

YOUR ADVOCATE

A publication of the Long Beach Area Chamber of Commerce

Inaugural Issue



FOCUS ON SMALL BUSINESS

Goldman Sachs 10,000
Small Businesses program

Long Beach Profiles:
Joe Jost's and Friedmans
appliance Kitchen and Bath

As part of the Goldman Sachs 10,000 Small Businesses program, business owners from San Francisco to San Diego access classes through Long Beach City College and Los Angeles City College. Pictured is Eloy Ortiz Oakley, Long Beach City College president.



Helping small businesses grow

BUSINESS OWNERS ARE INVITED TO APPLY FOR THE GOLDMAN SACHS 10,000 SMALL BUSINESSES PROGRAM AT LONG BEACH CITY COLLEGE

By Heather Swan

Photos by Carlos Delgado/Carlos Delgado Photography

Audrienne Adams Lee wasn't sure what she was getting into when she was accepted into the Goldman Sachs 10,000 Small Businesses program.

But the owner of HR NETwork Inc. soon learned what the program could do for her small business of five employees (including herself). It has since grown to nine employees (plus two contractors) and has branched out to offer all different levels of human resources services to other small businesses.

"It turned out being something great," she said of the program.

The Goldman Sachs 10,000 Small Businesses program is where small business owners receive the tools and support that they need to develop a customized growth plan that will take their business to the next level as well as gain practical skills they can immediately put into action.

"I always compare it to getting an MBA in six months," said Lee, who participated in the first cohort of the 10,000 Small Businesses program at Long Beach City College. "...You can't get this information in any other format unless you went to school for an MBA."

Goldman Sachs 10,000 Small Businesses is a \$500 million investment to help small businesses in the United States create jobs and economic growth by providing entrepreneurs with a practical business

education, access to capital and business support services. The program was designed with Babson College, named by U.S. News and World Report as one of the top entrepreneurship programs in the world and the top entrepreneurship program in the United States.

In 2010, Babson piloted the curriculum with Long Beach City College and Los Angeles City College. Long Beach City College is the Southern California Regional Center for the program, and business owners from San Francisco to San Diego access the classes through Long Beach City College and Los Angeles City College throughout the year. The Southern California Regional Center has the largest 10,000 Small Businesses alumni network in the country with over 600 business owners graduating from the program. There are more than 5,000 alumni nationwide.

As part of the program, small business owners spend 100 to 120 hours in the classroom. There are 14 classes and workshops that are held over a four-month period of time. The business owners participate every other Friday or Saturday during that timeframe, and there are some weekday workshops. Topics include negotiation, financial statement basics, marketing, employee management and much more.

"What we hear is they really appreciate working on their business and not in their business," said Vivian Shimoyama, regional executive director of the Southern

California Region for 10,000 Small Businesses.

The Southern California Region delivers five cohorts per year, with 30 to 40 business owners in each cohort. The Goldman Sachs Foundation gives a scholarship to each selected business owner, so there is no cost to participate. There are only 200 scholarships per year so business owners should apply if they want to get access to the program.

The 10,000 Small Businesses program is designed for business owners who are passionate about growing their business and creating jobs in their communities. The business owners should generally meet the following criteria:

- Small business owner or co-owner
- Business in operation for at least two years
- Business revenues over \$150,000 in the most recent fiscal year
- Business with a minimum of four employees (including the owner)

“This is a job creation initiative,” Shimoyama said. “...One of the key components is for them to envision growth, and we provide tools for that.”

Business owners take what they have learned in the classroom back into their businesses, she said, and involve their employees in the learning process and development of a business growth plan.

“They leave with clear action steps so they know what the steps will be,” Shimoyama said.

Participants also prepare a “pitch” that they can take with them when they are seeking potential funders or strategic partnerships.

Shimoyama said they often hear people say that they should have applied sooner.

“It’s easy to say I’ll do that tomorrow,” she said. “This had a direct impact on their exponential business growth and they could have had it sooner.

“...We hear that the investment in the 10,000 Small Businesses program was worth their time.”

According to a recent study, 76 percent of all small business owners nationwide who completed the educational program grew revenue within 18 months of graduation and

Continued on Page 6

The number of employees at HR NETWORK Inc. has grown since Owner Audrienne Adams Lee, fourth from left, graduated from the Goldman Sachs 10,000 Small Businesses program.



Continued from Page 5

more than 57 percent created jobs in the same timeframe. In addition, 84 percent of graduates do business with each other or refer their cohort peers to others.

The program is designed so business owners will get practical peer-to-peer learning opportunities. And they get access to a business adviser/expert throughout the program.

But Lou Anne Bynum, executive vice president at Long Beach City College, said they didn't anticipate the number of businesses that would end up doing business with each other and the business-to-business relationships that would form.

"Of course, that's nothing but good for the local economy," she said.

Representatives from the Long Beach Area Chamber of Commerce go into the 10,000 Small Businesses classrooms to work with the participants. In addition, the Chamber educates small business owners about the program and nominates people to apply.

One of the challenges for the program is getting the word out to business owners and convincing them to take the time away from their business.

"The benefits will far outweigh any hesitation they have," Bynum said. "...The program is designed to take businesses to the next level, and it has done that."

Servando Orozco, owner of Orozco's Auto Service, went through the 10,000 Small Businesses program from November 2011 to February 2012. Before Orozco went through the program, Orozco's Auto Service had 12 employees and two locations and was bringing in \$1.8 million in revenue a year. His business now has 28 employees and four locations and its revenue is \$4 million annually.

"It is safe to say that the program was the best thing to happen to my personal life and my business," Orozco said. "I had the opportunity to think big."

From a practical perspective, he came out of the program with job descriptions for all his employees (including himself) and a 71-page operations manual that guides how his business runs today. Besides these tangible things, Orozco has more self-confidence now and sees things in a different way.

"I will recommend everyone who is in business to apply for that program," Orozco said. "You will be amazed at the results you can get."

For an online application, visit www.10ksbapply.com. For additional information, visit www.SoCal10KSB.com, call 562-938-5054 or send email to 10000sb@lbcc.edu.

A Goldman Sachs 10,000 Small Businesses meeting recently took place at Long Beach City College.

