

2010-2011 PROGRAM CATALOG

# THE BUSINESS CENTER

For Entrepreneurship & Social Enterprise

## *Creating a* **FIRM** **FOUNDATION**

**BUSINESS PLAN  
MANAGEMENT  
TEAM**

**MARKETING  
STRATEGY**

**FINANCIAL  
PROJECTIONS**



# Letter from the Executive Director Pamela Rich-Wheeler



## Creating a Firm Foundation

Recently I had a plant in my office that was placed too close to the radiator. As a result, the leaves were burned and two vines had to be cut off and re-rooted. The vines, which I knew if placed in a vase with water, would really have a chance to grow roots.

When the vines were initially placed in the water it appeared as if roots were not going to come. Both vines were limp and I was tempted to throw them away. However, after a while one vine grew roots and it took on a new form. The leaves were perked up and it was starting to thrive. Still the other vine had no roots. I noticed that the bottom was growing a rotted nub. So I cut it off and cut the bottom on a slant like they recommend with flowers. Months later a staff member brought to my attention that the other vine was growing roots now too. I was really happy about this.

They often laugh at me in the office regarding the plants. But I like their presence. I find it relaxing and I know they keep the air clean.

The experience of developing roots for the vines reminded me of the fact that it is very important to have a foundation in order to thrive. Seconds after I shared that with the staff, the Director of Educational Programs showed me the Core Four book we use for teaching the Business Plan Workshop. Inside the book there is a picture of a house. In the house is a floor plan, and it shows the parts of a business plan.

## Contents

<b>Business Center Services &amp; Programs</b>	<b>3</b>
<b>Pre-Assessment of Business Needs</b>	<b>4</b>
<b>Pre-Assessment of Business Needs</b>	<b>5</b>
<b>Business Systems and Technology</b>	<b>6</b>
<b>Partners, Supporters &amp; Sponsors</b>	<b>7</b>
<b>Executive Workshops, Seminars, and Coaching on Demand</b>	<b>8</b>
<b>Executive Workshops, Seminars, and Coaching on Demand</b>	<b>9</b>
<b>Youth Entrepreneurship Program</b>	<b>9</b>
<b>First Friday One Day Seminars</b>	<b>10</b>
<b>Best Practices in Action</b>	<b>11</b>
<b>Instructors &amp; Biographies</b>	<b>12</b>
<b>Instructors &amp; Biographies</b>	<b>13</b>
<b>Registration</b>	<b>14</b>
<b>Policies &amp; Locations</b>	<b>15</b>
<b>Open House Locations &amp; Dates</b>	<b>16</b>
<b>Board of Directors &amp; Advisors</b>	<b>16</b>

The business plan is an essential part of starting a business. It provides the foundation of success. Without it, like the plants, our business will not thrive. With it, your business can thrive, sustain itself and grow over time. We look forward to serving you in building that foundation.

# The Business Center (TBC) Services & Programs



## Business Center Background

The Business Center is the only small business support center in Philadelphia's Northwest. Our mission is to equip entrepreneurs with the necessary tools to start, sustain, and expand a successful enterprise. We aid in the development of professional management and entrepreneurial skills. We provide consulting, workshops, and technical resources through a combination of in-house expertise and a network of community organizations. Our motto is "Building our Community One Entrepreneur at a Time."

## We offer:

### Virtual Incubator Program

Featuring coaching and mentoring for small businesses on underserved corridors. Consultants provide coaching to small businesses that reside in the northwest region. The Business Center holds monthly advisory meetings to strategize a game plan and create milestones for the business' expansion and sustained success. This is achieved by providing support through activities, educational programs, consulting and resources to businesses in the local economy.

### Small Business Communiversity



The Business Center offers a 13-week course on writing a business plan. The Center also offers workshops on Business Management and Planning, Business Systems, Marketing Public Relations, Business Law, and a Young Urban Entrepreneurs Program.

### The Youth Entrepreneurship Program

A motivational program that encourages youth between ages 10 - 17 to start their own businesses-exploring the basic characteristics of successful entrepreneurs, the risks and rewards of small business, the importance of a business plan and how to write a plan. See page 9.

### Small Business Support Services

We provide office space, consulting, workshops, special programs, and technical resources through a combination of in-house expertise and a network of community organizations. This is one of our greatest strengths—matching clients with resources.

