



Entrepreneur & Small Busine Education Series

Facilitators:

Week I: The Value of a Business Plan

Dr. Ingrid Martin, California State University, Long Beach – College of Business



Dr. Ingrid Martin is the Director of Graduate Programs and Professor of Marketing teaching undergraduate and MBA courses in IMC and Sustainability. She has led a team of faculty in curriculum renewal of the MBA program at CSULB. Teaching and working with MBA students continues to be the focus of her pedagogical interests. She has also been involved in re-designing the undergraduate Integrated Marketing Communication curriculum to better prepare students for careers in IMC.

She engages in research in risk communication in the context of maladaptive consumption and consumer well-being. Her focus has been on consumer products and natural disasters such as wildfires - very apropos for life in southern California! Her work in risk communication has been heavily cited and has led to work as an expert witness in the area of IMC with dietary supplements, consumer haircare products, banking, and other types of branding communication. She has also done work in the risk communication impacts of listing potentially toxic chemicals under Proposition 65.

Dr. Martin earned her Ph.D. from the University of Southern California with a focus on marketing.



Week 2: Your Marketing Plan

Darilyn O'Brien, California State University, Long Beach – College of Business



A driven and passionate leader with extensive cross-channel experience and proven track record in leveraging data, insights and results to drive marketing strategy. Specializing in strategic, integrated solutions that optimize multi-channel engagement opportunities. A quick learner and problem solver with a get-it-done attitude and a focus on positive leadership.

Ms. O'Brien has B.S. degree from University of Southern California in Real Estate and Finance and Master of Business Administration from Pepperdine University.

Aleks Lason, Chrilleks



Born in the film capital of Poland - Łódź, Aleks and her family immigrated to Canada when she was just five years old. Her ability to speak fluently in Polish and English allowed her to work many media related jobs overseas. She had a successful start in the film industry after graduating from the Media Arts program at Sheridan College Institute of Technology and Advanced Learning. Aleks first started working at Toronto's largest camera rental house, Sim Digital as a Camera Prep Technician, but changed directions within months after being offered a Production Coordinating position in Europe for a feature length documentary directed by Gemini Nominated Director Vladimir Kabelik.

Aleksandra's technical knowledge and production experience has helped her stand out from traditional producers. In 2011 Aleks and her business partner Chris Grubisa began Chrilleks Productions Inc – one of Toronto's very first digital production companies pushing social content. In 2016 Aleks was instrumental in the expansion of Chrilleks to Los Angeles and in September 2017 she launched her personal project Say Hello a podcast dedicated to the women who inspire us. We like to call her a “Mobile Producer” because she’s always on the road coordinating between our teams in both the US and Canada.

Week 3: Accounting & HR Basics

Sabrina Landa, California State University, Long Beach – College of Business



Sabrina Landa is a Lecturer in Accounting with five years of teaching experience covering a broad array of undergraduate and graduate Accounting courses. As an accountant with 15+ years of career experience including controller and chief operations officer roles, Sabrina holds unique insight in strategic decision making, IPO and public financial reporting. She currently owns and operates a small firm providing advisory and accounting services to a range of small to mid-sized clients in Orange County. Sabrina advises the Association of Latino Professionals For America (ALPFA) student organization here at CSULB and is actively engaged in research.

She has earned her BS in Accounting and Finance from Chapman University and her MBA from Brandman University.

Dr. Wade Martin, California State University, Long Beach – Institute for Innovation & Entrepreneurship



Dr. Wade Martin is a Professor of Economics and Director of the Institute for Innovation & Entrepreneurship at California State University, Long Beach. He works primarily in the area of risk analysis related to business development and sustainability for local economic development. He has worked on research and development projects for Downtown Long Beach Alliance, CalRECYLES, the World Bank, U.S. Agency for International Development, the U.S. Bureau of Reclamation, the USDA Forest Service, the US Environmental Protection Agency, the Government of Indonesia and has been a visiting scholar at Harvard Institute for International Development.

Dr. Martin has published in numerous academic journals, edited three books and been a commentator on Market Place on NPR as well as for numerous newspapers. He has served as editor-in-chief of the academic journal Contemporary Economic Policy.

Week 4: Where to Locate Your Business

Austin Metoyer, Economic Development & Policy Manager at Downtown Long Beach Alliance



Austin Metoyer serves as the Economic Development & Policy Manager for the Downtown Long Beach Alliance. In his role, he serves a liaison for Downtown investors, developers, businesses and brokers through the recruitment, retention, planning, and entitlement processes. Before his arrival to the DLBA, Metoyer served under former Los Angeles Mayor Villaraigosa's Office of Economic and Business Policy, as well as the National Foreign Trade Council in Washington D.C.

During his stint in DC, he served as Senior Project Analyst for Brailsford & Dunlavey, a real estate development planning firm. Mr. Metoyer completed his BS in International Business at Long Beach State University and a Masters in Urban Planning from the University of Southern California.

