

Promoting an Entrepreneurial Workforce in the Centralina Region

Information provided by:



The Competitive Force in our Global Economy

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CELEBRATE YOUR LOCAL ENTREPRENEURS!



This week is **Entrepreneurship Week USA**. The celebration is underwritten by the Kauffman Foundation, Inc. and the New York Times.

While Entrepreneur magazine ranked the Charlotte Region second in hot cities for entrepreneurs in 2006, we must continue to focus on strengthening this important source of economic development.

The Competitive Workforce Alliance's State of the Workforce Report found that over half of the region's private sector employment is found in businesses that employ fewer than 100 people and nearly a quarter of the jobs are found in businesses employing 50 or fewer employees. What other ground breaking issues did the Report discover in your region? [Click here to read more!](#)

February 2007 Centralina WDB E-Newsletter



ENTREPRENEUR NOMINATIONS SOUGHT

Ernst & Young are Seeking Nominations of Local Entrepreneurs

Ernst & Young is seeking nominations of local entrepreneurs for the Carolinas' 2007 Ernst & Young Entrepreneur of the Year Awards. The award recognizes outstanding entrepreneurs who are building and leading dynamic and growing businesses.

Nominees must own or manage a private or public company, be responsible for its recent performance and be an active member of top management.

This year's award recipients will be announced at a ceremony June 14 at The Westin Charlotte hotel.

Completed nomination forms must be submitted by March 30.

For information and nomination forms, call (704) 331-1925. Information is also available at www.carolinaseoy.ey.com.

February 2007 Centralina WDB E-Newsletter



REPORT: CHARLOTTE REGION RANKS NO. 2 FOR ENTREPRENEURS



The Charlotte-Gastonia-Rock Hill region is the country's second-best market for entrepreneurs, according to a ranking by [Entrepreneur magazine](#). The region placed second on the annual list, behind Arizona's Phoenix-Mesa area.

Entrepreneur cites a steady immigration of young, educated workers to the area and large, business-friendly banking community as factors in the ranking. The Raleigh-Durham-Chapel Hill region ranked third on the list, and Las Vegas was fourth.

The rankings were determined by the National Policy Research Council, which uses its Entrepreneurial Activity Index to measure the best places to start and grow a company. The index consists of two parts – business formation and business growth – that gauge a number of factors. North Carolina ranked seventh on the magazine's list of the best states for entrepreneurs.

According to the Competitive Workforce Alliance's [State of the Workforce Study](#) entrepreneurship is one of the top story lines for the Charlotte region and one of the areas of focus for the Centralina Workforce Development Board. The State of the Workforce Study showed that 75% of the 40,000 plus private sector businesses in the region employ less than 20 employees. The Centralina Workforce Development Board believes that entrepreneurship and small business growth is the key driver for our next economy and the Board supports programs that encourage entrepreneurship.

For more information on programs in your community that support entrepreneurship or to find out how the Board can partner with your program, please contact Vail Carter, Centralina Workforce Development Board Business Services Coordinator, at (704) 348-2710 or by email at vcarter@centralina.org.

September 2006 Centralina WDB E-Newsletter

LOOKING FOR A WAY TO "HATCH" YOUR IDEAS?

Artisan and Business Incubator Planned for Anson County



Dr. Don Altieri

[EbizAnson.org](#) is a cooperative virtual shop provided by [New Ventures Business Development, Inc.](#), a nonprofit corporation providing resources for starting and growing businesses. The ebizAnson.org providers are artists, crafts people, and merchants either from Anson County or with ties to the county.

The site offers acclaimed artistic works, quality crafts, and selected merchandise for sale. The products offered are constantly changing so be sure to bookmark the site and check it for updates. The purpose of the site is to support, preserve and celebrate authentic culture through the handmade products of Anson County citizens.

New Ventures Business Development, Inc. will also be opening an 8,100 square foot **artisan and small business incubator** featuring many of the providers listed on the EbizAnson.org site by March 2007.

