



**DOWNTOWN
LONG BEACH
ALLIANCE**



PLANNING
ACTION
COACHING
ENTREPRENEURSHIP

DLBA's 2020 Winter Small Business Workshop Series

Facilitators:

Kena Fuller, Executive Director of Fuller Management Corporation



With a passion for business development, Kena Fuller set out to build a consulting firm revered for its hands-on expertise, expansive knowledge, and award-winning services. Aligned with her education in Global Business Management, Marketing, and Small Business Enterprise, it is her 20 years of experience in business development, management, sales and marketing that provides each client with a level of professional prowess that is unsurpassed. As Executive Director of Fuller Management, Kena is adamant about client engagement and overall customer satisfaction. Focusing in the areas of strategic planning and implementation, Kena's clients consistently yield a sustained increase in overall revenue production, customer conversion and retention, ensuring successful business growth.

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



Ashleigh Stone, Esq. is the founder of Stone Law Firm, PC. which is based in downtown Long Beach and 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. Stone Law Firm's legal products focus on business formation, contracts, trademarks and HR advice and counsel. Ashleigh is also a passionate supporter of local entrepreneurs as an organizer of 1 Million Cups Long Beach, committee member of the Downtown Long Beach Alliance, and speaker at various LBSU Institute of Innovation events.



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Omar Herra, Business Development Executive Manager at TAXCO.



With senior management and business development experience reflecting multiple capabilities, Omar Herrera has been able to provide his expertise, experience, and sustainable knowledge to multiple small-business owners over the course of 12 years. Having a criminal defense background, Omar is well aware of all up-to-date laws and regulations needed to be in compliance for all business purposes. He aims to provide small businesses with the proper accounting guidance, tax preparation, and payroll services that help enhance small businesses year round. The foundation of his career as the Business Development Executive at TAXCO is centered on relationship building and customer satisfaction. Omar's primary goal is to get business owners' the most out of their business.

Jamaica Aali. Brand Strategist.



Jamaica Aali is a brand strategist with a decade of experience helping companies and individuals maximize their visibility. A UC Berkeley graduate, she began her career working in public relations in the non-profit sector. Jamaica has since lead the Southern California region of the largest certifying agency for women owned businesses (WBEC-West), supporting the endeavors of hundreds of CEOs seeking to gain exposure with such companies as Toyota, Disney and Facebook. An avid contributor to social justice causes, Jamaica founded and manages the 5,000+ member Black Everywhere Collective—helping to connect African Americans with positive social outlets. She believes in giving for the sake of giving... but don't bother for asking for any of her Ben & Jerry's peach cobbler ice cream.



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The **DLBA Winter Small Business Workshop Series** is a partnership between the Downtown Long Beach Alliance, Fuller Management Corporation 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 Kena Fuller and Fuller Management Corporation:

Founded by Kena Fuller, established 2010, Fuller Management Corporation is a boutique business consulting firm based in Long Beach, California. Specializing in targeted niche markets, FMC provides customized business development services designed to support client growth and sustainability in an array of professional industries. Our Mission is to provide outstanding consultative service by assisting our clients with exceptional guidance in all areas of performance, exercising viability and responsible growth.

About Ashleigh Stone and 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.