



SMALL BUSINESS
CONSORTIUM
EDUCATE EQUIP EMPOWER

Commissioner Leake's Small Business Consortium (SBC) Update

LaPronda I. Spann

Moderator, Commissioner Leake's Small Business Consortium

Owner, Lain Consulting LLC

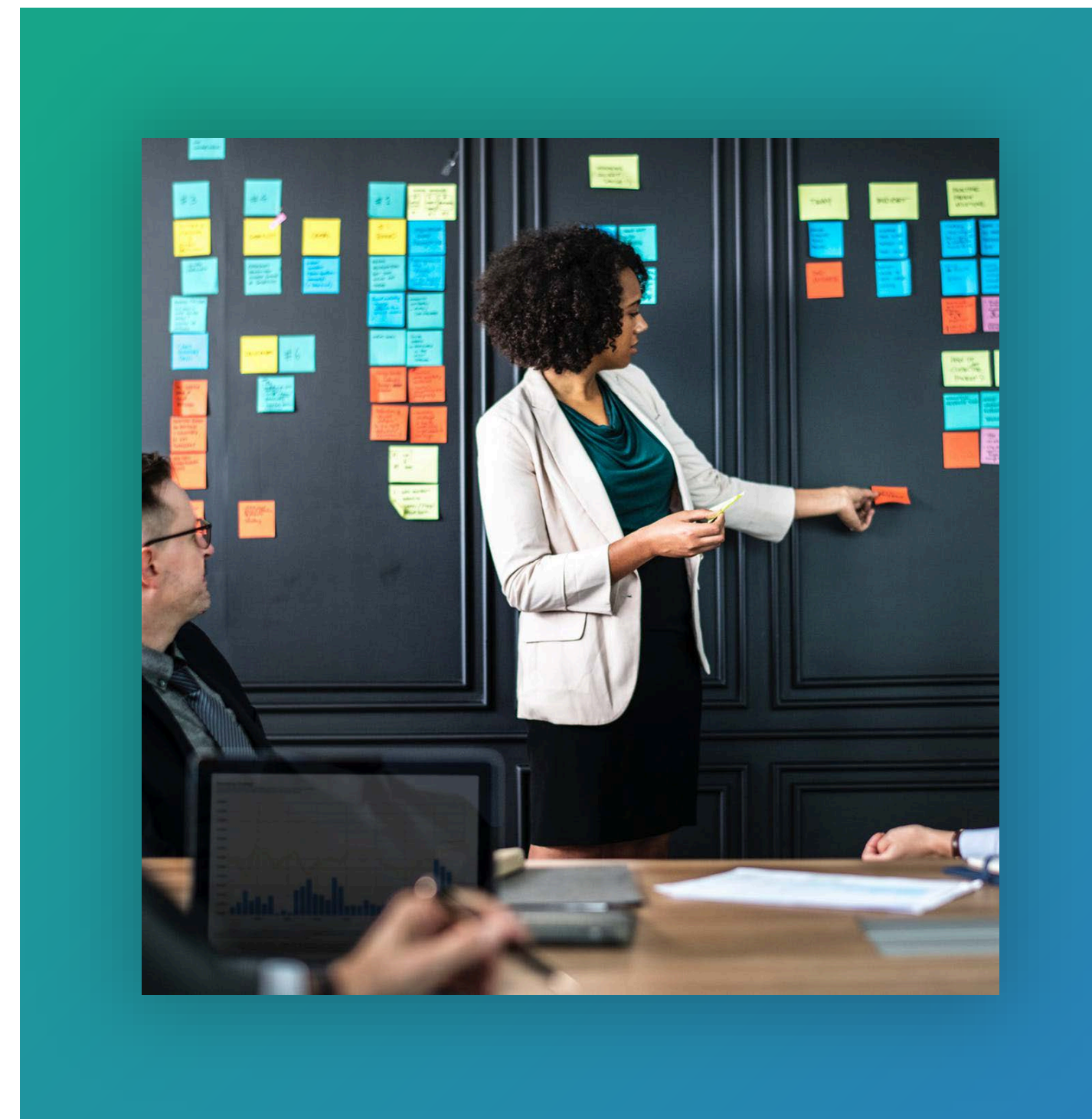
Charlotte-Mecklenburg Government Center

March 19, 2018, 6pm

SBC Then And Now

History

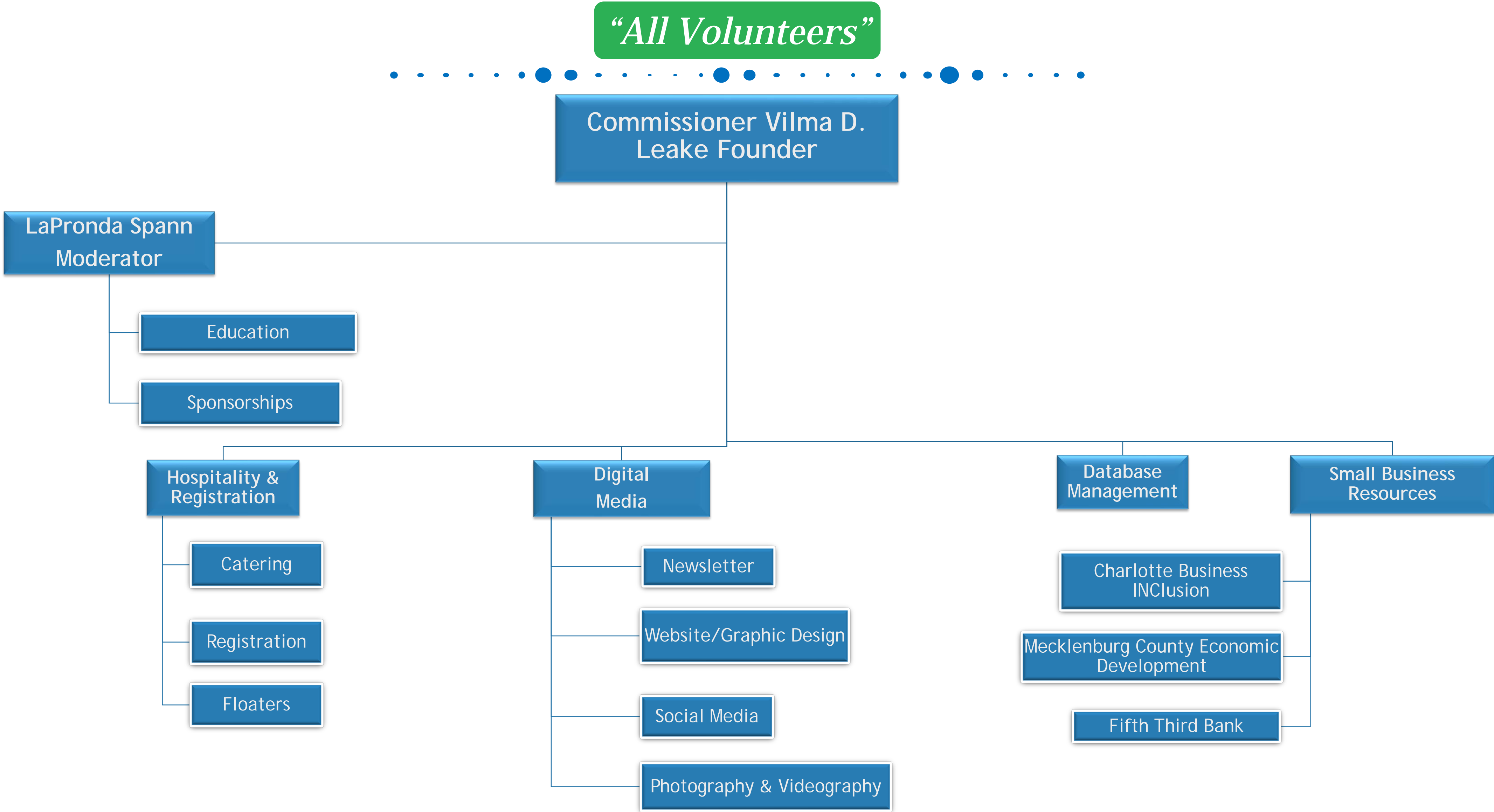
- Established in **2011**
- **4** people
- Bi-monthly meeting
- Purpose: Educate, equip and empower small business owners
- Create jobs
- Increase contractual opportunities for Minority Businesses
- **Original Moderator:** Pamela Lue-Hing
- Caterer paid through donations
- Space and parking provided in-kind



Today

- **1121** Participants Registered
- Average **150** attendees/Event
- Registration is full within **24-48** hours
- Focus on government certifications, contractual opportunities and capacity building
- Lunch, dessert and newsletter sponsors
- **19** Small Business Consortium Planning Team & Volunteers
- Space and parking provided in-kind
- **1st SBC** Holiday Social & Business Networking event (**200 attendees**)

Commissioner Leake’s Small Business Consortium Organizational Structure Combined Planning Team and Volunteers

