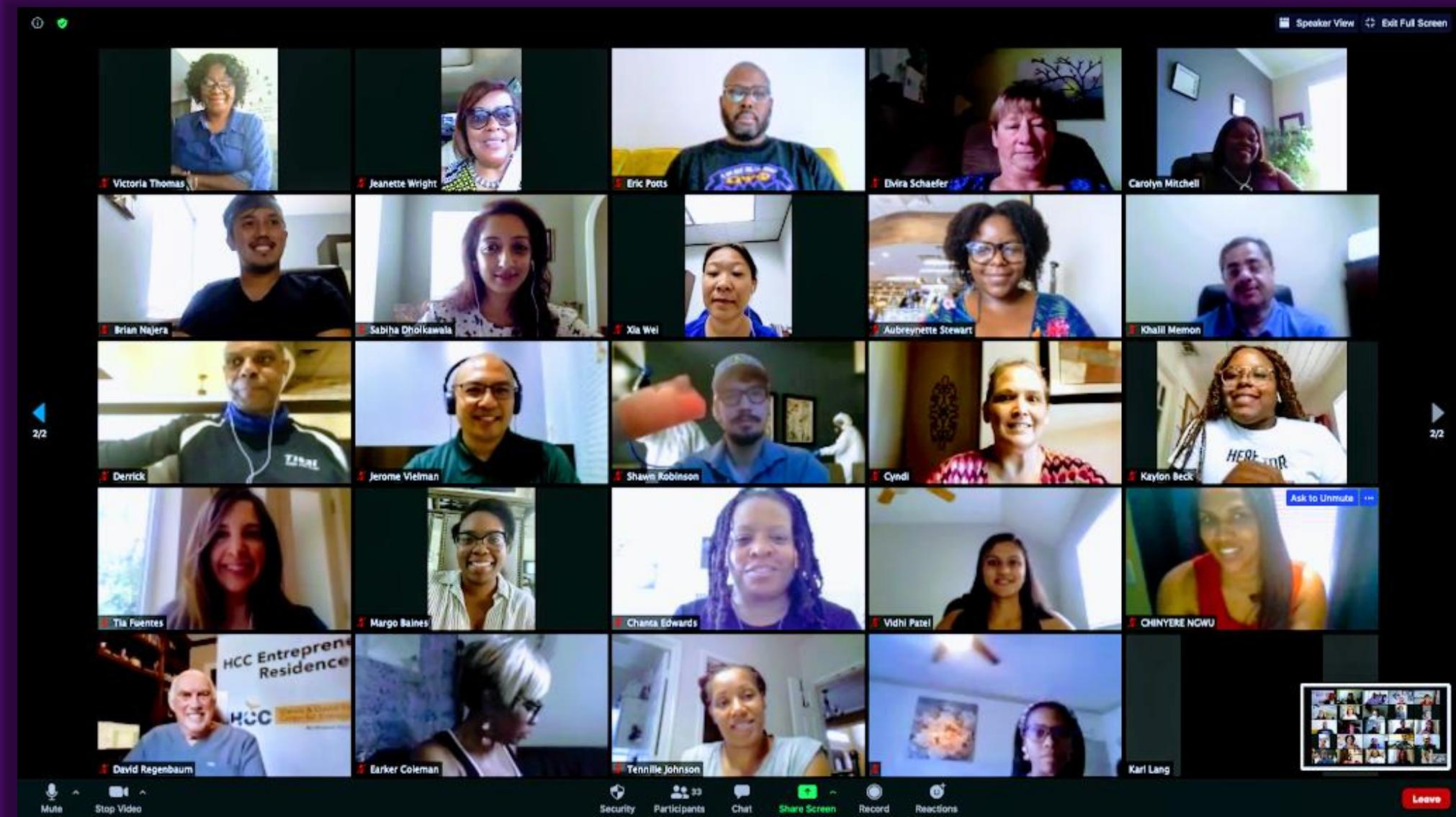




# HOUSTON COMMUNITY COLLEGE

## Small Business Success Series

OUR AUGUST – SEPTEMBER  
2020 COHORT – ON ZOOM!





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

The image shows a video conference interface. The main video frame on the left features a woman with blonde hair and glasses, smiling and resting her chin on her hand. She is wearing a dark blue top. The background is a green gradient with faint, large, semi-transparent HCC logos. To the right, there is a sidebar with a grid of video thumbnails. The top row shows a thumbnail for 'Flora Renteria' with the text 'Small Business Success Series by HCC'. The second row shows thumbnails for 'David Regenbaum Entrepreneurship', 'thea goldin-smith', and 'Glenda & David Regenbau...'. The third row shows thumbnails for 'Aubreynette Stewart' and 'Richard Krvaric'. The bottom row is empty. The video conference interface includes standard controls at the bottom: Unmute, Start Video, Security, Participants (36), Chat (1), Share Screen, Pause/Stop Recording, Reactions, and a red 'Leave' button.



