



THE BUSINESS CENTER

EDUCATION | ENTREPRENEURSHIP | CONNECTIONS



IMPACT REPORT  
2018-2019

# *Having the **Right Tools** Means You're Ready!*

- *Established in 1999, The Business Center is the only virtual-incubation organization serving the businesses and neighborhoods of Northwest Philadelphia.*
- *Our organization works to stimulate the genesis and growth of area small businesses, with a special focus on African-American and women owned businesses.*
- *In addition, we focus technical assistance efforts on small businesses located in or are willing to locate in low to moderate-income areas.*
- *The Business Center sees these efforts as absolutely crucial for energizing neighborhood development and economics.*

Ready, Set,  
**Start...**



**YOUR  
BUSINESS**

## **Mission Statement:**

*To equip individuals with the necessary tools to start, sustain and expand their business.*



## *President's Message*

*I recently met in my office with a business owner who wanted to talk about protecting her company's intellectual property. As we were wrapping up that part of the conversation, I mentioned to her that we'd known each other for so long that I'd actually forgotten how we met. She reminded me that we met several years ago at a TBC event during MED Week, when I gave her a consultation on her business plan. At the time, she was in a service business that did well, but she had much bigger ambitions. Today, her business has shifted its focus to product development and sales, her revenue has exploded, and her ambitions are even greater.*

*That conversation made my day. It was not that I thought I was personally responsible for her success, because she was probably going to be successful with or without my half-hour consultation. And, in addition to meeting with me, this entrepreneur received one-on-one coaching, attended numerous workshops, and availed herself of lots of other TBC resources and volunteers. I felt proud to be a part of an organization that helps people like her to create the companies that they want to own.*

*As an entrepreneur and a small business attorney, I know that the difference between success and heartbreak in business sometimes comes down to having the right information, advice, and resources, at the right time. I volunteer with The Business Center because we meet entrepreneurs where they are and equip them with the necessary tools to start, sustain, and expand their businesses.*

*To everyone who has contributed their time, talents, and financial support to TBC, I thank you on behalf of the lives you have helped to change in the small business community. We appreciate you, we celebrate our 20th Anniversary with you, and we look forward to the next 20 years being even more impactful.*

Bernard Williams

A handwritten signature in black ink that reads "Bernard Williams". The signature is stylized and cursive.

President  
The Business Center

## Dear Supporters



*The Business Center for Entrepreneurship & Social Enterprise (TBC) is excited to share with you the success of the 2018-2019 year. However, our success would not have been possible without your support. We have witnessed some great collaborative efforts that have allowed our small business clients to receive support to start, sustain, and expand their enterprises. TBC is very proud of the key role it has played in the Northwest small business community and beyond. Additionally, we hope this annual report demonstrates our ability to marshal all the resources for the success of small businesses and that it will warrant continued support.*

*We would like to especially thank all who contributed time, expertise, goods, services, and financial contributions. Your collective assistance allows TBC to continue to be seen as a catalyst that provides quality small business programming to youth and adults and to serve as a major player in the small business community.*

*We reflect with pride on our highlights and accomplishments in 2018-2019 and look forward to another year of service to small businesses and continued collaboration with those who are working toward a regional small business growth.*



*Pamela Rich-Wheeler, MBA*

A handwritten signature of Pamela Rich-Wheeler in black ink.

*Executive Director  
The Business Center*

# *With a Foundational Tool We Will EDUCATE:*

## **YOUTH ENTREPRENEURSHIP PROGRAM**

The Business Center's Youth Entrepreneurship Program is a motivational program that encourages youth between the ages of 7 & 17 to start their own business. This program exposes students to valuable skills that translate into successful business ventures, better job opportunities and enhanced real world skills.