### The Enterprising Woman Business Plan Competition

An annual competition which provides women with the tools they need to launch, improve and grow their businesses. Smaller to mid-sized businesses earning less than \$250,000 in annual revenue are invited to compete for cash and prizes to be awarded as part of the business plan competition. Winners are chosen from 3 categories — Retail, Restaurant and Service. Check our website for additional details, [www.thebizctr.com](http://www.thebizctr.com) or you may call 215-247-2473 x3.



**WACHOVIA**  
A Wells Fargo Company

# Pre-Assessment of Business Needs



Council Woman  
Donna Reed-Miller

*"Small Businesses are the lifeblood of our community. I support small businesses."*

## **LET'S GET THIS BUSINESS STARTED RIGHT**

Starting a business can be an exciting venture offering many rewards. However, you must be prepared and you must understand the basics. In business, there are no guarantees — but you can improve your chances of success with good planning, preparation, and insight. Start by evaluating your strengths and weaknesses as a potential owner and manager of a small business in this one day course. **Cost is \$45**

**Tuesday, September 14, 2010 at Wachovia Financial Center  
Instructor: Melissa Stewart**

**Thursday, January 6, 2011 at The Business Center  
Instructor: Sheila Mitchell-Green**

**Thursday, March 3, 2011 at The Business Center  
Instructor: Karen James**

**6:30 pm - 8:30 pm – 1 session**

**Building Our Community  
One Entrepreneur at a Time**

# THE BUSINESS CENTER

## For Entrepreneurship & Social Enterprise

**Small Business Programs**

**Virtual Incubation**

**The Enterprising Woman Business Plan Competition**

**Youth Entrepreneurship**

**Small Business Communiversity**

**215.247.2473**

**(fax) 215.247.2477**

**www.thebizctr.com**

Sovereign bank is part of the community, and we want to know our customers by name. **Come meet our Retail Banking**

**Manager, Aubrey Kenney**, and find out what Sovereign can do for you.

Stop by our Mt. Airy Community Banking  
Office at 6740 Germantown Avenue and  
meet Aubrey Kenney today.

1.877.SOV.BANK (768.2265)

sovereignbank.com

Member FDIC  
© 2004 Sovereign Bank



**Sovereign Bank**



**Santander**

# Pre-Assessment of Business Needs

## Client Testimony

### **BUSINESS PLAN WORKSHOP** - Popular Course

Join this dynamic motivational 9 week course created to encourage and prepare new and existing entrepreneurs with the information they will need to start, sustain and expand their business. Each person will participate in a pre-business self assessment, and will learn how to prepare a business plan from scratch. Discussions and exercises will include topics on how to research, market and finance a business concept. **Cost is \$350**

**Instructors: Brian Jones, Franne McNeal,  
Pamela Rich-Wheeler, Solomon Wheeler, Terri Rivera**

**Thursdays, September 16 – December 16, 2010**  
(no class on 11/25/2010)

**Location: Philadelphia University**  
**6:30 PM – 8:30 PM**

**Saturdays, September 25 – November 20, 2010**

**Location: (online class)**  
**9:00 AM – 12:00 Noon**

**Saturdays, January 8 – March 5, 2011**

**Location: Philadelphia University**  
**9:00 AM – 12:00 Noon**

**Tuesdays, January 11 – April 5, 2011**

**Location: (online class)**  
**6:30 PM – 8:30 PM**

**Thursdays, March 10 – June 2, 2011**

**Location: Philadelphia University**  
**6:30 PM – 8:30 PM**

**Saturdays, March 12 – May 7, 2011**

**Location: Philadelphia University**  
**9:00 AM – 12:00 Noon**



**Dottie Baumgarten,**  
Owner of  
Sustainable Choices

*"From the first course that I took Let's Get this Business Started Right, I saw that this was the place for me. I am in business because I landed a contract, and at that point I had no idea how to manage a business. Now, I am up and running, learning more as my business expands."*

## What Professional organizations should I join for small business growth?

Each organization consists of volunteers who serve and operate with a board of officers to coordinate and manage the daily functions of the associations. The Business Center is frequently asked, "What Professional organizations should I join for small business growth?" So we gathered a list of our preferred business associations and decided to share them with you. Please see their contact information listed below.

