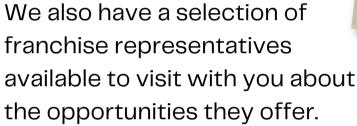# MESQUITE BRE ENTREPRENEURS DAY

PROGRAM AND RESOURCE MATERIALS

MAY 12, 2022

ROUNDTABLES

Entrepreneurs Day will feature repeating, concurrent roundtables on the subjects below. You are welcome to attend any roundtable session in any order.

We also have a selection of franchise representatives available to visit with you about the opportunities they offer.

- **BUSINESS PLANNING & MANAGEMENT**

- **MARKETING**

- **ECONOMIC DEVELOPMENT**

- **SUCCESS STORIES / MENTORING**

- **REAL ESTATE**

- **FINANCE**

- **PLANNING/CODE/HEALTH**

- **FRANCHISE OPPORTUNITIES**

SCHEDULE OF EVENTS

Entrepreneurs Day features a series of repeating, concurrent roundtable discussions with experts on a variety of subjects. Please feel free to stay as long as you like and attend what sessions that interest you the most. We're glad you're here!

3–4 p.m.: Registration and networking; expo tables open

4–4:20 p.m.: Welcome and first roundtable sessions

4:20–4:30 p.m. Break

4:30–5 p.m.: Roundtable sessions

5–5:30 p.m.: Break/Networking/Expo

5:30–6 p.m.: Keynote featuring Luke Silver

6–6:20 p.m.: Roundtable sessions

6:20–6:30 p.m.: Break

6:30–7 p.m.: Last concurrent session

7–7:30 p.m.: Networking, follow-up

7:30 p.m.: Doors close

KEYNOTE SPEAKER: LUKE SILVER

Luke Silver
President
Steve Silver Company

Luke Silver serves in the role of president for the Steve Silver Company, an omnichannel furniture distributor. He oversees all sales, marketing and purchasing operations for the company and is the second generation of his family to lead the firm founded by his father, Steve Silver.

Luke joined Steve Silver Company in 2012 after graduating from Oklahoma State University where he wrestled collegiately. He led the China office for six years, directing the product development for the country. In 2018, Luke returned stateside to lead the purchasing and product development efforts for the entire company.

Founded in 1983, Steve Silver Company is an industry-leading importer of dining, living, bedroom, home office and outdoor furniture. The company operates from a 450,000 s.f. warehouse and distribution facility in Mesquite, and has extensive overseas sourcing and quality control expertise with over overseas offices across the globe.

RESOURCES AT THE MESQUITE PUBLIC LIBRARY

Mesquite Public Library
Job Seeker Support

Main Library 972-216-6220

North Branch 972-681-0465

Call to schedule a 30 minute support session by phone or in person

MESQUITE
T E X A S
Real. Texas. Service.

www.cityofmesquite.com/library

Learn a New Language with

ROCKET LANGUAGES

Free online language learning program available to you as a Mesquite Public Library cardholder through the Mesquite Public Library's website at:
www.cityofmesquite.com/library

RESOURCES AT THE MESQUITE PUBLIC LIBRARY

A Job Search and Career Platform from LearningExpress

- **Build winning resumes**

- **Prepare for an interview**

- **Match a career with your skills and interests**

- **Local and National Job Postings**

www.cityofmesquite.com/library

Combines everything you need for a successful job search in one easy-to-use site.

Ask a Librarian for more details.

Book-a-Librarian

Need some one-on-one help?
Reserve a free 30-minute session with a librarian.
By appointment only.

We can help with….

- Computer Basics (Microsoft Word & Excel)
- Smart Phones/Tablets
- Social Media
- Email Account Setup
- Searching the Internet
- Using Electronic Databases
- Downloading eBooks & eAudio Books

Main Library
972-216-6224

North Branch Library
972-681-0465

The Book-a-Librarian service is available at both Mesquite Public Libraries.

Need to take a TEST?
Visit
LearningExpress LIBRARY™

Provided by the
Mesquite Public Library System

LearningExpress is a practice test service provided free of charge to Mesquite Public Library cardholders. Users can locate preparation material for academic and professional exams, including practice tests and digital study guides. Test-takers receive immediate scoring, complete answer explanations, and individualized analysis of test results.

Mesquite Public Library cardholders simply log onto the Library website at cityofmesquite.com/library, register with *LearningExpress*, and create their own password.

