



California Indian Manpower Consortium, Inc.  
**2018 LEADERSHIP TRAINING FOR ENTREPRENEURIAL /  
SMALL BUSINESS / ECONOMIC DEVELOPMENT**



**SESSION IV AGENDA**

APRIL 24-25, 2018: THUNDER VALLEY CASINO RESORT  
UNITED AUBURN INDIAN COMMUNITY OF AUBURN RANCHERIA, LINCOLN, CA

**Day One: Tuesday – April 24, 2017**

- 7:30 a.m. Registration/Continental Breakfast
- 8:00 a.m. Opening Prayer
- 8:15 a.m. Welcome – *Honorable Gene Whitehouse, Tribal Chairman, United Auburn Indian Community of Auburn Rancheria (invited)*
- 8:30 a.m. **Module 26: One-Page Business Plan: What Have We Learned** – *Dr. Peter H. Hackbert, PhD, Professor of Entrepreneurship for the Public Good, Berea College, Berea, Kentucky*
- Review of the One-Page Business Plan Processes: Vision, Mission, Strategy, Objectives and Plans
  - The Market Place, Objectives, Strategies & Plans to Organize Your Business and to Reach Out to Your Customers
  - Interactive Discussion: Are Your Projections Matched with Your Vision – Where Your Business Will Be in Five Years? What is Your Mission Statement?
  - Financing and Operational Challenges to Sustain Your Business
  - Getting Ready to Present Your Business Plan
  - Practicum
- 10:00 a.m. BREAK
- 10:15 a.m. **Module 26 (Continued): One Page Business Plan, Part II** – *Dr. Peter H. Hackbert, PhD*
- Interactive Presentation of the Five Elements of the One Page Business Plan
  - Lessons Learned
- 12:00 Noon LUNCH (on own)

- 1:30 p.m.     **Module 27: Native Artist and Musician** – *Paul Stone, Bear Claw Enterprises, Member – Big Pine Paiute Reservation (Washoe/Paiute) and Brooks D. Ohlson, Director- Regional Center for International Trade; U.S. Presidential Awardee, Los Rios Community College District*
- How I Got Started in My Business – Paul Stone
  - The Importance of Planning and Starting Your Business Carefully and in Compliance with all Government Regulations
  - My Experience with a Physical (Brick and Mortar) Store in Bishop, California
  - Entrepreneurial Instincts that You Should Follow
  - Developing a Website to Increase Exposure & Sales
  - Website Demonstration: Questions & Answer Session
  - Global Business Opportunities – Brooks Ohlson
  - Musical Rendering
- 3:00 p.m.     BREAK
- 3:15 p.m.     **Module 28: Selling Food in Season and from Local Sources** – *Lee Ann Duclou Moore, Owner of Oceanside Jams (Wiyot)*
- My Purpose for Starting this Business
  - Why and How My Products are Absolutely Unique
  - How I Forage and Gather My Product from the Wild in Northwest California
  - How I Set Up My Business Credentials with Appropriate Licensing, et al.
  - My Market Strategy and Niche, using County Fairs, other local venues including Food Competition, local organizations
  - How I Control Production Issues for Seasonal and Unique Products
  - My Mail Order Business
  - Questions and Answers
- 5:00 p.m.     Announcements / Adjournment for Day One

### Day Two: Wednesday – April 25, 2017

- 7:30 a.m.     Continental Breakfast/Networking
- 8:00 a.m.     **Module 29: Human Resource Management for Small Business** – *Dirk Charley, Former Business Owner of an Espresso/Sandwich Store, and until December 2016, Tribal Liaison – Sierra and Sequoia National Forests (Mono)*
- A Human Resource Management Plan for Native Entrepreneurial Enterprises: Recruitment, Interview Requirements, Employee Orientation, Training, Grievance Procedures, ‘Exit Conferences’ and Your Written Personnel Policies & Procedures
  - Be Prepared/Be Careful: Federal And State Labor Laws that Will Apply to Your Business
  - The Role of the Equal Employment Opportunity Act (Title VII, Civil Rights Act) as Administered by Federal EEOC

- The Role of the Tribal Employment Rights Officer/Ordinance (TERO)
- The Importance of In-Service Employee Training
- Additional Advice for Native-Owned Businesses

10:00 a.m. BREAK

10:15 a.m. **Module 30: U.S. Department of the Interior, Bureau of Indian Affairs Assistance to Native Entrepreneurs** – *M. Alsace LaFramboise, U.S. Department of the Interior, Southwest Zone Manager, Office of Indian Energy and Economic Development, Division of Capital Investment*

- An Overview of the Role of the Bureau of Indian Affairs (BIA) in the areas of Economic Development and Entrepreneurship
- The BIA Loan Guarantee Program: The Opportunity and the Requirements
- Go to Your Bank First; BIA Certification of Lender; Pass the Bank's Application Standards and Requirements
- The Role of the Business Plan in the Application Process
- Advice on Getting Approval for Your Loan
- Some Pitfalls to Avoid in the Application Process

12:00 Noon LUNCH (on own)

1:15 p.m. **Module 26 (Continued): Class Business Plan Presentations** – *Dr. Peter H. Hackbert*

- Business Plan Oral Presentations; Rehearsal
- Feedback from Native Entrepreneurs
- Other Tips for the Presentations of Business Plans

2:15 p.m. BREAK

2:30 p.m. **Module 26 (Continued): Business Plan Presentations\*\*\*** – *Dr. Peter H. Hackbert and Native Entrepreneur Class*

*\*\*\* Filming by Daniel Golding – Hokan Media Productions, LLC*

4:30 p.m. Drawing and Announcements

5:00 p.m. Adjournment until Graduation

6:30 p.m. **Graduation Banquet**

*Music Provided by Paul Stone, Paiute and Washoe Artist/Musician*

**Graduation: Presentation of Native Entrepreneurs\*\*\*** – *Benjamin Charley, Jr., CIMC Chairman of the Board; Lorenda T. Sanchez, CIMC Executive Director*

9:30 p.m. Adjournment