### **USA-Kenya Chamber of Commerce**

Vuyo Dunjwa, VP Marketing  
& Public Relations  
610-703-0287  
[www.uskcc.org](http://www.uskcc.org)

### **National Alliance of Market Developers (NAMD)**

Norm Bond  
215-724-8099  
[www.namdphiladelphia.com](http://www.namdphiladelphia.com)

### **African American Chamber of Commerce (AACC)**

Nicole R. Giles, Director,  
Programs and Membership  
215-751-9501  
[www.aachamber.org](http://www.aachamber.org)

### **West Oaklane Business Association (WOLBA)**

Charlene Wallace, President  
Karyn Conway, Bus. District Mgr.  
Meeting 2<sup>nd</sup> Tuesday  
of each month  
215.927.9544  
[www.wolba.org](http://www.wolba.org)

# Business Systems and Technology

## Client Testimony



**Claudette  
Carrion-Wardlaw**

"I thoroughly enjoyed The Business Center's Gala...I was amazed at the range of concepts presented in the Business Plan Competition and inspired to follow through with my dream. All of the women I had the pleasure of speaking with were supportive of my concepts and had great advice to share, but more importantly, they all spoke very highly of their experience at The Business Center."

## QUICKBOOKS

Begin the process to take your business accounting processes to the next level. This is an electronic business accounting course that will review the Quickbooks program. This course will review setting up your bookkeeping system on your computer, learning to understand the credit and debit process, teach you how to generate reports, and help you keep accurate records for your reference. Hands-on experience in program navigation will be provided. **Cost is \$150**

**Tuesdays, October 7 - 28, 2010**

**Instructor: Anita Brown**

**Location: The Business Center**

**6:30 pm - 8:30 pm — 4 sessions**

## MEMBERSHIP PACKAGE

Membership Has It's Privileges — \$50

Special Savings on Classes, Seminars & Networking Events

Subscription to *Inc* or *Black Enterprise Magazine*



To Become a Member,  
contact Terri Rivera  
at 215-247-2473 x9

The only piece  
missing is you!



**Citizens Bank**  
1-800-4BUSINESS  
(1-800-428-7463)



# Partners, Supporters & Sponsors

## Foundations

- Citizens Bank Foundation
- Lincoln Financial Foundation
- PNC Bank Foundation
- Sovereign Bank Foundation
- TD Charitable Foundation
- The Elizabeth B. and Arthur E. Roswell Foundation
- William Penn Foundation
- Philadelphia Foundation



**THANK  
YOU**

## Government Officials

- City Councilwoman Donna Reed Miller
- State Representative John Myers
- State Representative Cherelle Parker
- State Senator Leanna Washington

## Collaborative Partners, Supporters & Sponsors

- African American Chamber of Commerce
- Allstate
- Blair Christian Academy
- Career Consciousness
- Christian Church of Philadelphia
- City of Philadelphia Department of Commerce
- Enon Tabernacle Baptist Church
- Greater Germantown Business Association
- Greater Philadelphia Chamber of Commerce
- Lutheran Theological Seminary
- Mt. Airy Business Association
- Mt. Airy Community Service Corporation
- Mt. Airy Learning Tree
- Mt. Airy USA
- Neighborhood Interfaith Movement
- New Covenant Church of Philadelphia
- OARC
- Omega Psi Phi Fraternity — Mu Omega Chapter
- Philadelphia Activities Fund
- Philadelphia University
- Progress Investment Associates
- School District of Philadelphia
- Stapeley
- Tabas Funding
- The Enterprise Center
- US Small Business Administration
- USA-Kenya Chamber of Commerce
- WDAS Clear Channel
- West Oak Lane Business Association
- West Oak Lane Senior Center
- Women's Yellow Pages of Greater Philadelphia
- WURD Radio, LLC

## Education Improvement Tax Credit Program Contributors

- Alpha Office Supplies
- Brown's Family ShopRite
- Brian Madalion State Farm Agency
- Susquehanna Bank
- Orthodontic Care
- Weavers Way Co-Operative
- Philadelphia Development Associates

## Friends

### Reallionaire: \$1,000 +

- Pamela and Solomon Wheeler
- Dr. Okechukwu Onyemelukwe

### Benefactor Level: \$500 - \$999

- Franne McNeal

### Ambassador Level: \$250 - \$499

- Big Daddy's BBQ
- John Byars
- Vaughn Coleman,
- Allison Ellis
- Parris Hall
- Dr. Karen James
- Darisha Miller
- Sheila Mitchell-Green
- Shawn Parker
- William Parshall

### Directors Level: \$100 - \$249

- David Brown
- Gregory Miller Sr.
- Harold Cost
- Robert Nye and
- Howard James, Sr.
- Deborah Nye
- Richard Jones
- Diane S. Richardson
- Hilderbrand Pelzer
- Arthur Wells
- Kenneth Weinstein