It will be located in the South Piedmont Community College Lockhart-Taylor Center in Wadesboro. The space will offer studio space for artisans and craftsmen and office space suitable for businesses needing advanced technology. The flexible design can fit any specifications, large or small, and offers a custom fit at a bargain price.

Centralina Workforce Development Board member **Dr. Don Altieri** is the director of New Ventures Business Development, Inc. and has served on the Board since February 2004. The Centralina Workforce Development Board is proud to have Board members, like Dr. Don Altieri, that bring innovative ideas and are willing to commit to helping develop a highly skilled, productive workforce for the region.

For more information on the available spaces at the incubator please contact Chester Caulder by email at ccaelder@nvbdi.org or by phone at (704) 272-5457. For more information on the New Ventures Business Development, Inc. please contact Dr. Don Altieri at (704) 272-5457 or visit their site at www.nvbdi.org.

November 2006 Centralina WDB E-Newsletter

Anson County Sees Its Future in Small Business and Entrepreneurs

New Ventures Business Development Center



North Carolina's e-NC Authority has selected Anson County for a \$400,000 planning and implementation grant for a business development center. The effort in Anson County is the **New Ventures Business Development Center**. The grant continues the efforts started in April 2003 and offers a long-term, sustained effort starting in the second quarter 2005 based on a comprehensive business plan with an objective of self-sustainability. North Carolina's e-NC Authority has already created four other successful business development centers statewide.

The New Ventures Business Development Center will target as its market small homegrown business, which is the prime source of new jobs in the 21st century. Small businesses employ half of all private sector workers, pay 43% of the total private payroll in the United States, create more than 50% of the gross domestic product, account for 53% of all home-based businesses, and **CREATE 80% OF NORTH CAROLINA'S NEW JOBS**. (Statistics: 2003 Small Business Administration).

The New Ventures Business Development Center will provide a one-stop for small business development with programs and services to include:

- Proactive outreach, an entrepreneur outreach program to seek and work with startup, growing, and struggling businesses
- Collaborative arrangement utilizing and enhancing existing programs and services (South Piedmont Community College Small Business Center, SCORE, North Carolina Business and Technology Development Center, and H.B. Allen Library digital literacy program) and co-locating core resources

- Technology services and resources and consultant services
- Office space
- Free hands-on digital literacy training
- Community access sites/terminals

Benefits of the New Ventures Business Development Center will include micro enterprise development (helping entrepreneurs start and grow small businesses that will provide or enhance a living wage that will decrease assistance funding), new job creation, support and grow existing small businesses, and increase the commercial tax base. It compliments local economic development efforts by focusing on areas underserved by current recruitment and retention efforts. The center's digital literacy training and public access terminals equal a more skilled, attractive workforce for potential recruits and existing businesses.

The Centralina Workforce Development Board is proud to support the efforts to establish the New Ventures Business Development Center in Anson County. One of the Board's key workforce goals is to promote entrepreneurialism and small business growth in the region. The Board plans to use the Anson County center as a model for replication. For more information on the New Ventures Business Development Center contact Fred Sparger at 704.272.7635 or fsparger@spcc.edu. The purpose of the e-NC initiative is to use the Internet as a tool for helping people to improve their quality of life. For more information visit <http://www.e-nc.org/>.

May 2005 Centralina WDB E-Newsletter



New Resources for Helping Small Businesses from Around the Region...

The Centralina Workforce Development Board recognizes the importance of entrepreneurs in our communities and the direct effect this has on our economy. Nationally, small business is a consistent source of job growth innovation. Over half of the region's private sector employment is found in businesses that employ fewer than 100 people and nearly a quarter of jobs are found in businesses employing 50 or fewer employees. Again, this is just one piece of information that emphasizes the strategic and economic importance of small businesses, both to our existing and future economy.

We have many local organizations that provide resources to aspiring entrepreneurs, as well as, support for those who have recently started their own business. Those include the recent development of the Rowan County Chamber of Commerce Entrepreneurs Resource Center, New Ventures Business Development Center, Inc., and various workshops sponsored by local JobLink Career Centers and [The Entrepreneur's Source](#).



