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NatlEshipWeek

From Maui to Maine, a consortium of partners join in a national movement celebrating and uplifting the diverse voices of entrepreneurship in communities across the country.

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National Entrepreneurship Week

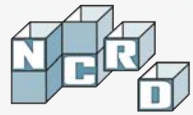


NatLEshipWeek was founded in 2006 by The National Consortium for Entrepreneurship Education and the Kauffman Foundation.

NatLEshipWeek would like to thank...



NatlEshipWeek's Catalyst Team



NATIONAL CENTER FOR
RESOURCE DEVELOPMENT



Joe Kapp
President



Amber Ravenscroft
Manager of Innovation

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Make Your Mark On Social Media



Follow us on Twitter:

@NatLEshipWeek

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Join the conversation:

Use #NatLEshipWeek when
tweeting throughout the week!



NatLEshipWeek #BreaksTwitter

Wednesday, February 20

3-3:30 p.m.

Logistics



- All participants will be muted upon entry.
- Submit questions via the chat function. If time permits, a Q&A session will be offered at the end of the webinar. Questions will be directed to the speakers for email follow-up as well.
- All webinars will be recorded and available for view at www.natleshipweek.org one week after their live viewing.
- Stay tuned at the end to learn about exciting plans for NatlEshipWeek 2020 and beyond!

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Rural Towns & Urban Cities

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February 20, 2019



Today's Lead Partners



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Nathan Ohle,
Executive Director

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Christy McFarland,
Research Director



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Sew Pieceful

Tammy Eckhardt





Tammy Eckhardt~ owner



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BRE-Building Rural Economies



- ❖ Fall of 2015 ROC- Recharge our Community Workshop
- ❖ Promote Entrepreneurship & Jobs
- ❖ Networking

"Alone we can do so little; together we can do so much." – Helen Keller

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- ❖ Planning & Implementing Economic Development

- Exploring Regional Wealth
 - *Intellectual *Financial
 - *Natural *Cultural
 - *Built *Political
 - *Individual *Social



wealthworks

www.wealthworks.org

- Value Chains~ A network of different types of partner investments, coordinated around a true market opportunity



Challenges



- ❖ 2 years of slow January/February sales
- ❖ What products/classes/services to offer
- ❖ Outgrew Space
- ❖ Overwhelming Workload

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Success

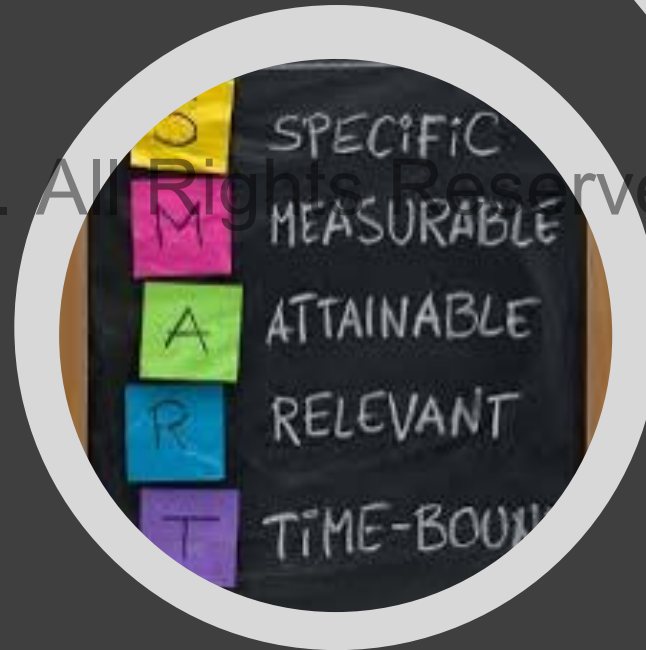
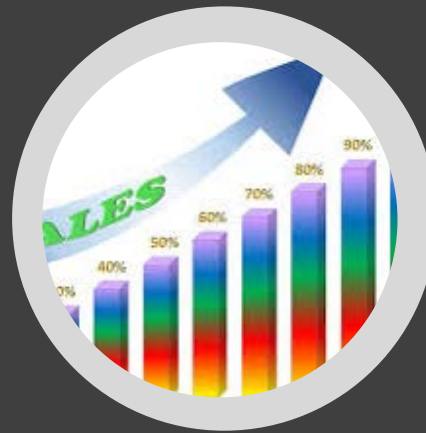