Who is your ideal customer?

## Psychographics

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

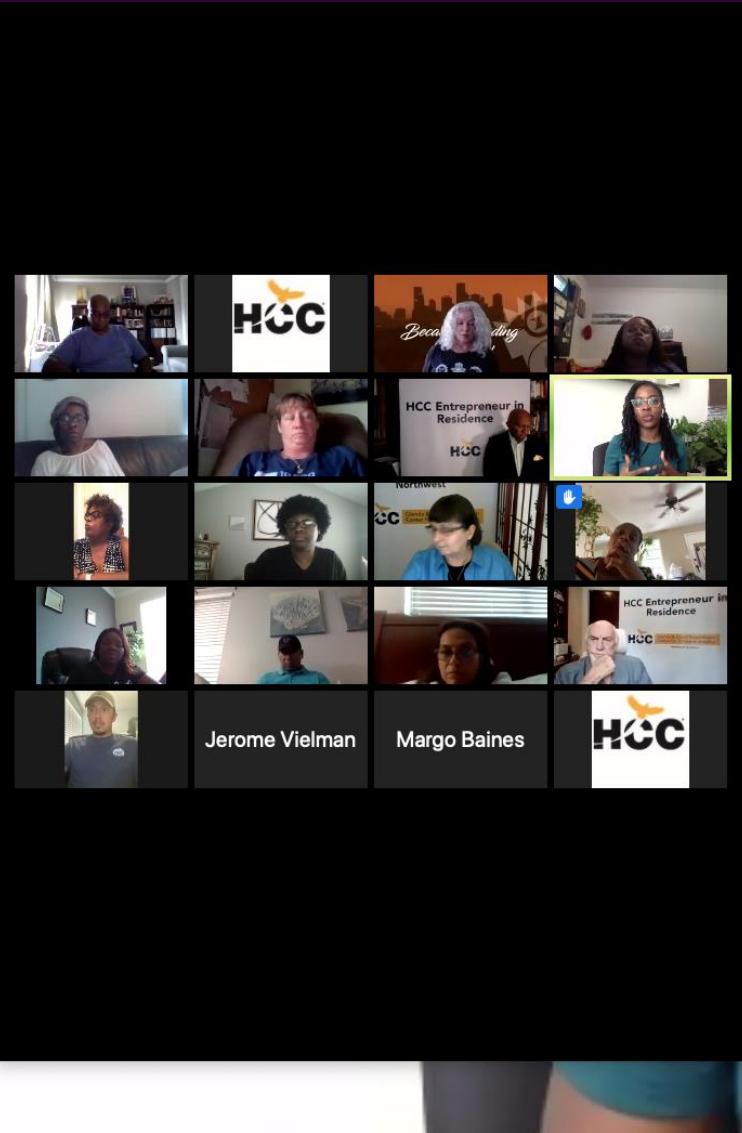




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ASHLEY SMALL IN MOD 3 –  
SALES & MARKETING POWERED UP!





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NETWORKING SESSIONS BEFORE EACH MOD

The image shows a video conference interface with a grid of participant video feeds and a list of all participants on the right.

**Participants (34):**

- JV Jerome Vielman
- KM Khalil Memon
- LR Lalitha Raman
- Maggie Peterson
- MBS 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
- Brian Najarra

**Participants (22):**

- Rebecca Schultz
- Sandra Louvier -Glenda & David Regan
- Elvira Schaefer
- Shawn Robinson
- Jerome Vielman
- CHINERE INGWU
- MaryJane Buschlen
- Modesto Hernández
- Carolyn Mitchell
- Ursula McKinnis
- Eric Potts
- Jeanette Wright

**Controls:**

- Mute
- Stop Video
- Security
- Participants
- Polls
- Chat
- Share Screen
- Pause/Stop Recording
- Reactions
- Leave
- Invite
- Mute All



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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



HOUSTON COMMUNITY COLLEGE

Centers for Entrepreneurship





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### OUR SMALL GROUP BREAKOUT EXERCISES

Virtual Update PEW Finance III - X Virtual Update PEW Financial III - X Virtual Update PEW Financial III - X

File | C:/Users/Kidd/Desktop/Small%20Business%20Series/Mod4/Virtual%20Update%20PEW%20Financial%20Management%20-%20Scholar%20Workbook%20COMPLETE%20(1).pdf