PRACTICE TEST INCLUDE:

- ACT
- CDL
- Culinary Arts Exam
- Cosmetology
- GED
- GED (in Spanish)
- GMAT

- GRE
- LSAT
- SAT
- U.S. Citizenship
- CDL: Commercial Driver's License Test Prep
- Cosmetology Certification Exam Pass the U.S. Citizenship Exam

To access these resources and more, go to
cityofmesquite.com/library
Scroll down and click on:

LearningExpress
LIBRARY™

Click on the
Computer Skills Center
for tutorials on:

Microsoft Word, Access, Excel, PowerPoint,
plus *Adobe Photoshop, Illustrator* and more.

Marketing Resources and Programs

By James Johnson, City of Mesquite, Marketing Roundtable

Thank you for attending my Marketing Roundtable. Below are some resources that I have found extremely helpful over the years. Some of these products and services are free while others may come at a price. I recommend doing whatever works best for you and your business.

Image Rendering Software and Solid Creative Guides:

Software

- **Krita** (https://krita.org/en/) – Krita is a FREE open source painting program that works very similar to Photoshop. You can use it to easily manipulate and edit photos as well as create your own custom content. It even includes free tutorials hosted on the site.
- **GIMP** (https://www.gimp.org/) – Gimp is another free creation software, however this one focuses more on actual image manipulation rather than painting and illustrating.
- **Sketchbook** (you can find this one on your app stores) – Sketchbook is another painting and illustration tool that is available on you phone! *It is important to note that while this app may still be available, updates and services to this app have been discontinued as of June 2021. However it is still a great app that I continue to use to this day!*

There are other platforms you can use such as **Canva** (https://www.canva.com/) that are easy to use and provide some templates for use. I would recommend against this as your images and flyers could come out looking too similar to others or "manufactured."

Tutorials and Useful Information on Image Perception

Color theory is very important not just when it comes to images but to branding as well. Small things such as making your logo red vs blue can have a HUGE impact on how your customers or clients perceive your brand. Below are some resources that I have found helpful when making decisions in my image creation process.

- **Modern Color Theory Guide by Adobe** - https://creativecloud.adobe.com/discover/article/riding-color-trend-waves
- **The Psychology of Market Color and Branding** - https://conceptdrop.com/blog/60-color-theory-the-psychology-of-color-marketing-and-branding/
- **Standard Image Sizes for Most Platforms** - https://blog.hootsuite.com/social-media-image-sizes-guide/

Social Media and Blogs

Social Media Posting Platforms

Below are some easy to use social media management software that vary in price. All of them can effortlessly link to all of your accounts, schedule posts and give you statistics on your content.

- **Fanbooster by Traject** - https://fanbooster.com/

- **Later** - https://later.com/
- **Hoot Suite** - https://www.hootsuite.com/

Useful Websites for Statistics

The sites are good for seeing what is trending on the internet as well as seeing how well certain hashtags or topics are faring. When it comes to social media staying relevant is important but you don't want to have a negative hashtag or topic attributed to your content!

- **Sprout Social Blog** - https://sproutsocial.com/insights/
- **Hashtag Tracker** - https://hashtagify.me/
- **Google Trends** - https://trends.google.com/trends/?geo=US
- **HubSpot Blog** - https://blog.hubspot.com/

Blogging and Writing Resources

These sites are an absolute godsend when it comes to writing content for your website, blog or social media. Use these when you need a writing refresher or just some general tips on your writing style.

- **Blogging Tips for Non-Bloggers** - https://blog.hubspot.com/blog/tabid/6307/bid/5289/you-don-t-have-to-be-a-great-writer-to-write-a-great-blog.aspx
- **General Practice Blogging Tips** - https://smartblogger.com/blogging-tips/
- **Great Writing Resource Tools** - Hemingway https://hemingwayapp.com/ **& Grammarly** https://app.grammarly.com/

Tracking and CRM Software

Below are some outstanding resources that you can use to keep up with your contacts once they have signed up for your services. Like the others the pricing of these sites will vary from free to not so free, but all of them are great resources and tools to keeping up with your customers.

CRM (Customer Relationship Management) Software
- **HubSpot** - https://www.hubspot.com/
- **Constant Contact** - https://www.constantcontact.com/
- **Mailchimp** - https://mailchimp.com/

Tracking Software
- **Google Analytics** - https://analytics.google.com/
- **Bitly** - https://app.bitly.com/
- **How to Track Without Cookies** - https://leadsbridge.com/blog/cookieless-tracking/

Any Questions?

If you feel that I have missed anything or just want to chat about some of the latest trends, you can reach me at james@visitmesquitetx.com or call me at 972-204-4927.

What is a Chamber of Commerce?

