



The Proprietor

Stafford Regional Black Chamber of Commerce Quarterly Newsletter

April 6, 2017

Volume 1, Issue 1

WELCOME

Welcome to the first edition of The Proprietor, the Stafford Regional Black Chamber of Commerce (SRBCC) quarterly newsletter. The Proprietor will keep small business owners in the know as to what's been going on and upcoming events within SRBCC, provide information for small business development, and allow the opportunity for small businesses to advertise its products and/or services. We hope you enjoy this first edition and welcome all feedback, as SRBCC prides itself on growth and development so we can continue to provide outstanding service to our members.

Send feedback to Ceresch Perry (Marketing and Outreach Community Chair) at Ceresch.Perry@CPerryConsulting.com.

WHAT'S BEEN HAPPENING IN SRBCC

Meet The Chamber

The SRBCC kicked off 2017 with a "Meet The Chamber Day" where attendees were able to share information about their business and hear the Chamber's 2017 initiatives. The initiatives discussed were:

- ◆ **Quarterly Events.** Instead of the traditional meeting format, there will be two educational and a social event per quarter.
- ◆ **Black Business Renaissance.** As a replica of the Harlem Renaissance, SRBCC wants its members to experience the "rebirth". Revamping your business and focus for development and growth.
- ◆ **Mentorship Program.** In the effort to acclimate new members and provide them with a pleasant experience, the SRBCC asked its members to serve as mentors. If you're interested in being a mentor or mentee, contact Latrice Clairborne (Membership Chair) at Latrice@TrinityAdminSolutions.com.
- ◆ **Membership Directory.** The SRBCC will provide a directory so members have the ability to connect with one another. Contact Latrice Clairborne regarding the directory.

Members are encouraged to contact Mary Purnell (Education Chair) at ABCSolutions15@gmail.com for educational and developmental topic suggestions and speakers.

For social and networking event suggestions, contact Michelle Riddick (Events Chair) at Michelle@RiddickEntertainment.com

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Member Day

Member Day focused on attendees giving a two minute presentation that encompassed telling the audience about themselves and their business. This resulted in educational moments as attendees were brought out of their comfort zone, identified areas of needs, increased their network connections, and gained a better understanding of business owners' products and services. Attendees answered the following questions:

- ◆ How do you help your clients?
- ◆ How did you get to your current profession?
- ◆ What do you wish people knew about your profession?
- ◆ What makes you different?
- ◆ Who is your ideal client?
- ◆ What challenges are you facing?
- ◆ How can the Chamber and members help you?

Attendees were also encouraged to reflect on the following questions:

- ◆ What do you want potential customers to know about your business?
- ◆ What are you saying to potential customers that would make them feel as if your product or service is needed?
- ◆ Should you revamp your elevator speech to be more specific to what your product or service offers and its benefits?

As this evening wrapped up, business owners were asked to reflect on the two most important things business owners want to do, market their product/service and build relationships.

SheEO, LLC and Comcast

The March meeting graced SRBCC with two powerful guest speakers, DaShawn Robinson-Chew and Michael Futrell.

DaShawn Robinson-Chew is the founder of SheEO, LLC which was founded in 2003 as a social enterprise with a mission to provide tools and training for young ladies to lead and succeed in business and life.

Mrs. Chew's topic was focused on re-imagining young female entrepreneurs between the ages of 8 – 16 years old, and prepare them for the role of CEO. With the ratio of 1:3 minority owned businesses being women-owned, only 14% of women-owned firms being controlled by black women, and \$52.6 billion revenues are generated by black owned firms, this preparation is befitting. Mrs. Chew described the IGeneration as individuals born after 2000 who are:

- ◆ smart and involved in virtual technology,
- ◆ receive information every millisecond,
- ◆ a multi-task generation, and
- ◆ a business owners' future employees and competitors.

She noted the millennials are the most entrepreneurial generation. Therefore, business entrepreneurs should serve as role models and mentors to embrace the IGeneration, as well as keep up with and PIVOT (be flexible, adjust, and move with technology).