Sales (Deposit) \$0 \$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

Total Sales (combined) \$0 \$5,000 \$10,000 \$10,000 \$10,000

COGS \$0 \$500 \$1,000 \$1,000 \$1,000

Gross Profit \$0 \$4,500 \$9,000 \$9,000 \$9,000

EXPENSES

Filing Fees LLC \$320 \$0 \$0 \$0 \$0

Financial Software \$150 \$0 \$0 \$0 \$0

Business Insurance \$250 \$0 \$0 \$0 \$0

Business Website \$3,000 \$0 \$0 \$0 \$0

Rent \$5,000 \$2,500 \$2,500 \$2,500 \$2,500

Business Phone & Internet \$50 \$50 \$50 \$50 \$50

Furniture, Fixtures \$4,000 \$0 \$0 \$0 \$0

Equipment \$5,000 \$0 \$0 \$0 \$0

Office Supplies \$150 \$0 \$0 \$0 \$0

Marketing \$2,250 \$250 \$250 \$250 \$250

Salaries/Officer \$0 \$0 \$0 \$0 \$0

Salaries/Other \$0 \$0 \$0 \$0 \$0

Interest \$0 \$0 \$0 \$0 \$0

Charitable Contributions \$0 \$0 \$0 \$0 \$0

Accounting \$0 \$0 \$0 \$0 \$0

Total Expenses \$20,170 \$2,800 \$2,800 \$2,800 \$2,800 \$6,800 \$74,970

Depreciation Furniture \$0 \$33 \$33 \$33 \$33 \$33 \$363

Depreciation Equipment \$0 \$208 \$208 \$208 \$208 \$208 \$2,288

Total Depreciation \$0 \$241 \$241 \$241 \$241 \$241 \$2,651

Total Expenses & Depreciation \$20,170 \$3,041 \$3,041 \$3,041 \$3,041 \$7,041 \$7,041 \$7,041 \$7,041 \$7,041 \$7,041 \$77,621

Net Profit -\$20,170 \$1,459 \$5,959 \$5,959 \$5,959 \$5,959 \$1,959 \$1,959 \$1,959 \$1,959 \$1,959 \$0,459 \$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

Breakout Rooms - In Progress

- Breakout Room 2
  - Chanta Edwards
  - Gideon Lakew
  - Modesto hernandez
  - Rachel Cevallos
  - Sandra Louvier -Glenda & David Regenbaum Ctr. for Entr. - HCC NW
- Breakout Room 1
  - Brian Ballard
  - Kaylon Beck
  - Margo Baines
  - Mary-Jane Buschien
- Breakout Room 3
  - Derrick Heyward (not joined)
  - Flora Renteria-Glenda & David Regenbaum Ctr. for Entr. ... (not joined)

All Breakout Rooms will close in 14 seconds  
You will be returned to the main session automatically.