The [Rowan Chamber of Commerce](http://www.rowanchamber.com) now offers help on writing a business plan, evaluating accounting software packages, free counseling with representatives of the US Small Business Administration and Rowan-Cabarrus Community College Small Business Center, and hundreds of online resources with the "How to Start or Expand Your Own Small Business" resource guide. The resource center also offers a workstation with full versions of Microsoft Office 2003, Peachtree Accounting, Quickbooks, and many more. The center is free and open to any start-up or growing business Monday through Friday from 8:30 a.m. to 5:00 p.m. It is located in the Chamber quarters at the Gateway Building in Salisbury. For more information please visit <http://www.rowanchamber.com> or call 704.633.4221.

The [New Ventures Business Development Center](http://www.nvbdi.org) has been established to work with any business in Anson and Union counties. Its target market is small, homegrown businesses. There are two centers that offer one-on-one assistance with developing a business plan, marketing plan, networking opportunities, website development, and many additional services to those who are starting a new business or improving their existing business. The Anson County Center is located in the South Piedmont Community College Lockhart-Taylor Center at 514 North Washington Street in Wadesboro and the Union County Center is located in the Chamber of Commerce building at 903 Skyway Drive in Monroe. For more information about the New Ventures Business Development Center visit [http://www.nvbdi.org/](http://www.nvbdi.org) or call 704. 272.5457.

The [Iredell County JobLink Career Center](http://www.iredellcounty.com) in conjunction with The Entrepreneur's Source is hosting an upcoming free seminar on self-employment and franchise options. This seminar has a special focus on U.S. Veterans to learn about self-employment options. The seminar will be held on Tuesday December 6, 2005 from 6:30 - 8:00 p.m. at the VFW Post 2031 in Statesville. Seating is limited, so for reservations please call 704.878.4241.

Coordinating workforce, education, and community resources to promote small business and entrepreneurial opportunities is an effective approach and only one of the roles the Centralina Workforce Development Board plays across the region. For more information about entrepreneurial resources in your community please contact your local JobLink Career Center. For contact information please [click here](#).

November 2005 Centralina WDB E-Newsletter



**SMALL BUSINESS IS REALLY
BIG BUSINESS!**

BizHub Director Lori Day Discusses Building Systems for Entrepreneur Support

The recent [Competitive Workforce Alliance State of the Workforce Study](#) indicated that 75% of the 40,000 plus businesses in the region are true small businesses because they each employ 20 people or less. Fostering the next generation of innovators is critical to the region's competitiveness in the global economy. Having a "hub" where potential innovators and small businesses can go to have access to needed services is the avenue for how we stay competitive. Many small business owners are unaware of the various resources and services available to help them succeed. This is where [the BizHub Network](#) can help.

Ms. Lori Day, Executive Director with the BizHub Network, spoke at the Centralina Workforce Development Board's June 13, 2006 meeting at the Cabarrus Regional Chamber of Commerce in Kannapolis, discussing how BizHub is partnering with resource providers to create an entrepreneur support system network for the region. The network's mission is to help small businesses grow and be more successful by providing easy access to a network of needed services. An overview of the Resource Navigator system was presented. The Resource Navigator is an easy-to-use online database system that would allow entrepreneurs to connect with the resource provider that can assist them with the services they need. Online inquiries and referrals could also be tracked to show the overall need. Ms. Day noted that the Resource Navigator System is part of a two-year model project and once implemented would serve the entire 16-county region, including counties in both North and South Carolina.

The Centralina Workforce Development Board has committed to providing financial support for the launch of the Resource Navigator network system this year. It is part of the Board's pledge to fulfill one of the IMPACT 2010 - Strategic Plan goals to *Promote and Support Business and Entrepreneurial Growth*.

The BizHub Network serves four distinct target groups including, clients, network members, service providers, and underwriters. Biz Hub provides a referral hotline, website with regional events calendar, on-site consulting, co-located resources, networking events, and a service providers database. For more information about the BizHub Network - the Charlotte Region's on-line community for all things small business, please visit www.bizhub.org or contact **Lori Day** at 704.330.6776 or by email at lori.day@cpcc.edu.