It is a membership-based network, comprised of local businesses. The intention is to advance the goals and interests of its Members / Investors and provide opportunities to connect and engage with others in the business community.

MESQUITE
C H A M B E R
Real. Texas. Business.

Being a Chamber member adds credibility with customers & consumers.

Exposure & Visibility

➢ It is not just who you know it's who knows YOU! The Chamber gives you an opportunity to stand out and be noticed as an active member of your community

➢ Website presence with Customizable Personal Business Portal, can include:
- o Free job postings
- o Photos of your events
- o QR Code
- o Link your website to the Chamber website

➢ Volunteer-hosted Ribbon Cutting Ceremonies

➢ Gain exposure through exclusive advertising and sponsorship opportunities

➢ Your first email blast / advertising to the Chamber's ever-growing Contact List is free

➢ Sponsorship opportunities

Connecting & Networking

➢ Networking is powerful. The Chamber creates over 20 networking opportunities with other business professionals per year.

➢ Multiple avenues for an audience with Federal, State, Regional, and Local elected officials.

➢ Notification of Chamber and Partner events and discounted fees for all paid Chamber events.

➢ Semi-Monthly Morning Networking Meetings

➢ Monthly Business After Hours Networking

➢ Monthly Chamber Luncheon

➢ Members receive access to member directories.

Growing Your Business

➢ Consumers look to the Chamber to recommend businesses. When they ask, we refer to our members first.

➢ Educational seminars are provided to expand knowledge and grow your business.

➢ Lunch & Learns, and invited speakers at Chamber Luncheons.

➢ The Chamber helps grow community and business leaders through leadership development opportunities and recognition.

➢ Grow your business for less than $1 / per day *(based on membership investment for up to 10 employees)*

Mesquite Chamber Timeline

Started by local farmers and merchants as a hearty welcome to Downtown Mesquite **1911**

Mesquite Chamber of Commerce established **1958**

1972

1973

***340+** members and still growing*

2022

Why JOIN?

❖ **Grow Your Business**
❖ **Connect & Network**
❖ **Gain Exposure & Visibility**
❖ **Enjoy the Perks!**

For more information, contact:

Barbara Bailey
Membership Sales Manager

barbara@mesquitechamber.com
617 North Ebrite Street
Mesquite, Texas 75149
Phone 972-285-0211

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Janet Foreman
Business Development Coordinator
(O) 214-360-1206
(C) 214-883-0838
janetforeman@dcccd.edu

Employer Opportunities

Customized Contract Training-Customized programs are tailor-made for each business and designed to increase staff productivity and achieve optimal work performance for the entry-level employee to the C-Suite professional. We identify skills gaps, helping your business eliminate barriers that obstruct your bottom line. We offer training for a specific job, an industry certification or best practices in professional development, Ascend Institute delivers. Our virtual and face-to-face programs provide flexible scheduling options and dynamic resources.
Dallas College Contact Janet Foreman, 214-883-0838, janetforeman@dcccd.edu

Skills Development Fund Grant (SDF)
The Skills Development Fund is Texas' premier upskilling program. SDF grants provide site-specific, customized training opportunities for Texas businesses and their employees to increase skill levels and wages of the Texas workforce. Success comes through collaboration among economic development partners, business partners, and eligible grant applicants, which include public community or technical colleges, community-based organizations in partnership with one of these entities.
https://www.twc.texas.gov/partners/skills-development-fund

Skills for Small Business (SSB)
https://www.twc.texas.gov/businesses/skills-small-business-employers
• Skills for Small Business emphasizes training newly hired employees, those who have been hired by the business up to twelve months prior to the date that TWC receives an application.
• The program pays up to $1,800 for each new employee being trained and $900 for existing employees per 12-month period.
• Funding for training is for full-time employees.
• All training must be provided by a public community or technical college, or the Texas A&M Engineering Extension Service (TEEX). No third-party vendor training is allowed.
• Training is selected from active course catalogs/schedules— credit, continuing education, online or other available unpublished courses.
• Employers must pay the prevailing wages in the local labor market for the trainees funded under the grant.
https://www.twc.texas.gov/businesses/skills-small-business-employers#overview
Dallas College Contact, Ruben Sauceda, ruben.sauceda@dcccd.edu

Apprenticeships
Apprenticeship is a combination of on-the-job training and related classroom instruction for FTE in which workers learn highly skilled occupation. Apprenticeship programs can be sponsored by joint employer and labor groups, individual employers, or employer associations and employers must provide wage increases. Any occupation can be an Apprenticeship. Cost covered by employer, grant funding or a combination. Dallas College can assist businesses in starting, managing and providing administration for Apprenticeships.
https://www.dol.gov/ , Dallas College Contact, Cynthia Brink, cbrink@dcccd.edu

Innovative Strategies-One Workforce Grant (ISOW)

Dallas College is actively building training programs in cybersecurity, information technology, advanced manufacturing, robotics and transportation.