Leave Breakout Room



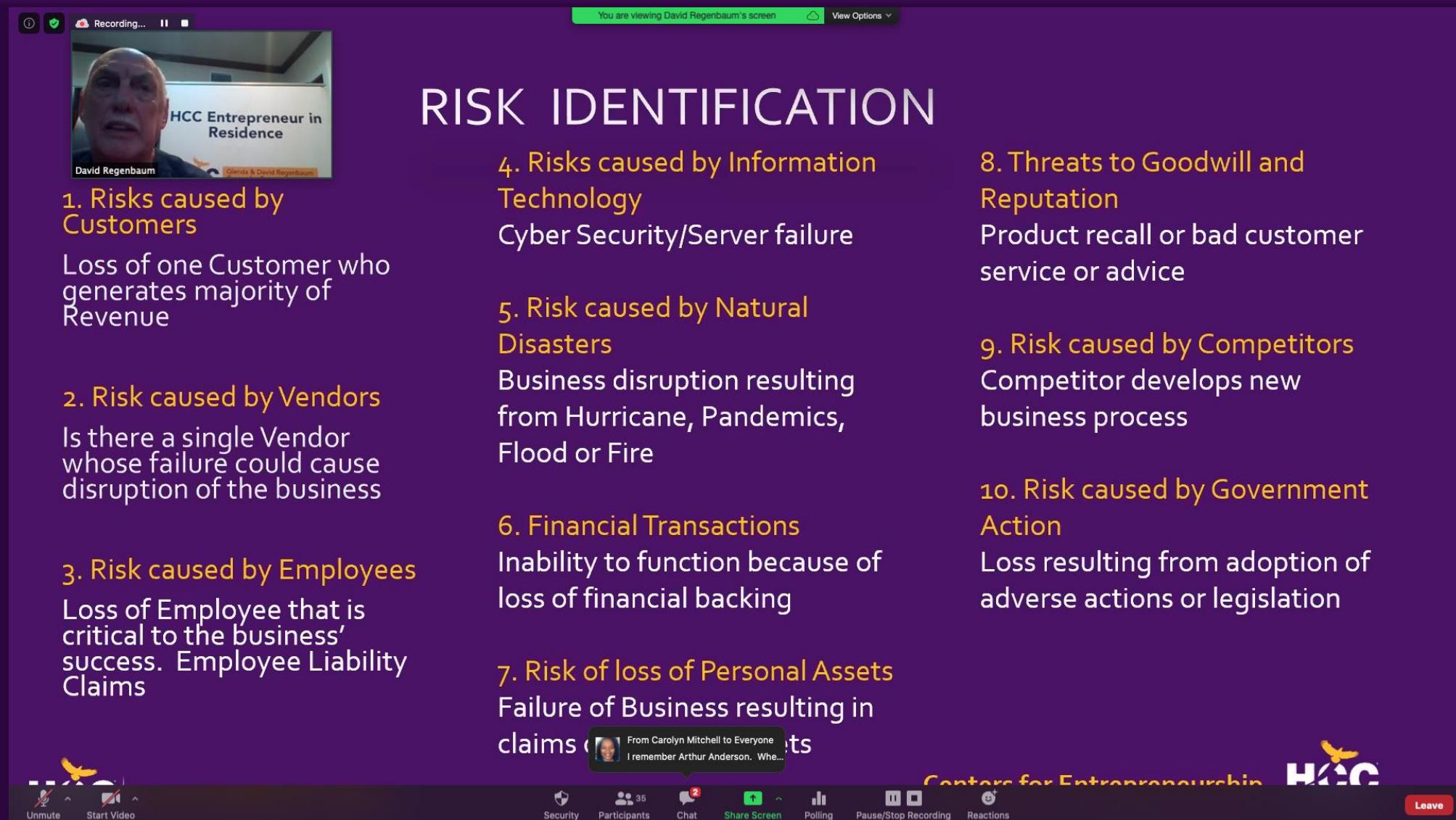


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AFTER BREAKOUTS THE CLASS CAME BACK TO WEIGH IN, IN THE LARGE GROUP





Recording... View Options

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

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 on personal assets

From Carolyn Mitchell to Everyone  
I remember Arthur Anderson. Whe...

Unmute Start Video Security Participants 35 Chat Share Screen Polling Pause/Stop Recording Reactions Leave

## RISK IDENTIFICATION

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



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OFFICE HOURS ON WEDNESDAYS





- ❖ **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





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Cohort Graduate Speaker  
Entrepreneur - Carolyn Mitchell