### **TYLER DAVIS**

*Tyler Davis was born and raised in the West Philadelphia area. He quoted, "I have both of my parents and an extra bonus Dad, a baby brother and 3 sisters from my bonus Dad. So we have a full family." Also my mother believes I'm a Jack-of-all-Trades at my age. My list is long for a 10 year old boy of my activities, but one thing I know is I will own my own companies, travel the world and help as many people all over the world. Speaking life over every single person." Tyler currently attends Valley Christian School in the 5th Grade. He is a graduate of The Business Center's Youth & Money Camp. He is the owner of Magical Scent - a candle business.*

# *Educate*



## SKYLER BOULTON

*Skyler Boulton is a Sophomore at Hill Freedman World Academy. He is also the owner of Sky Vision, photography and video company. He recently completed a contract providing photography service for the Rotary club and this summer he contracted with friends who needed video shoots. Skyler is also a recent graduate from The Business Center's Youth & Money Camp.*

*Elevate*



# **A Design Tool Can Help Your Business **GROW**: ONE ON ONE COACHING**

One on One coaching is sometimes the best way for small business owners to tailor a plan that best suits their needs. It provides mentoring that encompasses support activities, educational programs, and individual consulting. Our monthly business advisory meetings are key to making sure small business owners in Northwest Philadelphia are connected to all the available resources at their disposal. We promote economic development in underserved business corridors by providing entrepreneurs with in-house expertise and building out a strong network of community organizations.

## **ROHAN BROWN**



*Rohan Brown is originally from Hartford, CT. Rohan is a former collegiate athlete of La Salle University. He received his B.A. in Mass Communication and M.B.A. in Finance upon graduation. For two years Brown worked for SEI Investments, assisting financial advisors in managing their client's assets. Unsatisfied with the corporate world of finance he went off to start his own business. Now he is the founder of Barley Sober, Inc. - a tech startup in the Philadelphia area. It's an app where users can pre-order drinks and earn points at their favorite bar. He has competed in the MIT Sports Analytics Conference and has been featured in PBS39, The Philadelphia Tribune, Philadelphia Business Journal, NBC10 and more recently Entrepreneur Elevator Pitch. He received one on one coaching from The Business Center. As a result he received equity investments from Beech Companies and West Philadelphia Financial Services Institution.*

# *Connect*

## **Use a Precision Tool to EMPOWER: SMALL BUSINESS COMMUNIVERSITY**

Aiding small business owners in the development of professional management and entrepreneurial skills has always been our aim. We created The Business Plan course to give the new entrepreneur a solid understanding of the critical concepts of business startup. Participants also benefit from a vast array of business enhancing workshops that provide guidance for the beginning stages of business development.



### **KENNARD HERRING**

*Kennard Herring, D.O. worked as a licensed optician for five years before deciding to pursue a career in optometry in 2014. Dr. Herring has been trained in all areas of eye care on his externship rotations including primary eye care, pediatrics, vision therapy, glaucoma, diabetes, macular degeneration, pre and post operative cataract and refractive care, and contact lenses. Dr. Herring is also a graduate of Powerup Your Business, Goldman Sachs 10,000 Small Business, a member of The Business Center, treasurer of the National Optometric Association, a member of the Pennsylvania Optometric Association, American Optometric Association and has been active in several vision screenings and community service ventures in the Greater Philadelphia Area. This past year, with assistance from TBC, Dr. Herring received a grant to provide free eye care to the community.*

*Empower*



# ENTREPRENEURSHIP: Promoting Growth, Connections and Development

Number of Jobs Created or Retained	254
Number of People Attending Training Courses, Workshops and Seminars	995
Total Capital Infusion Provided	\$225,000.00
Total Revenue Directly Impacting Philadelphia	\$1,456,000.00
Total Number Provided with Technical Assistance and Coaching	32

## Board of Directors

**Bernard A. Williams**  
Company Counsel, LLC  
Board President

**Pamela Rich-Wheeler, MBA**  
Executive Director  
The Business Center

**Nicole Barrick**  
Board Secretary

**Angela Bowie**  
Lyft  
Board Member

**Phillip Cuffey,**  
1322 Pine Street, LLC  
Board Member

**Kern Haynes, Sr., MBA**  
Health Action  
Board Member

**John Kahler**  
Prospect Productions  
Board Member

**Ronald Nichols**  
Mastery Charter School Pickett  
Board Member

**Veronica Williamson**  
Santander Bank  
Board Member



## Board of Advisors

**W. Cody Anderson**  
Chairman & CEO  
Anderson Consulting Group

**James W. Haile, Jr., C.P.M.**  
JWH & Associates

**Michael Rashid**  
Michael Rashid & Associates

**Ken Weinstein**  
President, Philly Office  
Retail Owner, Trolley Car  
Family of Restaurants

Follow Us!