- ❖ Kaffe/Free Spirit
- ❖ Sewing Machines, Longarm Machines, Repairs
- ❖ More Employment Opportunities
- ❖ Expansion



Best Practices

- ❖ Benchmarking
- ❖ Increasing Sales & Developing New Markets
- ❖ Reducing Costs & Becoming More Efficient
- ❖ Setting Goals



ADVICE

- ❖ Do Your Research
- ❖ Surround Yourself with Good People
- ❖ Keep Your Ears Open
- ❖ The Most Difficult Job You Have Ever Had
- ❖ The Most Rewarding Job You Will Ever Have!!!



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East Fairfield Coal Co.

Tom Mackall

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The Evolution of East Fairfield Coal Co. 1934-2019

- COAL
 - Economical Energy for Industry
- LIMESTONE
 - Basic Construction Material used in Asphalt, Concrete
 - Largest supplier in our market in Youngstown, Ohio
- FIRESTONE FARMS – Columbiana, Ohio
 - Birthplace of Harvey S. Firestone
 - Firestone Tire and Rubber Co. founded in 1900



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Best practices for an entrepreneur to follow when starting up a business

1. Be a good listener
2. Know your numbers
3. Quality control
4. Perfect your Process
5. Don't be a gambler
6. It's okay to make a mistake
7. Be honest with yourself

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Largest setback

- New business formation at the lowest levels of our history
- Can Millennials be good entrepreneurs?

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Advice to a prospective entrepreneur

- “The Profit”
 - CNBC TV show about saving and developing small businesses
- Marcus Lemonis
 - Immigrant from Beirut, Lebanon, CEO of Camping World

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Strengthening Charlotte's Entrepreneurial Ecosystem

City of Charlotte, NC

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Background



Introduction

Holly Eskridge

Business Development & Operations

Economic Development Department, City of Charlotte

heskridge@charlottenc.gov / 704.336.3980

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Economic Development Department Structure

- History supporting small businesses
- Shift in emphasis of ecosystem support

CLT Ecosystem Building



CharlotteBusinessResources.com

- Portal to help small business owners connect to resources to start and grow their business
- Collaboration of 20+ partners
- Portal improvements

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CLT Ecosystem Building



Amp UP CLT

- Collaboration with Interise and Living Cities
- MBEs (Minority Business Enterprises) capacity-building
- Community partner
 - Cohort 1: NBA
 - Cohort 2: Charlotte Douglas Airport



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CLT Ecosystem Building



Innovate Charlotte

- City-initiated/fiscal sponsor
- Primary functions
 - Ecosystem building
 - Mentoring
 - Exit CLT

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City of Austin's Small Business Program

Joy Miller

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CITY OF AUSTIN

Small Business Program

A division of the Economic Development Department

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Abstract orange geometric shapes, including a large triangle and several overlapping polygons, positioned in the lower half of the slide.

Austin Fast Start

- Quarterly industry-specific pitch event based on industries the Economic Development Department has selected as opportunity industries
- Partnership with Austin Young Chamber who handles logistics and assists with promotion
- Businesses < 2 years old
- Winner: \$2,000 cash prize + prizes valued at \$5,000
- Past events: CPG, Bio/MedTech, EdTech, Sustainable Business
- Upcoming events: Fashion, Mobility



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National Small Business Week

2019

- 5 days of free training and inspiration
- Classes, panel discussions, interviews, networking sessions
- Topics include Human Resources, Social Media, How to Write a Business Plan, secrets to growing your business, women-owned businesses that have scaled
- Leverage partnerships with public libraries, colleges/universities, chambers of commerce, and business associations to ensure diversity of topics, locations, and speakers
- Cross-promote with other involved entities