# HOUSTON COMMUNITY COLLEGE

## Small Business Success Series

Cohort Graduate Speaker  
Entrepreneur – Mary-Jane Buschlen





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



**HOUSTON COMMUNITY COLLEGE**  
**Small Business Success Series**

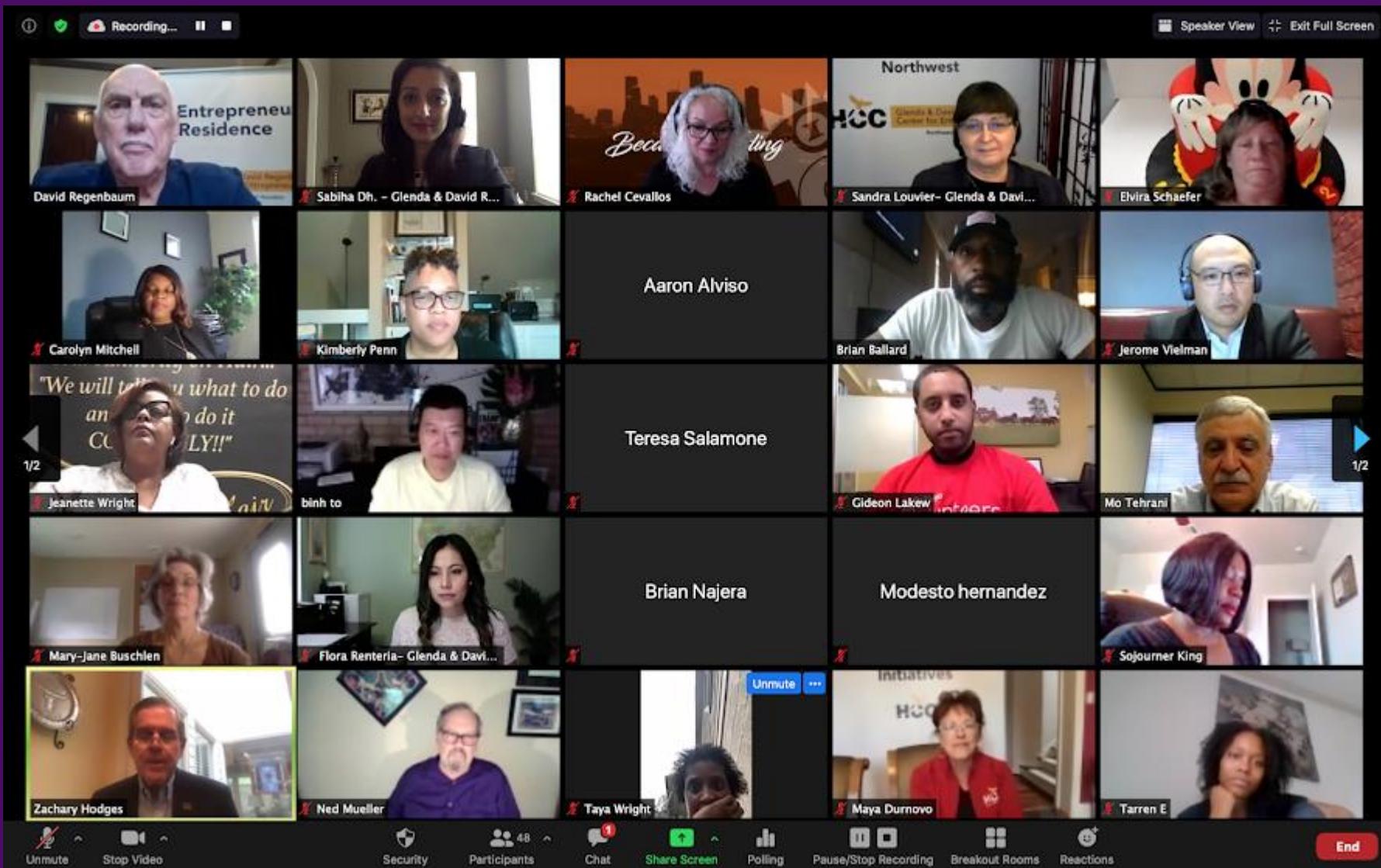
**Graduation Ceremony Photos**



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





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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.





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FACILITATORS THANKED!

### 2020 FACILITATORS

	<b>Thea Goldin-Smith</b> Chief Possibilities Guide for Level VII Resource		<b>Ashley Small</b> Founder/CEO of Medley Inc., PR & Digital Marketing Agency
	<b>Ned Mueller</b> Entrepreneur in Residence, HCC Southeast		<b>Rebecca Schultz</b> Commercial Loan Consultant, Synerlock Corporation
	<b>Austin Tenette</b> Entrepreneur in Residence, HCC Northeast		<b>David Regenbaum,</b> Entrepreneur in Residence, HCC Northwest

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...



# HOUSTON COMMUNITY COLLEGE

## Small Business Success Series

Zoom Meeting

Recording...

Sabiha Dh. – Gle... Carolyn Mitchell Northwest HCC Sandra Louvier-... Ned Mueller

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.  
Hurray 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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## Small Business Success Series

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

Zoom Meeting



Chat

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

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

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

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

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

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

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

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

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

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

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

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

To: Everyone

Type message here...

Recording...

**HCC** HOUSTON COMMUNITY COLLEGE  
Small Business Success Series

OUR SMALL GROUP  
BREAKOUT EXERCISES



**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



# HOUSTON COMMUNITY COLLEGE

## Small Business Success Series

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





# HOUSTON COMMUNITY COLLEGE

## Small Business Success Series

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

Recording... Speaker View

Northwest Ask to Unmute

David Regenbaum Carolyn Mitchell Sabina Dh. - Glenda & D... Rachel Cevallos Sandra Louvier- Glenda... Elvira Schaefer

1/2 Jerome Vielman Aaron Alviso Brian Ballard "We will tell you what to do  
or how to do it  
CTLY!!" Jeanette Wright

1/2 Flora Renteria- Glenda &... Ned Mueller Initiatives

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

Tarren E CHINYERE NGWU Eric Potts Jill Assir Margo Baines

Unmute Stop Video Security Participants 46 Chat 1 Share Screen Polling Pause/Stop Recording Breakout Rooms Reactions End



# HOUSTON COMMUNITY COLLEGE

## Small Business Success Series

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





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