

FREDERICK COUNTY FUTURE MINORITY BUSINESS LEADERS PROGRAM

February 23, 2018 – September 28, 2018

To inspire, develop and grow current and future minority business leaders of Frederick County.



Frederick County, MD
MINORITY BUSINESS VISION



FREDERICK COUNTY
MARYLAND
Office of Economic Development

SESSION 1: FEBRUARY 23, 2018

Welcome/Why Are We Here?

Perfecting Your Elevator Pitch

In this kick-off session, participants will hear from County leaders on why having strong minority leadership is an important factor in the economic health of Frederick County. Data will be presented that demonstrates the County's changing population and an overview of what to expect over the next eight months. Participants will be instructed on how to develop the perfect "elevator pitch."

SESSION 2: MARCH 23, 2018

Leadership is....

This session is focused on the importance of being a good leader. Participants will discuss leadership traits, how to develop key leadership skills and apply them to their careers.

SESSION 3: APRIL 27, 2018

What Does Success Look Like?

Participants will hear from a panel of successful minority entrepreneurs in Frederick County, with an interactive Q&A and take home lessons learned.

SESSION 4: MAY 25, 2018

Cliff Jumping 101

Starting your own business is a major undertaking. But like parachute jumping, there is great joy and reward to be had on the descent. There are many things you can do to mitigate that risk and increase your chances of a soft landing. This session aims to empower aspiring leaders and those with entrepreneurial skills to take charge and figure out if you are ready to jump off that cliff or not!

SESSION 5: JUNE 22, 2018

How to Market with Pennies in Your Pocket

Who says you need to spend millions on your marketing efforts? Focusing on how to get the most bang for your buck is the topic of this energetic marketing discussion which covers a range of topics from social media to networking.

SESSION 6: JULY 27, 2018

Finding Your Money Tree

If you don't have a money tree in your yard, this class will plant the seeds on how to connect funding opportunities to business ideas. Led by financial and small business experts, participants will hear about financing programs and will conclude with MBE/DBE/SBE/WBE certification opportunities.

SESSION 7: AUGUST 24, 2018

The Right Location and The Right People Matter

During the first half of this session, participants will hear from a commercial real estate agent and permitting staff to gain a better understanding of why the right location for a business matters and the zoning and permitting regulations to consider. The second half will be led by Workforce Services and focused on why hiring the right employee makes all the difference.

SESSION 8: SEPTEMBER 28, 2018

Connecting it All Together/ Graduation

Frederick County is a community full of business networking opportunities. Hear about them and how to make it all work for you. This session will include a graduation ceremony and one graduate will be randomly drawn for a full scholarship to the Frederick County Chamber of Commerce's successful Leadership Frederick County program valued at \$2,875.

WHO SHOULD APPLY?

- Frederick County, MD resident
- A business owner, manager or someone who aspires to be a leader within the community
- Demonstrates a passion for Frederick County
- Fits the definition of a minority. A minority-owned business is defined by the U.S. Small Business Administration's (SBA) 8(a) Business Development program as: African-American, Hispanic American, Native America, Asian Pacific American and Subcontinent Asian American. In addition, women and veterans are classified as minorities as well under SBA programs.
- Willing to commit to (8) Friday morning classes from 9:00am-11:00am held at 118 N. Market St, Frederick, MD 21701.

TUITION

Selected candidates should mail a check for \$50 to cover the cost of the program.

HOW TO APPLY

Send in an application, resume and cover letter indicating your interest no later than September 30, 2017 to Sherman Coleman, Business Development Specialist, Frederick County Office of Economic Development at scoleman@frederickcountymd.gov. Qualified candidates will be invited to interview with the Minority Business Vision Advisory Committee for final approval.

QUESTIONS

Call Sherman Coleman, Frederick County Office of Economic Development at 301-600-2137.



Frederick County Office of Economic Development

118 N. Market Street | Frederick, MD 21701 | 301-600-1058

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