## Volunteers & Staff

**Skylar Boulton**

**Brittney Brown**

**Alea Bunch**

**Lisa Camps**

**Lillian Carroll**

**Shiffon Carroll**

**Taylor Cobb**

**William Dorsey**

**Robin Gillespie**

**Sherry Hill**

**Angela Jones**

**Shane Nelson**

**Pamela Rich-Wheeler, MBA**

**Abdul-Nasah Soale**

**Akintunde Sogo**

**Anna Smith**

**Debra Tillman-Bruce**

**Erica Tunnell**

**Lillian Warfield**

**Nailah Wheeler**

# HIGHLIGHTS

## 2018-2019

- During Minority Entrepreneurship Development Week, the first week of October , TBC provided a seminar on what investors look for and a pitch your plan segment afterwards at LaSalle University.
- TBC and Eastern Minority Supplier Development Council (EMSDC) also held a certification workshop at Customers Bank Commercial Office. Additionally, during MED Week TBC an EMSDC held a workshop at the Greater Philadelphia Chamber of Commerce regarding Women of Color on Boards. Over 125 people were served.
- November, 2018 TBC educated over 90 youth on starting a business in the public, private and charter schools through workshops and class instruction. TBC also presented at the Tempus Conference for Youth Entrepreneurship at Jefferson Philadelphia University.
- December, 2018 TBC Celebrated the Annual Best Practices in Action and recognized small business members and participants for outstanding management, community impact and youth entrepreneurship achievement.
- January, 2018 and 2019 TBC facilitated speakers for the Northwest.
- Economic Summit Presented by State Representative Isabella Fitzgerald, State Representative , Senator Art Haywood, State Representative Chris Rabb, City Councilwoman Cherelle Parker and Congressman Dwight Evans. Combining both session, over 207 people were served.
- Partnered with Eastern Minority Supplier Development Council in a joint venture for the Innovation Center.
- December, 2019 TBC celebrated their 20 Year Anniversary at the Annual Best Practices in Action where we also recognized small business members and participants for outstanding management, community impact and youth entrepreneurship achievement.



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## TBC DONOR OPPORTUNITIES: Donor 2020 Challenge

### *Sustainer - \$1,000*

*(or \$83.33 per month for 12 months)*

-Donor receives recognition on all printed material

### *Ambassador - \$3,000*

*(or \$250 per month for 12 months)*

-Donor receives recognition on all printed material and free admission to all TBC networking events

### *Hero and Heroine - \$5,000*

*(or \$416.67 per month for 12 months)*

- Donor receives free financial health check up of business and feedback assessment of clients recognition on all printed material and free admission to all TBC networking events

*I am a proud board member of The Business Center. The mission of TBC is to equip adult and youth with the necessary tools to start, sustain and expand their enterprise. This year TBC celebrates 20 years of serving underserved deserving small businesses that wish to have a seat at the economic table. Additionally, it hopes to become sustainable and less reliant on foundations and government for support. With your help that is possible.*

*We're proud of the following annual accomplishments:*

- *Educated over 100 youth on entrepreneurship*
- *Educated over 200 small businesses through workshops, seminars and courses*
- *Received the James Brown Award for Small Business Advocacy from Eastern Minority Supplier Development Council (EMSDC)*

*Please consider becoming a Sustainer, Ambassador or Hero/Heroine. Please visit our website to join our Donor 2020 Challenge. Send your personal financial contribution in full or in 12 monthly installments to The Business Center. This will enable TBC to develop a new source of external funding to support programming and operating expenses.*

*Thank you very much for all that you have done and/or your interest to make The Business Center a success these past few years. We look forward to continuing to build a relationship with you. Call (215) 247-2473 ext. 2 for additional information.*

*Sincerely,*

*Pamela Rich-Wheeler  
Executive Director*

**Please join our Donor 2020 Challenge!**

**Visit our website to contribute: [www.thebizctr.com](http://www.thebizctr.com)**

# OUR SUPPORTERS



- City Councilwoman Cindy Bass
- Congressman Dwight Evans
- State Representative Isabella Fitzgerald
- Councilman At-Large Derek Green
- Senator Art Haywood, 4th District
- State Representative Stephen Kinsey
- City Councilwoman Cherelle Parker
- State Representative Chris Rabb
- Senator Sharif Street
- State Representative Rosita Youngblood



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