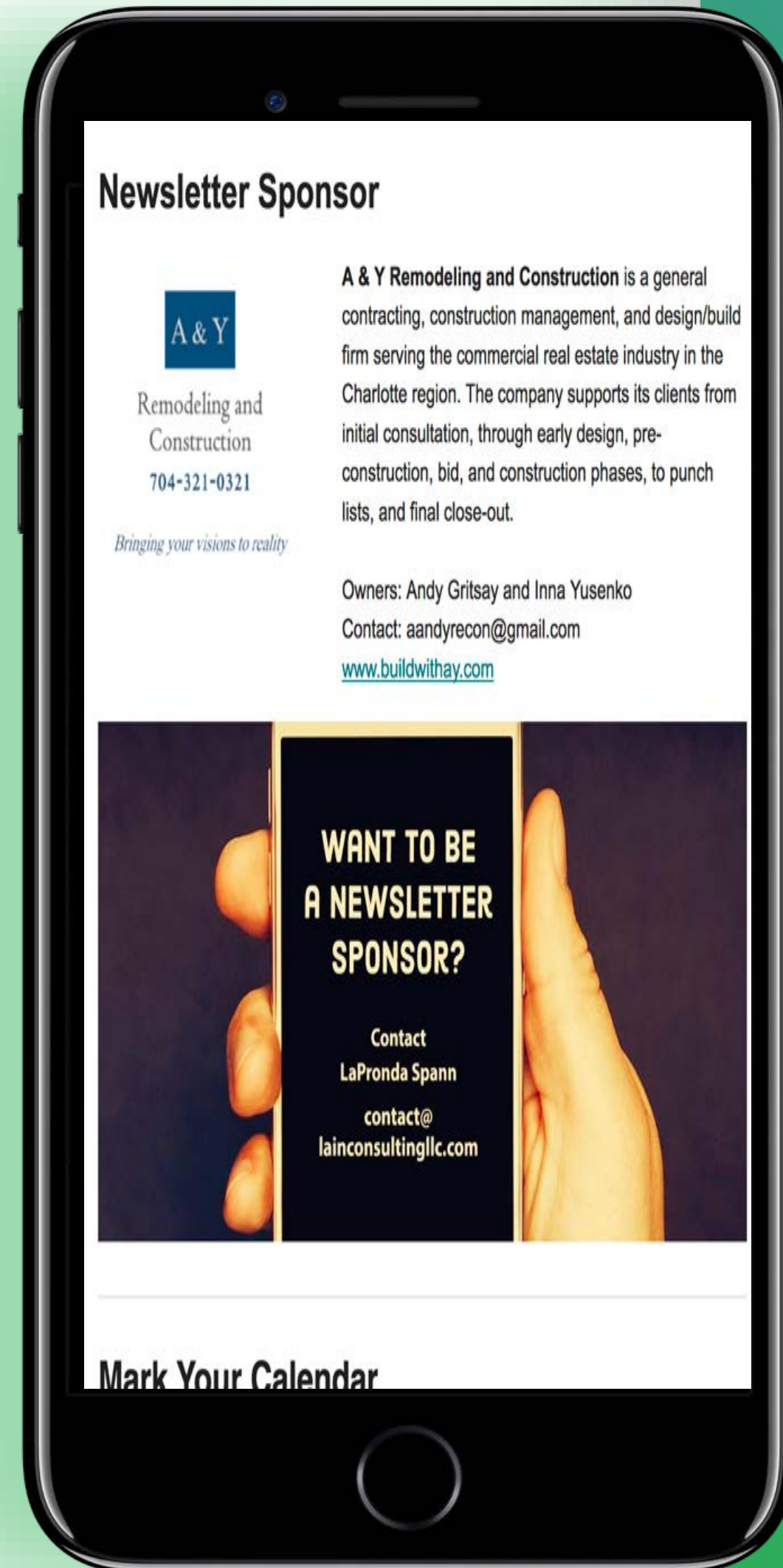


Commissioner Vilma D. Leake's Small Business Consortium Newsletter

4



Sample Sections



Newsletter Team

- ✓ 2 Copy editors/writers
- ✓ 1 Content Contributor
- ✓ # of Subscribers: 1,726



Newsletter sections

- ✓ Newsletter Sponsor
- ✓ MWSDBE Resources and downloadable applications
- ✓ MWSDBE, Supplier Diversity and Procurement Contacts
- ✓ Small Business Spotlight and more