June 2006 Centralina WDB E-Newsletter



TODAY'S LESSON PLAN: ENTREPRENEURIAL SKILLS

Ideas for Sparking that Entrepreneurial Spirit in the School System

According to the [Ewing Kauffman Foundation](#), "Entrepreneurs tell us that perhaps the most significant constraint on their future growth, and on the growth of future entrepreneurs, is the difficulty finding and attracting 'talent' - highly skilled entrepreneurial workers."

Ensuring an entrepreneurial workforce requires a strong primary, secondary and postsecondary educational system and Kauffman's research points to the rising inequalities in the American education system as one of the nation's main challenges.

A new Kauffman report also outlines four strategies to overcome educational inequalities:

1. encourage and allow educators to be innovative, rewarding their entrepreneurial ventures,
2. promote market-based education reforms,
3. study the role of entrepreneurs in the American economy infusing creativity and entrepreneurship into all academic disciplines and
4. devote more resources to support and develop a science and engineering-based entrepreneurial economy. On the Road to an Entrepreneurial Economy is [available online](#).

A great example of this effort in our region is the Teen Entrepreneurial program offered through Iredell County Teen Health. To find out more, contact Christy Hare at (704) 872-1023.

March 2007 Centralina WDB E-Newsletter



THE NEXT BIG THING

Teen Health, Inc. Graduates Another Class of Teen Entrepreneurs

Teen Health, Inc. a non-profit agency serving Iredell County, has completed its eighth Teen Entrepreneur Program (TEP), which teaches high school sophomores the basics of business and helps them plan, organize, begin and run their own businesses.

Thirty-six students have completed the four-month program, which began in January 2007.

The program is based on the nationally recognized model for Teen Entrepreneurship – YoungBiz. The high school sophomores learn about business components through a series of hands-on applications. TEP participants have made their own business cards and flyers, written up sales orders, and have performed detailed financial analyses of their businesses. Each student also wrote a 14 page business plan for their business.

TEP graduates from Mooreville High School are Bradley Bennett, Antonio Cannon, Danielle Henderson, Devin Hyde, Tenneh James, Eric Jones, Jonathan Magee, and Concep Sanabria.

The Centralina Workforce Development Board and the Centralina Youth Council are a proud partner with Teen Health, Inc. and recognize the need to encourage youth today to pursue entrepreneurship. **The Centralina Youth Council believes that a strong and determined youth today leads to a strong and determined workforce tomorrow.** For more information on Teen Health, Inc. please contact Christy Hare at (704) 872-1023. For more information on the Centralina Workforce Development Board Youth Council, please contact Emily Barnes at (704) 348-2732 or at ebarnes@centralina.org.

June 2007 Centralina WDB E-Newsletter

Do Something and Plum TV Offers Grants for Social Entrepreneurs. Do Something and Plum TV is offering youth grants of \$500 to young people ages 25 and younger. The grants are awarded to young people who have created sustainable projects, programs, or organizations and need funding to further the growth and success of their programs. Applicants must be a U.S. citizen. Grants are awarded weekly and winning projects will be highlighted on DoSomething.org the same week. For more information and an application, visit: www.plumtv.com/.

For more information on these opportunities please contact Emily Barnes at (704) 348-2732 or by email at ebarnes@centralina.org.

June 2007 Centralina WDB E-Newsletter



LOCAL ENTREPRENEUR TRIUMPHS OVER DISABILITY

Stanly County Small Business Owner Beth Townsend Revamps Celebration Gallery

It is certainly true, if you want to accomplish something in life all you really need to do is set your mind to it and go for it. That is exactly what local Stanly County resident **Beth Townsend** decided to do. With the support of [Arc Services, Inc.](#), Beth has overcome many obstacles to employment. Even though Beth is an adult with a disability she has not let that get in her way of accomplishing her dream. Before starting her own small business, Beth worked several different jobs. She worked in a veterinarian's office, a green house, and in a childcare center. Although none of these were the right job match for Beth, she continued to remain positive and ultimately decided that she would be happiest being self-employed.

