



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

CSULB  
for **INSTITUTE**  
Innovation  
& Entrepreneurship

**STONE LAW  
& CONSULTING**  
SMALL BUSINESS LAW

**LEE &  
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## Entrepreneurship Education Series

### Facilitators:

#### Week 1: The Value of a Business Plan

#### **Bruce Sparks, California State University, Long Beach – College of Business**



Bruce Sparks is an expert in entrepreneurship and business management. His background includes:

- Over 30 years of private sector managerial experience.
- Founded multiple successful businesses.
- Over 25 years as Founder/CEO of companies he founded.
- 6 years of experience in advising small businesses and startups Assisted in the launch of over 100 businesses.

Twice nominated as “National Advisor of the Year” for SBDC (a federal program under the SBA) Over six years teaching at the University level. Currently teaching business management, business strategy, entrepreneurship, corporate financing and accounting at the undergraduate and graduate levels. Recipient of Closing the Loop award for work in developing innovative teaching materials and methods

#### Week 2: Your Marketing Plan

#### **Dr. Hieu Nguyen, California State University, Long Beach – College of Business**



Dr. Hieu Nguyen is a tenured associate professor of marketing at California State University Long Beach where he has been since August 2007 after completing his Doctorate in marketing at University of Texas at Arlington. At CSULB he teaches marketing principles and marketing management at both undergraduate and graduate levels.

His research focuses on emotional attachment to brands, consumer transformation, anti-consumption and has been published in academic journals as well as the popular press. He’s a contributor to WalletHub, a personal financial advisory helping consumers achieve financial fitness, by offering his thoughts on the credit card industry and how consumers can benefit from it.



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## **Dr. Scott Flexo, California State University, Long Beach – College of Business**



Dr. Flexo teaches digital media and marketing, marketing research, consumer behavior and marketing concepts at the undergraduate and graduate levels at CSULB. In other roles at CSULB, Dr. Flexo is the Director of the Long Beach Small Business Monitor, a set of surveys that reports on the attitudes and opinions of the small business community in Long Beach.

He is also Managing Director of the CBA Marketing Business Center, a campus center connecting CSULB business students with Long Beach small businesses to serve the market planning, research and digital marketing needs of local business. Dr. Flexo has over 20 years of practical experience as an entrepreneur and owner of a marketing company where he has consulted for large and medium sized business in the US and abroad in market strategy, planning and research. He earned his Ph.D. from the University of California, Irvine.

## **Week 3: Accounting & HR Basics**

## **Frank McNulty, California State University, Long Beach – College of Business**



Frank McNulty is an experienced financial executive with an extensive background in new business start-up, finance and accounting, multiple location management, real estate development, financial analysis, workout and mediation, presentations and public speaking, cash management, property management, development and operations.

Mr. McNulty is currently involved with two separate, start-up entities. First, as President of Cell MedX Corp a publicly traded, start-up company involved in researching a new path to diabetic pain management – [www.cellmedx.com](http://www.cellmedx.com). Second, as management consultant for a new, publicly traded start-up called Lifestyle Delivery Systems – [www.lifestyledeliverysystems.com](http://www.lifestyledeliverysystems.com)

Mr. McNulty serves on the Board of Directors for Ojai Oil Company, Oxnard, CA and also teaches Finance and Management classes at CSULB.

Mr. McNulty has B.S. degrees from CSU Long Beach in Accounting and Finance and an MBA from the University of Southern California.



## Week 4: Where to Locate Your Business

### **Sean Lieppman, Senior Associate at Lee & Associates**



Sean Lieppman, CCIM is a Senior Associate at Lee & Associates Commercial Real Estate Services. He specializes in the sale and leasing of retail, office, and investment properties with a focus on the Greater Long Beach market. Sean provides his clients with advisory services such as tenant/landlord representation, acquisition, disposition, and reposition of underperforming & underutilized assets.

As a Certified Commercial Investment Member (CCIM), Sean is a recognized expert in the disciplines of commercial and investment real estate. Prior to joining Lee & Associates - Long Beach as an Associate in 2012, he gained substantial experience working in both the Lee Santa Barbara and Long Beach offices while completing his undergraduate education at University of California, Santa Barbara.

Sean is an active broker in Downtown Long Beach, facilitating over 40 lease and sale transactions in DTLB specifically and assisting in the redevelopment of multiple historic buildings.

### **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 & Dunalvey.

Austin is active within the Long Beach community and serves as Treasurer for Cal State Long Beach Alumni Association and Chairman of the Board of Governors for his fraternity Phi Kappa Tau, Inc. Moreover, he is thought leader within the urban place management professional serving a member of the Research Committee for International Downtown Association and a Board member of the California Downtown Association. Mr. Metoyer completed his BS in International Business at Long Beach State University.

## Week 5: Legal Issues & Funding Opportunities

### **Ashleigh Stone, Esq., Owner & Principal Attorney of Stone Law & Consulting**



Ashleigh Stone, Esq. is the owner and principal attorney at Stone Law & Consulting. 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.

### **MaryEllen, California State University, Long Beach – College of Business**



MaryEllen is an experienced Human Resources practitioner turned college instructor. She has led the Human Resources function in a variety of companies, industries, and locations around the country. Most notably, she has worked for Kimberly-Clark Corporation (consumer products manufacturing and marketing), Marshall Field's (retail), and Orange County Head Start, Inc. (private not-for-profit). Interspersed with her corporate career, MaryEllen has provided HR consultation to such companies as General Electric, Baxter Healthcare, and Circor Aerospace, in addition to numerous small to medium-size companies in Southern California.

MaryEllen teaches a variety of Human Resource Management courses at California State University, Long Beach and California State University, Los Angeles. Her MBA is from the University of Wisconsin-Whitewater. After living in seven states throughout her life, MaryEllen is happy to make Southern California home, where she lives with her son, daughter, and very old dog.



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The **Entrepreneurship Education Series** is a partnership between the Downtown Long Beach Alliance, the Institute for Innovation & Entrepreneurship, and Stone Law & Consulting.

**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 Stone Law & Consulting:**

Based in Downtown Long Beach, Stone Law & Consulting empowers small business owners to implement best business and employment practices in order to reduce the risk of costly legal problems down the road. Specializing in areas of business and employment law, Ashleigh Stone is passionate about protecting small businesses and employers through preventive law. Whether starting or growing a business, Stone Law & Consulting can help protect your investment and give you the peace of mind that your business is properly formed, built on well-drafted contracts, operating with an up-to-date employee handbook, and legally compliant.

**About Lee & Associates:**

In 1979, Bill Lee's vision became reality when he opened the first office of Lee & Associates in Orange County, California. Every Lee office is owned and operated by the real estate professionals, all of whom benefit from the sharing of real-time market intelligence that is vital to the delivery of superior commercial real estate services. The unique service platform has attracted some of the most experienced and talented real estate professionals in the industry, all of whom share Bill's original vision of superior service through teamwork. Lee & Associates offices offer a broad array of real estate services tailored to meet the needs of the company's clients in each of the markets it serves. They include commercial real estate brokerage, property management, valuation, asset management and finance. Now, the largest firm of its kind in North America. The company's reach extends across the US, British Columbia and, most recently, to Europe through a strategic alliance with Gerald Eve.