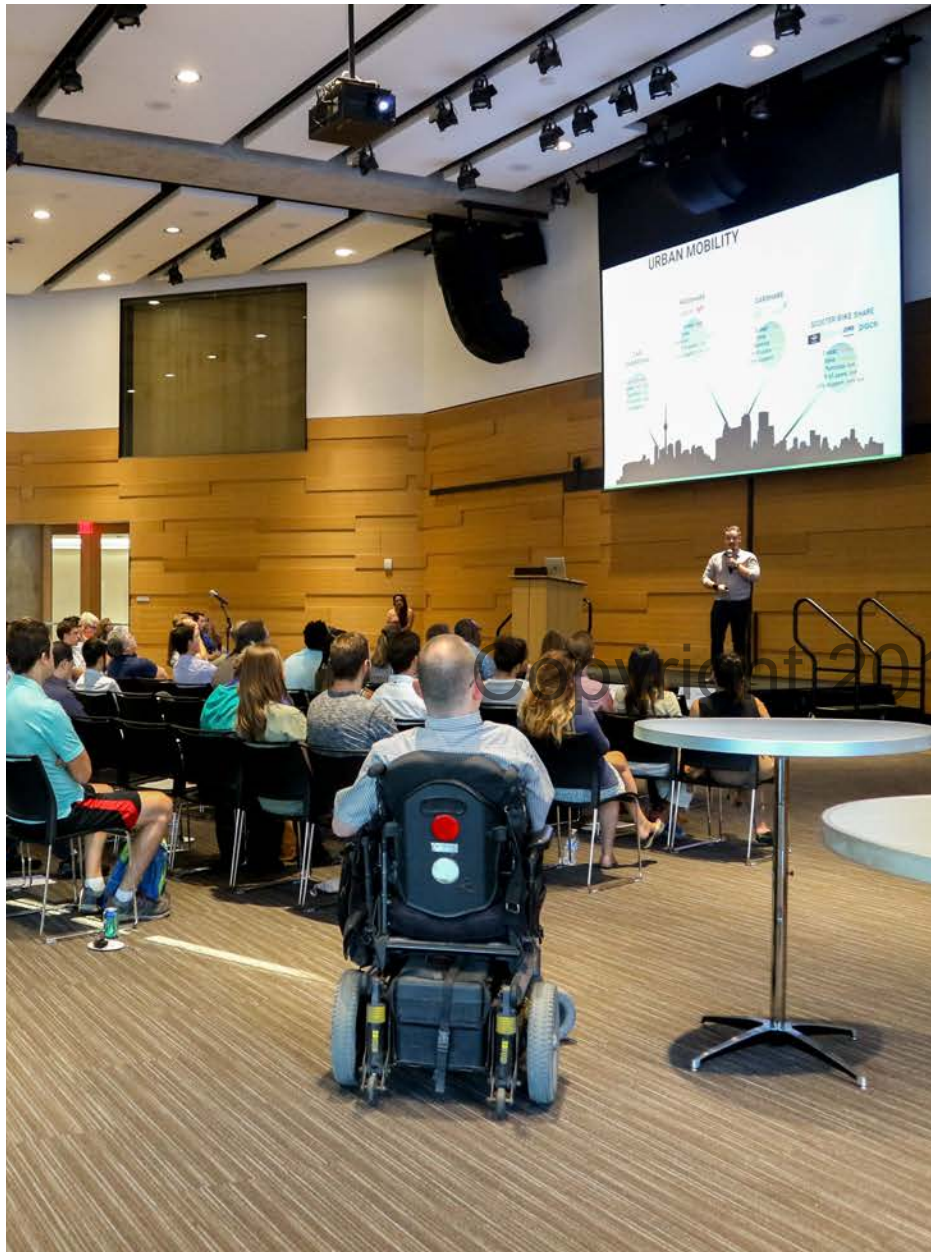


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Business Training

- 55 classes/year
- Contract with University of Texas Center for Professional Education
- Taught by instructors with experience in topical area
- Affordable, convenient
- Completion of 6 classes earns a Business Skills Certificate
- Other classes taught by SBA, TX Comptrollers Office, City Departments





Small Business

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

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www.SmallBizAustin.org

SmallBiz@AustinTexas.gov

   @SmallBizAustin

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Upcoming Webinar:



Federal Support for Entrepreneurship

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Friday, February 22

2:00 – 3:00 P.M. EST



Additional Opportunities:



**2020 NatlEshipWeek
Advisory Board**

**2020 NatlEshipWeek
State Ambassadors**

For updates, subscribe at www.natleshipweek.org.

Thank you!

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