Training models include a broad range of classroom and on-the-job training, customized training, and registered and industry-recognized apprenticeship programs. interest form

https://www.dallascollege.edu/news/pages/newsitem.aspx?utm_campaign=dc%2Bsocial&utm_content=bcf85d4fe8f74fa0810ca7aa931cea56-9382&utm_medium=social&utm_source=linkedin&ArticleId=79

Dallas College Contact LaKesha Raynor, lraynor@dcccd.edu

Work Ready U

WorkReadyU offers a no-cost adult education program that teaches the skills needed for college or career success. WorkReadyU provides Career Rediness to improve English skills, Free GED classes, and Free Job Training to develop skills for a successful career or transition to college. Career pathway programs provide training for in-demand job fields that can help participants advance in their current role or learn something new—all in manageable steps and at no cost. The Texas Reskilling and Upskilling through Education (TRUE) initiative is a program that trains students for in-demand careers. Four pathways include Logistics, Mechatronics, Telehealth Patient Care Technician, and Bankworks.

Dallas College contact at WorkReadyU@dcccd.edu, 214-860-5902

-http://www.dallascollege.edu/cd/workreadyu/pages/default.aspx

Federation for Advanced Manufacturing Education (FAME)

FAME provides a comprehensive, hands-on education that prepares individuals for a rewarding career in the industry. FAME leverages a work/learn framework to weave technical knowledge, professional behaviors and distinct manufacturing core exercises into a focused co-op experience to build global-best, entry-level, multiscale maintenance technicians.

Contact Steven Bridges sbridges@wfsdallas.com   https://fame-usa.com/

Internships

Dallas College can work with you to place student interns at your workplace. We can help select students from one of our many academic and professional programs, or from local High School vocational program partners. Internships should provide students with real-world business experience and typically last 10 weeks. Partnerships with employers are a key part of Dallas College's mission to help grow careers while we create solid pipelines of skilled employees for industry.

https://www.dallascollege.edu/cd/minitern/pages/default.aspx

Dallas College Contact, Anita Bedford, abedford@dcccd.edu

Employer Resource Center (Greenlight Credentials/Handshake)

The success of an organization depends on having qualified employees. If you have openings to fill, Dallas College can connect you with hundreds of promising applicants. Through Greenlight Credentials, you can instantly verify the academic credentials shared with you. Find qualified candidates with validated learning achievements. List your full- or part-time job openings on Dallas College's free online job listing service.

Dallas College Contact Martha Fernandez, MEFernandez@dcccd.edu employerresourcecenter@dcccd.edu

https://www.dallascollege.edu/resources/career-services/pages/default.aspx?utm_source=linkedin&utm_campaign=career%2Bservices&utm_content=4d2fec9050d94086a5b300c34bed99a2-9382&utm_medium=social

YOU BUILT YOUR BUSINESS. WE'LL HELP YOU GROW IT.

Unlocking the growth and job creation potential of small businesses across the United States

Hussain Manjee
10,000 Small Businesses Graduate
DHD Films - Dallas, Texas

Psyche Terry
10,000 Small Businesses Graduate
Urban Hydration - Dallas, Texas

Goldman Sachs

10,000 small businesses

Goldman Sachs *10,000 Small Businesses* provides business education, support services and access to capital for growth-oriented entrepreneurs. Participants gain practical skills to take their business to the next level, with topics like financial statements, negotiations, & marketing. Participants develop an actionable growth plan for the business with the help of business advisors and like-minded entrepreneurs.

The program is free for participants and delivered in partnership with academic institutions across the country. To date, Goldman Sachs *10,000 Small Businesses* has served over 10,000 businesses in all 50 states, Washington D.C. and Puerto Rico.