# Executive Workshops, Seminars, and Coaching on Demand

*The Business Center for Entrepreneurship & Social Enterprise in partnership with our team of experts, is pleased to offer the following face to face and online workshops and seminars for our clients ready to take their businesses to the next level. This series is geared towards owners, managers, organizations and associations with a need to improve the productivity of their business. To get more information and to discuss your organizational needs please contact us at 215-247-2473x7.*

## **The Balancing Act: Women, Mothers and Wives in Business**

Lisa Dent, President, LLD Systems

This course is the introductory course to a series of accompanying workshops and seminars developed specifically for women in business. It outlines the challenges and rewards that are unique to women business owners and women in executive positions. All discussions are based on a women's perspective. Participants will come away with a number of techniques which can be immediately utilized to overcome stressful situations and create a more balanced personal and business life. This course will definitely provide value to all who participate as it's not just a lecture but an interactive experience.

## **Mastering The Sales Process**

Milton Corsey, CEO, Evolution Management Training and Consulting

This seminar is geared to teach you strategic and practical sales techniques in a highly interactive and experiential environment. These techniques are the vital tools that give you an edge in the market. The practice and application sections are geared toward your product and market so you are learning methods that can be turned into workplace results.



## **THE 9<sup>TH</sup> ANNUAL ENTERPRISING WOMAN BUSINESS PLAN COMPETITION WINNERS**



*Left to right*

Bea Joyner, Busy as a Bea Productions; Carmelita Estriplet, Fat Kidz; Jennie Love, Love N' Fresh Flowers; Joanna Poses, The Flickering Light; Pamela Rich Wheeler, Exec. Director, The Business Center; Sara Zia Ebrahimi, The Flickering Light; Shani Newton, Dolly's Boutique & Consignment; and Yvonne Ferguson-Hardin, Fergie's Instructional Training

*Not pictured:* Jennifer Kinka, The Nesting House; Amerita Lue Hing, Fat Kidz



# Executive Workshops, Seminars, and Coaching on Demand

## The Destiny Statement Process Professional Development Series:

Jeneen Barlow, President & CEO, Barlow Enterprises

Each client creates customized plans called Destiny Statements™ which include their personal/business mission and vision statements (in the seven key areas of life), strengths, gifts and talents, multiple intelligences, life themes, and long, mid, and short range goals. The program features highly motivational, informative, and interactive seminars, arts-integration, trips, guest lectures, service learning, a final exhibition, and optional coaching on either: career or college selection, selected professional development topics or the final exhibition.

## Learning How to Put First Things First

Ellen White, Moderator

Learning how to Put First Things First — the essence of good time management — can be a real challenge for many people. This principle is actually Habit 3 from Stephen Covey's best-selling book *The 7 Habits of Highly Effective People*. Join this lively discussion on effectively managing time.

## Human Resources (HR) Strategies for Entrepreneurs

Rachel Grace, Principal Consultant, Grace Consulting International, LLC

Need advice on recruiting, hiring, firing, and/or retaining employees? Then this is the seminar for you! Good employees facilitate the success of any business. As an entrepreneur you need to develop a HR strategy that is unique for your business. This seminar will cover the employee life cycle and address issues that every entrepreneur confronts when dealing with employees.

## YOUTH ENTREPRENEURSHIP PROGRAM

Students who participate in the program are introduced to the idea of starting nontraditional businesses. They are taught about the rewards and challenges of being an entrepreneur and how to build the components of a business plan. Classroom lessons are reinforced by site visits to successful local businesses. Curriculum details can be adapted to beginner, intermediate and advanced students ranging from 6<sup>th</sup> grade to 12<sup>th</sup> grade.



## LOOK FOR OUR PROGRAMS AT:

Furness High School  
Germantown High School  
Lutheran Theological Seminary  
Philadelphia University  
Roxborough High School

**LEARN  
GROW  
SUCCEED**

# First Friday One Day Seminars



*One day seminars are held the first Friday of each month unless otherwise noted. From 8am – 10am at Point of Destination Cafe. Cost for the seminar is: \$25 At the Door / \$20 Non-Members / \$15 Members A Continental Breakfast will be provided.*

## **September 3, 2010: *Planning for Profitability***

Business runs on numbers. IN this workshop Franne shares how to increase revenues, reduce expenses, and increase profits.

