



U. S. SMALL BUSINESS ADMINISTRATION

FRESNO DISTRICT OFFICE
801 R Street, Suite 201
FRESNO, CALIFORNIA 93721
559-487-5791 • 559-487-5636 (FAX)

January 21, 2014

Dear Entrepreneur/ Partner:

The Fresno SBA District Office is proud to announce that we are hosting another year of our acclaimed **Emerging Leaders program**, a mini MBA business development initiative formerly called e200. In 2011 SBA, a member of the federal Strong Cities, Strong Communities initiative in Fresno, inaugurated the program in collaboration with several local partners. Since then, 3 classes of the most talented and dedicated business owners in the Valley have graduated from this free program. Their outcomes with respect to growth and job creation have exceeded our expectations. These businesses are now poised and prepared to expand, and are making a tremendous impact as the result of their investment of time in completing Emerging Leaders.

We are currently accepting applications for our 2014 class which will start in mid April and last for seven months. We have included information regarding Emerging Leaders and ask that you consider applying for this training program. In addition, please let your clients, customer and community contacts know that SBA is currently enrolling business owners in our 2014 program which will be offered again for free to the businesses selected to participate.

We need your help in identifying 15 businesses in Fresno that show a high potential for growth, and the dedication to complete the seven months of Emerging Leaders training. This program will provide them with the networks, resources and motivation required to build a sustainable business of size and scale. The program's business model follows a growth-proven curriculum called *StreetWise Steps*[™] which has interactive learning and networking components. The curriculum is owned and taught by Interise, a prominent non-profit out of Boston. Small businesses located within the City of Fresno are especially encouraged to apply.

As a reminder, our eligibility criteria include:

- ✓ In business for at least 3 years
- ✓ Between \$400,000 and \$10 million in annual revenue
- ✓ At least one full time employee besides the owner
- ✓ Interested in growth
- ✓ The business is in good financial shape and does not face tax, legal or other significant challenges

We look forward to identifying another class of high-growth firms that will contribute to this Region's economy. **Deadline for application submission is March 21, 2014.** Should you have any questions please contact Lupe Cota, Emerging Leaders Coordinator or me at (559) 487-5791.

Sincerely,

Carlos G. Mendoza
District Director
Fresno District Office



Q & A

1. **What is Emerging Leaders?** SBA, a federal partner under the Strong Cities, Strong Communities initiative, will offer again its Emerging Leaders Curriculum to 15 small business owners/CEOs in Fresno. The curriculum is based under a copyrighted program called the StreetWise Steps to Small Business Growth™. The curriculum gives small business owners an opportunity to gain knowledge and experience through a combination of 1) academic developed curriculum; 2) practical tips based on “real-life” business experience, and; 3) advice from business leaders that can be readily applied. Interise a prominent non-profit out of Boston owns the program and its instructors will teach the class.
2. **Is Emerging Leaders offered in all SBA district offices?** Emerging Leaders is currently offered in only 27 host cities including Fresno. Fresno is one of two communities in California to offer Emerging Leaders.
3. **What will the StreetWise Steps Curriculum™ cover?** There are five modules that will be covered in class. Module 1: Business and Strategy Assessment. Module 2: Financials. Module 3: Marketing and Sales. Module 4: Resources- People, Accessing Capital and Government Contracting. Module 5: Putting it all together- Strategic Growth Plan Presentations.
4. **Is there a cost?** Program is offered totally free by SBA to the participating small businesses. Please note that the same curriculum is currently being offered to Boston area businesses for several thousand dollars by the same non-profit. Again, there is no cost to take the program in Fresno.
5. **What are a Small Business’ Commitments to Emerging Leaders?** The educational program will begin in mid April 2014 and end in November 2014. Participants will be in class for 40 hours of instruction time, divided over 13 class sessions. Classes are typically held every other week. Participants will also spend at least 12 hours in self-directed CEO mentoring groups. Out-of-class pre-sessions preparation will be at least 40 hours. All instructional approaches-classes, CEO Mentoring Groups and self paced learning are interconnected and of equal importance. In total, each participant can expect to commit approximately 100 hours during the training.
6. **How many classes can entrepreneurs miss and still get a certificate?** To receive a certificate students can miss no more than two classroom sessions. If a participant misses more than two classes, they will be encouraged to continue to attend the classes for learning, but may not receive a certificate for completing Emerging Leaders.
7. **What will the Small Business get out of Emerging Leaders?** There are no guarantees, but the statistics of those businesses completing the curriculum speak for themselves. A survey was conducted of 2008-2010 executives and the following were the results.
 - Respondents grew their revenues by 60%
 - Respondents created 275 net new jobs in 2010 with an average job creation rate of .87 jobs/business.
 - Nearly half of the participants secured federal, state, local and tribal contracts with a cumulative total of \$287 million.
 - Participants accessed over \$7.2 million in new financing.
8. **What are the timeframes?** Applications are due to SBA no later than March 21, 2014. Applications are reviewed for eligibility as they are received. An interview will be scheduled. Finalists will be selected by March 24th. Emerging Leaders classes will begin in mid April. Venue for training is SBA’s district office at 801 R Street, Fresno.
9. **I have additional questions, who shall I contact?** Contact SBA as follows.
 - Lupe Cota at 559/487-5791 ext 2702 lupe.cota@sba.gov
 - Carlos Mendoza at 559/487-5791 ext 2710 carlos.mendoza@sba.gov
 - Dawn Golik at 559/487-5791 ext 2705 dawn.golik@sba.gov



I'm interested in being an Emerging Leaders participant!

Please complete the on-line application at <http://www.interise.org/sbaemergingleaders> (preferred method) or submit a copy of the following application to SBA by March 21, 2014. If submitting a copy directly to SBA please email it to lupe.cota@sba.gov or fax it to 559.487.5636 and request confirmation of receipt of application.

I'm interested in being an Emerging Leaders participant!

Location: *

First Name: *

Last Name: *

Email Address: *

Phone Number (daytime): *

Business website:

Company Name: *

Job Title: *

Race / Ethnicity:

American Indian or Alaska Native

Asian

Black or African American

Hispanic, Latino, or of Spanish origin

Native Hawaiian or Other Pacific Islander

White or Caucasian

Please select all that apply

Business street address: *

City: *

State: *

Zip Code: *

Select the industry that best describes your business: *

Accommodation and Food Services
Agriculture, Forestry, Fishing, and Hunting
Arts, Entertainment, and Recreation
Construction and Extraction
Educational Services
Finance and Insurance
Healthcare and Social Assistance
Information (broadcasting, video, publishing, telecommunications, etc.)
Manufacturing
Professional, Scientific, and Technical Services (design, architectural, engineering, etc.)
Real Estate and Rental/Leasing
Retail Trade
Transportation and Warehousing
Waste Management and Remediation Services
Wholesale Trade
Other

This business began in (year): *

Numbers only please

Number of employees in 2013

Full time: *

Numbers only please

Part time:

Numbers only please

Total Revenue in 2013: * \$

Numbers only please

Please describe your interest in the Emerging Leaders initiative: *

How did you find out about the Emerging Leaders Initiative?:

Completion of this form is an indication of your interest in the Emerging Leaders initiative and does not guarantee that your firm will be an Emerging Leaders participant. Space is limited.

For more information regarding the Emerging Leaders initiative, please go to www.sba.gov/emergingleaders or email emergingleaders@sba.gov. To learn more about the curriculum utilized in the Emerging Leaders initiative, please go to www.interise.org/streetwise_steps.

For Questions please contact SBA at (559) 487-5791 ext 2702 or via EMAIL at lupe.cota@sba.gov