EXAMPLE OF THE CLASS AND TIMES

Time	Class or Clinic
8 am – 5 pm	Orientation
8:30 am – 5:30 pm	You and Your Business (Module 1)
8:30 am – 5:30 pm	Growth and Opportunities (Module 2)
8:30 am – 5:30 pm	Financial Statement Workshop I and II
8:30 am – 5:30 pm	Money and Metrics (Module 3)
2:30 – 5:30 pm	You are the Lender Clinic
8:30 am – 5:30 pm	You are the Leader (Module 4)
2:30 – 5:30 pm	Negotiations Clinic
8:30 am – 5:30 pm	It's the People (Module 5)
2:30 – 5:30 pm	Legal Clinic
8:30 am – 5:30 pm	Marketing and Selling (Module 6)
8:30 am – 5:30 pm	Operations and Processes (Module 7)
8:30 am – 5:30 pm	Being Bankable (Module 8)
8:30 am – 5:30 pm	Action for Growth, Part 1 (Module 9a)
8:30 am – 5:30 pm	Action for Growth, Part 2 (Module 9b)

Classes typically held on Fridays and clinics on Tuesdays or Thursdays.

***If class is virtual, hours are subject to change and may be spread through out the week.

All in-person classes and clinics are held at the Dallas College Bill J. Priest Campus located at 1402 Corinth Street, Dallas, TX 75215

APPLICATION INFORMATION

Visit dcccd.edu/10KSB or www.10KSBapply.com for application information.

CONTACT INFORMATION

10,000 Small Businesses
1402 Corinth St., Suite 119 I Dallas, TX 75215
Attention: Outreach & Recruitment
Phone: 214-860-5928 I Email: 10SKB@dcccd.edu
Twitter: @10ksbDalCollege Facebook: @10ksbDallasCollege

TAKE YOUR BUSINESS TO THE NEXT LEVEL

Through the program you'll be given access to the tools and resources you need to develop a strategic and customized growth plan for your business.

Education for Business Growth: By partnering locally with colleges, we are able to help drive economic growth within small business communities while also providing a curriculum that focuses on immediately applicable skills. Through the program you will learn how to:

- Identify and evaluate business opportunities
- Understand and manage the competitive business environment
- Analyze financial statements
- Access financial capital
- Become a more effective leader
- Become a more skilled negotiator

Capital to Expand: Goldman Sachs *10,000 Small Businesses* will work with local, regional and national Community Development Financial Institutions (CDFIs) and other mission-driven small business lenders to expand access to capital. Through these partnerships, loans will be available to qualifying small businesses that lack access to affordable capital or may not qualify for traditional sources of credit.

A Network of Support: Through the program you will get opportunities to learn from other like-minded business owners, receive expert advice from business professionals and get one-on-one business advising.

IS YOUR BUSINESS READY FOR WHAT'S NEXT?

The program is designed for small business owners who have a business poised for growth. We look for applicants who are passionate about growing their business and creating jobs in their communities, and generally meet these criteria:

- Owner or co-owner of a business
- Business in operation for at least two years
- Business revenues of at least $75,000 in the most recent fiscal year
- Minimum of two employees, including the owner

HOW THE PROGRAM WORKS

To get the most out of the program, you will be asked to invest your time to engage in the following:

- Attend a program orientation
- Complete 11 convenient learning sessions
- Participate in out-of-class activities, including completing assignments, attending networking events and business support clinics
- Develop a tailored plan for growth prior to graduation

Goldman Sachs *10,000 Small Businesses* is a program for small businesses that links learning to action. Through the program, participants will gain practical skills in topics such as negotiation, marketing, and employee management that can immediately be put into action. In addition, they will receive the tools and professional support they need to develop a strategic and customized business growth plan that will take their company to the next level.

Across the U.S., *10,000 Small Businesses* graduates are increasing their revenues and creating new jobs in their communities.

97%
PROGRAM COMPLETION RATE

87%
ARE DOING BUSINESS WITH EACH OTHER

NATIONALLY

66%
REPORTED AN INCREASE IN REVENUES*

47%
REPORTED CREATING NEW JOBS*

*Reporting is based on 6 months from completion of the program.

My Business Plan Benchmarks

- **One Year Away:**

- **Six Months Away:**

- **Three Months Away:**

- **One Month Away:**

- **One Week Away:**

Comprehensive Business Planning Guides

SBA — U.S. Small Business Administration

This site offers a wealth of information on all stages of business development and operation as well as resources for small businesses.

THE STATE OF TEXAS — GOVERNOR

The Governor's Small Business Handbook provides general and Texas-specific information for entrepreneurs.

NOTES

B.R.E.
MESQUITE BUSINESS RETENTION
AND EXPANSION TASK FORCE

The Business Retention and Expansion Task Force is a partnership of Mesquite's core economic development stakeholder organizations, including the City of Mesquite, the Mesquite Independent School District, Dallas College, Workforce Solutions Greater Dallas and the Mesquite Chamber of Commerce. The task force works to support existing employers and employees in the community. For more information, contact the City of Mesquite Economic Development Department at 972-216-6446.

BRE PARTNERS