**Franne McNeal**, CEO, HR Energy

Location: Federal Reserve Bank of Philadelphia  
Ten Independence Mall

\*No walk-ins allowed for this seminar, pre-registration required

## **October 1, 2010: *Guerilla Marketing***

Guerilla Marketing provides an innovative, creative, and non-traditional approach to marketing tactics. Identify creative ideas to market your service or product.

**Megan Smith**, Brownstone PR

## **November 5, 2010: *Creative & Standard Ways of Financing***

Start-up businesses often have few assets to use as collateral, which makes it hard to obtain loans. This one-day workshop will provide creative ways to locate money for your business.

**Christopher Chaplin**, Kasava Inc.

## **December 3, 2010: *Doing Business Locally, State-wide and Internationally***

Complete required forms for doing business with the city and find out everything you need to know about bid announcements, becoming a bidder, and competing for State contracts.

**Carol Brooks**, Manager International Trade

**Derek Green**, Esquire

**Harold Levy**, Business Enterprise Analyst

## **January 7, 2011: *Speed Networking***

Learn and refresh your techniques for meeting business professionals in a short amount of time. Then have time to network and practice what you just learned.

**Terri Rivera**, Dir. of Educational Programs, The Business Center

## **February 4, 2011:**

### ***Good Credit Strategies***

Learning to effectively manage your financial responsibilities can be challenging to even the most organized individuals. This workshop will educate participants on how to eliminate debt, rebuild credit, establish savings, prepare dispute letters, understand the lending process and the art of successfully acquiring new life changing habits for your life.

**Anthony Miles**, Miles School of Business Credit

## **March 4, 2011: *Meet The Press***

This workshop includes innovative approaches to get the word out to the press. Learn the basics of working with the media to secure positive coverage that speaks to your audience. Local newspaper and marketing experts will be on hand to provide a sample press release and give tips to help you advertise your service or product with the press.

**Megan Smith**, Brownstone PR

**Karl Biemuller**, Germantown Chronicle

**Earl Harvey**, National Alliance of Market Developers

## **April 1, 2011: *Constant Contacts***

Learn best practices for networking and keeping in touch with your customers.

**J. C. Lamkin**, Gypsy Lane Technologies

## **May 6, 2011: *Food for Thought – Taking Your Food Product to Market***

Learn what it takes to put your homemade delicious recipes into your local markets. Experts at Weavers Way Co-Op will show you how to distribute in their stores.

**Norman Weiss**, Purchasing Mgr, Weavers Way Co-Op

**Tanya Stewart**, President & CEO, Food Safety Essentials, Inc.

## **June 3, 2011: *Case Study***

Learn the common mistakes to avoid from victories and failures of Fortune 500 companies. Evaluate and analyze a businesses strengths and weaknesses.

**Pamela Rich-Wheeler**, Executive Director, The Business Center

**Paula Watts**, Business Development Specialist, SBA



First Friday Seminar, **Business Etiquette and Negotiating Skills**: shown is one of our presenters, Deneene Brockington from Resources for Human Development.

# Best Practices in Action

## Client Testimony

# Best Practices in Action

Save the Date!  
 November 19, 2010  
 6:00 PM - 9:00 PM



**Shani Newton**  
 Owner, Dolly's Boutique and Consignment

*"The Business Center has been a tremendous asset to myself and my business....I will be forever grateful to the Business Center and it's staff for their expertise..."*

Join TBC as we celebrate the excellence of past and present clients. Come out and network and reconnect with Business Plan clients from 2002 • 2003 • 2004 • 2005 • 2006 • 2007 • 2008 • 2009 • 2010. More information coming soon.

*Do you do business with the City? Have you been in business for at least two years? Do you need a business loan?*

**Then The Emerging Business Loan Program is for you.**



presents ***The Emerging Business Loan Program.***

The Business Center is partnering with the Philadelphia Industrial Development Corporation for ***The Emerging Business Loan Program.*** The Emerging Business Loan Program provides short-term financing to minority, woman, and disabled-owned businesses performing contracts in the City of Philadelphia.

Loan amounts range from \$100,000 to \$500,000. Collateral requirements for loans include assignment of contract payments, the personal guaranty of the owner and may require a secured lien position on business or personal assets.

Loans will typically fund the short-term capital needed to provide construction, procurement, or professional services to public or institutional users. Technical assistance services to support financial capacity and business growth may be required as a component of the Emerging Loan Program.