Karie Armstrong, Advisor with Small Business Development Center



Karie has over 20 years' experience helping retailers, service providers, restaurants and entrepreneurs successfully launch and grow their businesses in a wide variety of retail environments and markets. Her extensive background stems from shopping center management, marketing and development, as well as retail operations and manufacturing. Since she began working with the SBDC, she has helped thousands of small businesses.

Her consulting expertise includes the development of overall strategic business and marketing plans, financial and sales projections, as well as site selection, tenant improvement issues and demystifying lease language.

Week 5: Legal Issues & Funding Opportunities

Ashleigh Stone, Esq., Owner & Principal Attorney of Stone Law Firm



Ashleigh Stone, Esq. is the owner and principal attorney at Stone Law Firm. Based in downtown Long Beach, Stone Law & Consulting empowers business owners to implement best business and employment practices to reduce the risk of costly legal problems down the road. After building her legal career as an employment and business litigator, Ashleigh saw first-hand the true cost of poor business practices. Specializing in areas of business and employment law, Ashleigh is passionate about protecting businesses and employers with preventive law through business formation, contract drafting, trademarks, employment advice and counsel, and legal strategy consultations.

Ashleigh focuses on delivery top-quality work with a small firm feel. She remains on-call for her clients to help bridge the legal gap for business who don't yet have their own in-house legal or human resources department. Ashleigh also focuses on protecting business brands and

their intellectual property in an increasingly digital world through trademarks, copyrights, and other legal tools.

As a proud member of the downtown Long Beach community, she's particularly focused on working with local entrepreneurs to launch and grow their businesses.

Dr. Kerri Cissna, California State University, Long Beach – College of Business



Dr. Kerri Cissna is currently a Teacher-Scholar Postdoctoral Fellow at Wake Forest University in the Program for Leadership and Character and the Center for Entrepreneurship. Dr. Cissna also teaches Introduction to Human Resource Management at California State Long Beach's MBA Program and Leading the Philanthropic Enterprise at Pepperdine University's Master in Social Entrepreneurship and Change.

Dr. Cissna is focused on empowering the next generation to maximize human potential and create innovative solutions for change through entrepreneurship and philanthropy. As an entrepreneur, she is founder of Inspired Life Coaching/Consulting and producer at Inspired Life Film Productions. As an intra-preneur, she founded Project LEAD, the student affairs assistantship program, several endowed scholarships, and a Lifelong Learning Lecture Series at Pepperdine University.

Dr. Cissna has a PhD in Global Leadership and Change, and her research focus is entrepreneurship, philanthropy, leadership & character, and the intersection of inclusive leadership and workplace spirituality.



The **Entrepreneurs & Small Business Education Series** is a partnership between the Downtown Long Beach Alliance, the Institute for Innovation & Entrepreneurship, and Farmers & Merchants Bank

About Downtown Long Beach Alliance:

Downtown Long Beach Alliance (DLBA) is a 501(c)6 non-profit organization that operates on behalf of tenants and commercial and residential property owners in Long Beach's Downtown and surrounding areas. It is dedicated to the management, marketing, security, maintenance, advocacy, economic and community development of its two assessment districts in cooperation with the City of Long Beach and the private sector. The Downtown Parking Improvement Area (DPIA) stretches from the waterfront north to 10th Street, and from Golden Avenue east to Alamitos Avenue and is assessed on business owners. The Property Based Improvement District (PBID) is assessed on property owners and incorporates areas surrounding the Downtown core. DLBA is governed by its bylaws and the PBID Management Plan, which was developed in 2012 as part of DLBA's renewal with the City of Long Beach

About the Institute for Innovation & Entrepreneurship at California State University, Long Beach:

The Institute for Innovation & Entrepreneurship at CSULB provides programming and mentoring designed to unlock the creative energy of students, faculty, staff, and the community that engages stakeholders across campus and in the community focused on the common goal of innovation and entrepreneurship. The primary objective of the Institute is to leverage all this energy and entrepreneurial capital into a driving force for economic development for the greater Long Beach community. Creating economic opportunities will support long-term economic growth that is sustainable and improves the lives of all members of our community, the economy and the greater environment where we live.

Establishing the Institute brings the structure necessary to create something that transcends the positive outcomes of individual actions. Providing leadership to generate new programming and support existing programs that have organically evolved on campus and in the community will result in an exciting and dynamic culture of innovation and entrepreneurship for all of Long Beach!

About Farmers & Merchants Bank:

C.J. Walker founded Farmers & Merchants Bank (F&M) more than 100 years ago based on the principles of honesty, integrity, the home, the church, and service above self. Today, fourth generation President W. Henry Walker, along with his brother Daniel, Chairman of the Board and CEO, and father Kenneth, President of the main branch, manage the bank through the lens of their founding father.

Following the Walker tradition of giving back to the community, the Bank continues to donate over \$1 million each year to charities, non-profit organizations, and religious entities despite the state of the current economy. F&M is also committed to implementing green initiatives and most recently developed a new customer care center in Seal Beach as a sustainable infrastructure that is both environmentally responsible and resource-efficient