Michael Futrell of Comcast shared how Comcast Spotlight can advertise businesses with several solutions that fit business needs. The solutions are:

- ◆ TV Advertising – targets a message to the correct customer which enables the advertisers to focus on the market that matters the most.
- ◆ Digital Advertising – utilizes cutting-edge technology to connect online to millions of potential customers.

- ◆ Multi-screen Advertising – includes television and online advertising to integrate the advertiser’s message to potential customers.
- ◆ Targeting – offers various opportunities (i.e., geographic and demographic) to reach your customers.
- ◆ Creative Advertising – creates an impactful commercial that will resonate with the audience.

In closing, Mr. Futrell offered SRBCC the following advice:

- ◆ Small business owners think too small, but dream big,
- ◆ Establish a Deferred Compensation Trust for your children and grandchildren,
- ◆ Reach out to the state for Request For Proposals, and
- ◆ Look at county economic growth plans to expand your business.

SRBCC Members

Returning Members:

Lamont Brown – TIAA
 Dr. Joan E Cephas, Owner – Timing & Associates LLC
 Latrice Claiborne, CEO – Trinity AdminSolutions LLC
 Mark Edwards, Owner – T&T Quality Items
 Vielka Gary, Realtor – Exit Choice Realty
 Corey Holeman, Self-Employed – Holeman Enterprises
 Valerie Bell-Hopson, Owner/Geriatric Care Advisor – Elder Care Connections
 Dr. Joni Johnson, Founder and Medical Director – Pediatric Partners for Attention and Learning, Inc.
 Dr. Terry Johnson, DDS – Millennium Dental PC
 Thomas Jones, Agent/Owner – Thomas Jones Farmers Agency
 Marcia Leftwich, Owner – Inspired to Victory LLC
 Beverly McNairy, Administrator – Only Choice Home Health Care Agency
 Ted Moffatt, Co-Founder/Owner – EOS Media LLC
 Mary Parnell, President – ABC Solutions LLC
 Ceres Perry, President – C Perry Consulting Group, LLC
 Charlene Peterson, Author/Owner – DCAPT Enterprises LLC
 Metria Singleton, Owner – Singleton Enterprises, LLC
 Waymon Tucker, Managing Member – Action Associates Development, LLC
 Mike Williams, President – The Growth Coach for Northern VA

New Members:

Tortica Anderson, Founder/CEO – A Family Affair Event Management
 Michelle Brenckenridge, CEO – Community Reformation of Wholeness Network (CROWN)
 Pamela Coopwood, CEO/Principle – The Planned Event LLC
 Kevin Dillard, President – LifeCare Medical Transports, Inc.
 Ken Kihenjo, Owner – Muturi Roofing
 Adamma Malik, Executive Director – Welcome Home NFP
 Dr. John McGuire III, Manager – Vision Health Center, O.D.
 Gerard Nelson, President – GenConsulting
 Leon Polite, Owner & Pit Master – Big Bad W Pit BBQ
 Michelle Riddick, President – Riddick Entertainment
 Lautonia Robinson, Owner – Sunday Rose Cakes
 Terri Royal, CEO/Owner – Royals Fragrant Oils, LLC
 Jayson Silvera, CEO – Deliveries Done Right LLC
 Michael Smith, Agent – State Farm
 Juanita Stanley, Branch Manager – Woodforest National Bank
 Judith Stewart, Owner – Live Life 2 Travel
 Maria Weems, Independent Agent – David Allen Capital/Finance Agents
 Ynez Wells – Allison James Estates and Home Elite
 Janice Williams

Interested in joining SRBCC?

Attend a monthly meeting,

Visit us on our website at www.StaffordBlackChamber.com,

or Contact Latrice Clairborne (Membership Chair).