Beth started and opened her own business, "Celebration Gallery" in 2003. She started out selling personalized gift baskets and then evolved into selling small retail items. Last year Beth decided to revamp her business and began selling designer replica sunglasses, handbags, and jewelry. Since doing so, she has more than tripled her sales. Beth recently won the 2006 Arc of Stanly County Bill Sackter Citizenship Award. She then went on to win the 2006 Arc of the United States Bill Sackter Award. The award recognizes an outstanding individual with cognitive, intellectual, or developmental disabilities who is an achieving, included member of society. Beth traveled to The Arc of United States Convention in San Diego in October to receive her award.

Beth is very well known throughout the Albemarle community and has a large network of friends. Not only does she run and manage her own business, she also serves on various clubs and committees,

including membership on the Human Relations Team at Arc Services, Inc., Consumer and Family Advisory Committee Member for PBH (formerly Piedmont Behavioral Healthcare), Challengers Club Member, Current President of the Job Club, and a recent graduate of Leadership Stanly. In her free time she also enjoys spending time with her family, listening to music, shopping, and doing research to further improve her business. Beth is a true inspiration to her peers and a strong representative for all people with disabilities, as well as those aspiring to open their own business. The Centralina Workforce Development Board is proud to promote the success of Beth Townsend and congratulates her on all her accomplishments.

The Arc of Stanly County, Inc. and Arc Services, Inc. are committed to supporting, educating, and empowering people with disabilities to choose and achieve what is important to them – including their professional life! For more information about the organization visit www.arcofstanlync.org or contact Amanda Nicholson at 704.983.2174.

November 2006 Centralina WDB E-Newsletter



CREATIVITY THAT COMES WITH A TAIL!

Centralina Workforce Development Board Co-sponsors Disney Institute Team Creativity Training

[South Piedmont Community College](#) (SPCC) in Monroe hosted guests from all over the Centralina region for the Disney Institute Team Creativity workshop on March 28 in the Conference Center on the Old Charlotte Highway Campus. The Centralina Workforce Development Board (WDB) was the primary co-sponsor of the Disney Institute training.

The Disney Institute's one-day program, featuring its renowned brand of creative development, showed the guests different ways to be creative and challenged them to think both inside the box, as well as outside the box. Attendees learned about expression behaviors and expression insights. Guests worked in teams and learned how to implement all the creative suggestions by working together on fun and innovative projects. Those in attendance were professionals from all fields ranging from workforce development, to medical, to education, professional services, retail, and more.

Members of the local JobLink Career Center management teams in the Centralina region attended the training, as well as many of the Centralina Workforce Development Board members and partners.

David Hollars, Centralina WDB Executive Director, stated, "Our Board is the competitive force in the global economy. In order for us to fulfill this vision it is vitally important for all workforce partners to learn how to creatively handle new challenges. The Disney Institute training was perfect for moving people out of their comfort zone and to develop bold new strategies for our future workforce and economic development needs".

The Centralina Workforce Development Board promotes continuing training and continuous improvement for all businesses in the region. For more information on the Centralina Workforce Development Board please contact David Hollars at (704) 348-2717 or by email at dhollars@centralina.org.

April 2007 Centralina WDB E-Newsletter

Centralina Workforce Development Board

The competitive force in our global economy

As the board responsible for local workforce funding, we invest in our community by partnering with economic development, education, and businesses to create innovative strategies to serve career seekers and businesses. Our mission is very simple - -workforce development. Our vision - - not so simple. It's to make sure that every one of our region's businesses can compete in the global economy with an exceptional workforce and through our network of JobLink Career Centers. We implement the vision and direction of top business leaders to give you a competitive advantage in an ever-changing economy. Think of us as your human resource team. Business friendly; success driven.

For more information, visit our website at www.centralinaworks.com or contact David Hollars at (704) 348-2717