Small Business Consortium Branding & Marketing



New Logo

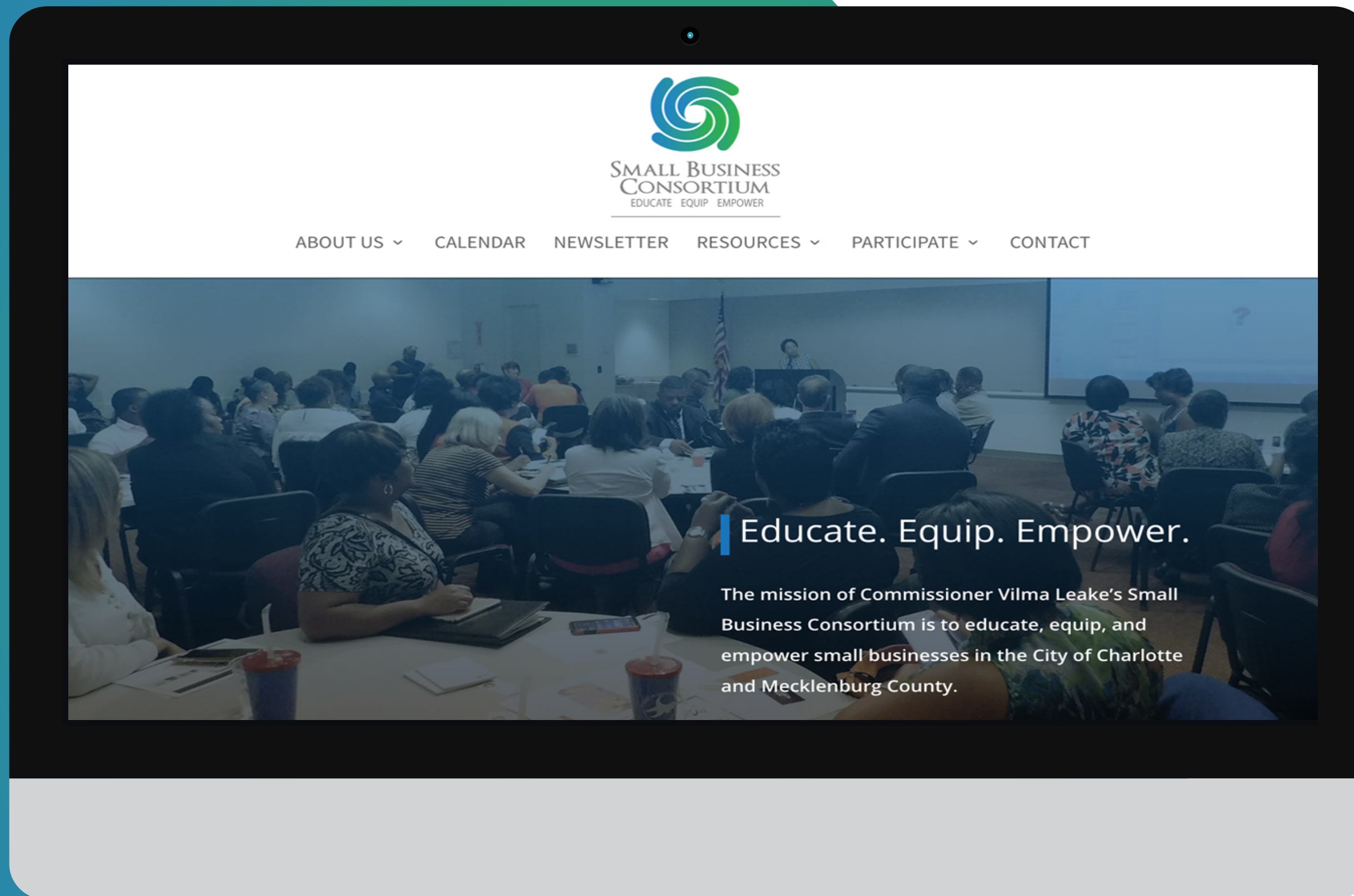


SBC Website

<http://www.smallbizconsortium.com>

Components of the site include:

- ✓ About Us page
- ✓ Event Calendar
- ✓ Small Business Directory
- ✓ Small Business Resources
- ✓ Newsletter Editions
- ✓ Applications for Volunteers, Event Sponsorships and Lunch Caterers
- ✓ Contact page



SBC Next Meeting Wed. April 24, 2019, 12pm

New location:
Valerie Woodard Conference Center



***Mr. Jason
Hughes, CEO***

Mecklenburg County
ABC Board



***Mr. Earl "Butch"
Graves, Jr., CEO***

Black Enterprise

Small Business Testimonial



360°

**BRANDING
& MARKETING
SOLUTIONS**

photography / videography / design services

to ensure your visual brand is clear, consistent & dynamic
the option of doing nothing is no longer an option!

Kevin Douglas, Captured By Kevin
SBC Volunteer, Photography

Testimonials



Thank
You