BUSINESS NEWS YOU CAN USE

University of Mary Washington Small Business Development Center

The University of Mary Washington Small Business Development Center (UMWSBDC) is a resource center that provides assistance to the small business community via management training, industrial and demographic research, and confidential one-on-one consulting with a focus on capital access and management planning. These services are either free or at minimal cost. They have two offices located in Fredericksburg and Warsaw, VA. For further information you can visit them at:

<http://economicdevelopment.umw.edu/sbdc/>

University of Mary Washington

1301 College Avenue

Fredericksburg, Virginia 22401

(540)654-1000

Stafford County Economic Development Department

Are you planning, starting, or have a business in Stafford County and need assistance with the process and/or required permits? Contact the Stafford County Economic Development Department.

<http://co.stafford.va.us/1106/Doing-Business-in-Stafford>

Public Works Department

Stafford Administration Center

1300 Courthouse Road, Stafford, VA 22554

(540) 658-8677 Brenda Schulte (Business Start-ups)

(540) 658-4581 Richard Cobert (Existing Businesses)

Spotsylvania County Business and Economic Development

Looking to do business in Spotsylvania County? Contact the Spotsylvania County Department of Economic Development and Tourism for assistance with the process and permits needed.

<http://www.spotsybusiness.com/>

Spotsylvania County Department of Economic Development and Tourism

9019 Battlefield Boulevard

Suite 310

Spotsylvania, VA 22553

(540) 507-7210

Advertising Opportunity

Are you looking for a means to market and promote your business? Why not advertise with SRBCC?

To advertise your business in The Proprietor contact Ceresh Perry (Marketing and Outreach Committee Chair) at Ceresh.Perry@cperryconsulting.com. The pricing for advertisement are as follows:

1/4 page: \$15.00

1/2 page: \$30.00

Full page: \$45.00

Price is based per quarter and advertisement will run per quarter paid.

1/4 Page dimensions
3.5 in. W x 2.5 in. L

1/2 Page dimensions
7 in. W x 5 in. L

Stafford Regional Black Chamber of Commerce

2650 Jefferson Davis Highway
PO Box 703
Stafford, VA 22555

Email:
Info@StaffordBlackChamber.com
Membership@StaffordBlackChamber.com

Website:
www.StaffordBlackChamber.com

Monthly meetings held every first Thursday

6:30 PM — 7:00 PM Networking

7:00 PM — 8:00 PM Education and
Development Program

8:00 PM — 8:30 PM Networking

England Run Library
806 Lyons Boulevard
Fredericksburg, VA 22406

Stafford Regional Black Chamber is here
to help Black and Minority owned business
achieve their business goals.

The Stafford Regional Black Chamber of Commerce is an organization dedicated to the education and empowerment of minority business owners, entrepreneurs and individuals interested in business education that reside in the Stafford, Fredericksburg, Spotsylvania, King George, Culpepper, Quantico, and Louisa communities. Our mission is to provide information and services needed to deliver on a promise for business presence and growth within these respective communities.

Follow us on.....



Stafford Regional Black Chamber of Commerce



Stafford Regional Black Chamber of Commerce [Virginia]



VA Black Chamber

Upcoming Events

4/6 – SRBCC Monthly Meeting

4/29 – The 21st Century Brand; 10:00 AM–12:00 PM; England Run Library; Speaker: Akia Garnett, M.B.A.

www.StaffordBlackChamber.com/events.html

5/4 – SRBCC Monthly Meeting

6/8 – SRBCC Monthly Meeting

6/24 – Big Bad W Pit BBQ Social

Executive Board Members

Lamont Brown, President: Lamont.A.Brown@gmail.com

Ted Mofatt, Vice President: Ted@MediaEMG.com

Vacant Board Position, Treasurer

Joan Cephas, Secretary: Dr.JoanCephas@gmail.com

Latrice Claiborne, Membership Chair: Latrice@TrinityAdminSolutions.com

Ceresh Perry, Marketing and Community Outreach Chair: Ceresh.Perry@CPerryConsulting.com

Mary Purnell, Education Chair: ABCSolutions15@gmail.com

Michelle Riddick, Events Chair: Michelle@RiddickEntertainment.com