

Small Business Growth Strategies – April 10, 2012

10:15AM-11:00AM Small Business Growth Strategies

Grow Your Business through HCC's Goldman Sachs 10,000 Small Business Program (full scholarship!) or through the HCC Center for Entrepreneurship Program & SCORE.



Houston Community College's BIZCONNECT Center for Entrepreneurship offers education and training in collaboration with local business mentors and community partners. We equip start-up entrepreneurs and business owners with the tools and relationships needed to succeed in today's challenging economy.

Want to start a new business or grow from 1-3 employees to larger? At HCC, getting started is as easy as 1,2,3:

- 1) Sign up for the Summer or Fall Class (BUSG 2309 or BUSG 2009)
- 2) Draft Your Business or Growth Plan – In the class
- 3) Enter the 2013 HCC Newspring Business Plan Competition – Complete Your Plan-You Might Win Prize Money too!

Our programs are designed to aspiring entrepreneurs at their experience level. For those wanting more than one-class before launching, HCC has a three-course Business Plan Certificate and an eight-course Certificate of Entrepreneurship. For more on our workshops, seminars, classes and programs: www.hccbizconnect.org email c4e@hccs.edu or call 713-718-6650.



A training program for small business owners. Accepted applicants receive full scholarships.

Applicant must be an owner or co-owner of a business in operation for at least two years with revenues between \$150,000 and \$4.0 million and a minimum of four employees.

Program Benefits include:

- Practical Business Education
- Business Support Services
- Improvement in Positioning Business for Capital to Expand
- Support Network and Alumni Services

Application Deadlines for 2012:


- Summer 2012 class - April 15
- Fall 2012 class – July 15

For more information: www.hccs.edu/10ksb Email: 10ksb@hccs.edu Phone: 713-718-8348

More on the Presenter:



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<p>Sandra Louvier Director, Center for Entrepreneurship Outreach Director, 10,000 Small Businesses Houston Community College NW Sandra.louvier@hccs.edu 713-718-6650</p>	
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Bio Summary:

Sandra Louvier has consulted in the hotel & restaurant industry for 17 years through PKF Consulting, Laventhol & Horwath, Marriott and Louvier & Associates, her own consulting practice in California. She was also Real Estate Director, U.S. for Pillsbury/The Haagen-Dazs Shoppe Company, Inc., for 9 years. She received a B.S. in Hotel & Restaurant Management and an MBA in Finance from the University of Houston and has also taught Franchising there. Ms. Louvier came to HCC in May 2009 to work with Dr. Maya Durnovo to create and establish the Center for Entrepreneurship and to implement the innovation grant that funded the creation of HCC's entrepreneurial certificate programs. The success of the Center for Entrepreneurship played a role in HCC's selection by Goldman Sachs as the fourth community college in the nation to become a part of the groundbreaking *10,000 Small Businesses* initiative. Ms. Louvier also works with Dr. Durnovo as Outreach Director of *10,000 Small Businesses* at HCC NW.

About Houston Community College's Entrepreneurial Programs

HCC Center for Entrepreneurship (c4e) - For Start-Up Entrepreneurs and New Business – Designed to provide resources, professional support, and the knowledge and skills necessary to open and sustain a successful business. Program offerings include:

1. **Workshops, Seminars and Classes (College Credit and Continuing Education):** for college-oriented students seeking credit hours and for others seeking simpler enrollment and C.E. units. All core entrepreneur classes are taught by real world entrepreneurs.
2. **Certificate Programs** with varied paces and depths of training to community members who want to start a business or grow a 1-2 person business. HCC counsels entrants into the program to choose the path and extent of training needed, based on their experience and critical skill levels.
3. **Access to Business Resources through Strategic Partnerships** - with entities such as the HWCOG, SCORE, Spring Branch Management District and a host of area-wide entrepreneurial entities.
4. **Annual HCC Newspring Business Plan Competition:** Newspring, Inc., a non-profit organization, allows HCC to offer this competition at no cost to participants. The competition provides prize money to finalist teams, 50 volunteer business mentors for one-on-one guidance to contestant teams; and experienced entrepreneurial leadership for training sessions. All contestant team leaders take a prior or concurrent entrepreneurial class to create a draft business plan or growth plan. They take this into the competition for further refinement through training sessions and personalized mentorship. The greatest prize has become the quality of the written plans produced by the contestants and the connections provided to entrepreneurial funding and resources.
5. **For More:** www.hccbizconnect.org, email c4e@hccs.edu, phone 713-718-6650 .

Goldman Sachs 10,000 Small Businesses Program - Every accepted applicant receives a full scholarship to move through this groundbreaking, grant-funded, 90-hour training and education program designed to empower small business owners to grow their businesses to the next major level. Practically applicable training delivered through Babson College and HCC is paired with business advising, connections to resources and opportunities for access to capital. The program seeks applicants who have been in business at least two years, experience annual revenues between \$150,000 and \$4 million and have at least 4 employees. For more information and to apply: www.hccs.edu/10ksb, email 10ksb@hccs.edu, phone 713-718-8348.