For more information about PIDC and the Emerging Loan Program, please contact **Marla Hamilton** at 215-496-8125 or [marlah@pidc-pa.org](mailto:marlah@pidc-pa.org) or **Melissa Stewart** at 215.247.2473x5 or [mstewart@thebizctr.com](mailto:mstewart@thebizctr.com)

# Instructors & Bios



Anita Brown



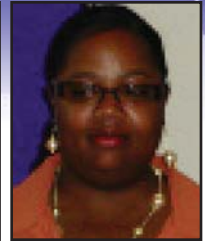
Iola Harper



Karen James



Brian Jones



Marie Lambert



Franne McNeal



Kim Miller



Anthony Miles



Sheila Mitchell-Green



Gisele Quarterman



Pamela Rich-Wheeler



Terri Rivera



Melissa Stewart



Janet Taylor



Solomon D. Wheeler

**Anita Brown** is a dynamic Training Consultant, who served eight years in the United States Navy and has over 20 years of experience training Fortune 100 companies, credit unions, mortgage companies, and nonprofit organizations. Brown has a bachelor's degree in Information Technology from Peirce College, has various IT certifications in the IT industry, and is a certified trainer and facilitator.

**Iola Harper** is a nationally recognized award-winning advocate for small urban businesses. Prior to starting IgC LLC, Iola worked with countless economic and business development agencies, always with one goal in mind — to level the playing field for minority, small, and women owned businesses. Iola started her career as a Merchandise Manager for a national retailer. Iola prides herself on working with businesses, particularly on urban commercial areas, to help them gain access to needed financial and technical assistance. Her success working with not only small businesses, but in urban neighborhoods garnered national attention when she was honored by Hector Barreto, former Administrator of the Small Business Administration as one of the Nation's top small business advocates.

**Karen James**, Ed.D is the CEO of Holistically Yours, a holistic health consulting company offering naturopathic services with an emphasis on Homeopathic medicine. She is certified in Homeopathy and is a certified natural health practitioner. In

addition, as retired business educator she also has over 25 years of experience in Career and Technical Education. She earned her doctorate degree in Leadership and Innovation from Wilmington University. She has been a member of the board of The Business Center for one year.

**Brian M. Jones**, Dream Broker Inc. ([dreambrokerinc.com](http://dreambrokerinc.com)), assists creative and compassionate leaders with resources needed to make a difference in their respective communities by way of their individual contribution, small business development, and/or community initiatives. He is committed to helping leaders to expand their creative capacities, lead lives of balanced fulfillment, and cultivate enterprises that are aligned with their life-visions. Brian fulfills this commitment by offering personal development coaching, special projects consulting, business writing, education, and articles. In addition to Dream Broker, he has established an online community ([itmoadcommunity.ning.com](http://itmoadcommunity.ning.com)) to promote ITMOAD (I Take My Own Advice Daily) as a way of being. Brian is an adjunct faculty member at Eastern University and Harcum College. He earned a Bachelor of Science in Urban Ministry Leadership from Geneva College/Center for Urban Theological Studies and a MBA from Eastern University. Brian is currently pursuing a PhD in Management (Leadership and Organizational Change) at Walden University.

# Instructors & Bios

**Marie Lambert** has been a pre-school teacher since 1987 and has earned her degree in Early Childhood Education. Marie has enjoyed producing plays and dance routines for young people. She has lent her talent to The Business Center for the purpose of the Youth Entrepreneurship Program where she has been an instructor at three schools. The programs have been well received and Marie looks forward to another semester of teaching.

**Franne McNeal**, Significant Business Results Coach, HR Energy, helps entrepreneurs get more clients, revenues and profits. Franne is a serial entrepreneur, author and keynote speaker who has coached over 450 entrepreneurs. 83% of her clients have gained 2 new clients within 2 months of coaching. Franne also provides executive coaching to individuals and teams to facilitate improved performance, process and profits.

**Anthony Miles** is the founder and President of Miles International, a full-service training and consulting firm. Anthony is a nationally known speaker, credit pro and debt elimination expert in Philadelphia. In addition to co-authoring *Everything You Ever Wanted To Know About Credit But Were Too Ashamed To Ask*, he is also a professional speaker and economic empowerment coach.

**Kim Miller** owns her own marketing communications and coaching business. She has over 25 years of experience helping small and medium sized businesses grow their market share, introduce new products, and develop relationship management campaigns.

**Sheila Mitchell-Green** is the CEO of Soles A Shoe Experience, an online women's shoe boutique. She has been a member of the board of The Business Center for one year. Sheila has several years experience in designing websites and assisting others in establishing their businesses. She has a degree in Business Administration from North Carolina Central University.

**Gisele Quarterman** is a retired teacher with over 20 years experience working with adults as well as children. With a BSEd in Elementary Education from West Chester University, she is certified in Pennsylvania to teach grades K-8. Gisele also holds a certification in Middle School Science. Currently she volunteers teaching Science to adults in a GED Preparation Program at Zion Baptist Church. She has received special training from MicroSociety, a program designed to train students how to start and run their own small businesses.

**Pamela J. Rich-Wheeler**, MBA, has, since 1999, been serving as co-founder and Executive Director of The Business Center, providing consulting, educational workshops and business support services to tenants and affiliates. Pamela knows first hand the challenges and rewards of small businesses because she owned and operated one, PJ Tours & Travel, Inc. She has an MBA in Marketing from the University of Pittsburgh. Additionally, Pamela has been the recipient of prestigious awards such as MBA of the Year, from the Philadelphia National Black MBA Association, and the Philadelphia Business Journal 40 Under 40, bestowed upon up and coming leaders in community and economic development.

**Terri Rivera** serves as the Director of Educational Programs at The Business Center. Her primary responsibility is to oversee the adult and youth educational programs. She also conducts open houses and workshops to assist entrepreneurs in their endeavors. Terri is a native of Philadelphia. She has a Bachelor of Arts degree in Business Administration from Temple University and a Masters Degree and Certification in Elementary Education from Arcadia University.

**Melissa Stewart** is the Client Services and Communications Manager of The Business Center. Her primary responsibilities are to oversee the Virtual Incubation Program and market all the programs and services. Melissa provides technical assistance and training to businesses via workshops and one-on-one consulting in the community and is known for her high energy and enthusiasm, a great motivation for small businesses in their entrepreneurial pursuits.

**Janet Taylor** is President of Totally Organized, a business dedicated to saving clients time and money by providing organizational services, products, and publications to streamline their lives. Her client list includes such notables as motivational speaker Les Brown, Hewlett Packard, and the City of Philadelphia. Janet's tips have also been featured in local, national, and international publications including AOL's Business Resource Center, Onyx Magazine as well as her own e-newsletter and book. She appeared on HGTV's show "Mission Organization" and is also featured in the HGTV Mission Organization book.

**Solomon D. Wheeler**, works for the US Small Business Administration with the 8(a) contracting program. He volunteers as a special consultant to The Business Center for development of services and programs enabling small businesses to grow. He has acquired extensive experience in finance, auditing, and commercial lending working for Fortune 500 companies such as Coca-Cola and Unisys Corp.

# Get Registered

Name \_\_\_\_\_

Address \_\_\_\_\_

City/Zip Code \_\_\_\_\_ E-mail \_\_\_\_\_

Day Phone# \_\_\_\_\_ Eve. Phone# \_\_\_\_\_

\*Banking Institution: \_\_\_\_\_ \*Annual Household Income: \_\_\_\_\_

\*Birthdate: \_\_\_\_\_ \*(This information used for government funding sources only)

Phone number required. Specific courses offer Continuing Education Units.

Course Title	Fee
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____

Non-refundable registration fee of \$6 per term \$ 6.00

Total \_\_\_\_\_

\_\_\_\_\_  
(Card #)

\_\_\_\_\_  
(Exp. Date)

Pay by Cash, Check, Money Order, or Mastercard/Visa only. (Please circle one)

\_\_\_\_\_  
Name of credit card holder (please print)

\_\_\_\_\_  
I hereby authorize the use of my Mastercard/Visa (signature)

Installment plans are available and are automatically charged to your credit card the second week of each month beginning October 13<sup>th</sup>. A credit card or debit card must be submitted at time of registration in order to participate in this payment option. The first payment for all plans is due at the time of initial registration.

## I would like to make a contribution to The Business Center

Enclosed is a check for the following amount:  \$25  \$75  \$100  Other

### 4 Ways to Register

- Online:** Register at [www.thebizctr.com](http://www.thebizctr.com)
- In Person:** Cash payments must be made in-person at the Business Center. Office Hours Monday through Thursday, from 9:00 am to 5:00 pm,
- By Mail:** Make checks or money orders payable to: The Business Center, 7500 Germantown Ave., Elders Hall, Ste.113 Philadelphia, PA 19119. Do not send cash in the mail.
- By Fax:** Fax Registration Form to 215-247-2477. Include Mastercard/Visa with expiration date. Include card holder's name if different than course registration.

# Policies & Locations

**Cancellation Policy:** Clients will be given reasonable notice if a seminar/workshop will be cancelled. Sessions will be cancelled if enrollment does not reach a full class population. Clients may be notified via phone or e-mail 24 hours prior to class date. Personal consultations with class instructors may be negotiated at the agreement of student, instructor and Business Center staff.

**Refund Policy:** The registration fee is mandatory and non-refundable. Any monies paid for seminars or workshops not attended will be transferred to the next class registration as long as you notify The Business Center in advance that you will be unable to attend the class. Course payments are non-refundable. Class information will be held for 12 months only. If your employer has paid for you to attend the class, and you cannot attend, you must give 1 week written notice. Additionally, your employer may send someone to attend class in your place. Again, no refunds will be given

**Returned Checks:** Clients will be charged a \$20 fee on any returned checks. All checks must be made payable to The Business Center. We are not responsible for checks which are lost or stolen in the mail.

**Questions?** We are here to help. Contact us at 215-247-2473 ext. 6, Monday through Friday 9:00 am — 5:00 pm or e-mail us at [info@thebizctr.com](mailto:info@thebizctr.com).

**Registration space is limited:** Please register early to guarantee your seat!

**Disclaimer:** Dates, times, locations, and speakers are subject to change.

## Employer Assistance

Your Employer may pay for you to participate in this program (ACME, VERIZON, HUP) please call The Business Center for more details.

*Your source for  
small business development!*

## Locations for Courses and Open Houses

**Federal Reserve Bank of Phila**  
10 Independence Mall  
Philadelphia, PA 19106

**Philadelphia University**  
School House Lane & Henry Avenue  
Philadelphia, PA 19144

**PNC Bank**  
4060 City Avenue  
Philadelphia, PA 19131

**Point of Destination Cafe**  
Upsal Station  
6460 Greene Street  
Philadelphia, PA 19119

**Sovereign Bank-Cedarbrook Plaza**  
Cheltenham Avenue & Easton Road  
Wyncote, PA 19035

**The Business Center**  
7500 Germantown Avenue  
Elders Hall Conference Room  
Philadelphia, PA 19119

**Wachovia Financial Center**  
5458 Germantown Avenue  
Philadelphia, PA 19144



# PNC BANK

*Business checking that's good for your business.*

1.888.PNCBANK

**The Business Center for  
Entrepreneurship & Social Enterprise**

7500 Germantown Avenue  
Elders Hall, Suite 113  
Philadelphia, PA 19119-1650

Dated Material

**NON PROFIT ORG  
U.S. POSTAGE  
PAID  
PHILA. PA  
PERMIT # 6382**



# Open House Location & Dates

These dates have been selected to give our community an opportunity to learn about The Business Center, register for courses and find out about upcoming events and seminars. Call 215-247-2473 ext. 6 to confirm.

**Saturday, September 11, 2010**  
10:00 AM to 11:30 AM  
PNC Bank, 4060 City Avenue

**Tuesday, January 4, 2011**  
6:00 PM to 7:30 PM  
The Business Center, 7500 Germantown Avenue

**Tuesday, February 15, 2011**  
6:00 PM to 7:30 PM  
Sovereign Bank, Cedarbrook Plaza  
Cheltenham Avenue and Easton Road

## Board of Directors

**Darisha K. Miller**, Director of Media Relations  
Ross Associates  
**Walter Tolliver**, Esquire  
Walter T. Tolliver, P.C.  
**John L. Byars**, Director, Small Business Dev.  
School District of Philadelphia  
**Bill Parshall**, Director  
Temple University, Center City Campus  
**Shelia Mitchell-Green**, Owner  
Sales, A Shoe Experience  
**Parris Hall**, Managing Director  
RENOVO Development Group  
**Dr. Karen James**, Owner  
Holistically Yours

## Board of Advisors

**W. Codi Anderson**, Chairman & CEO  
Anderson Consulting Group  
**Ken Weinstein**  
Partner, Britton Housing Partners LP  
Co-Owner, Trolley Car Diner  
**James W. Halle, Jr.**, C.P.M.  
Founder  
JWH and Associates  
**John Kahler**, Director of Communications  
Lutheran Theological Seminary of Philadelphia