



**DOWNTOWN
LONG BEACH
ALLIANCE**



DLBA 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. Personally, managing every client account, it is her careful attention to detail and integrated strategy that has helped grow client revenue by more than \$1.95 Million dollars each year. With a consistent focus on expanding margins, clients see consistent growth and stabilized progress, aiding in a healthy business and happy clients!

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



Ashleigh Stone, Esq. is the owner and principal attorney at Stone Law & Consulting. Specializing in areas of business and employment law, Ashleigh Stone is passionate about working with small businesses to build a strong legal foundation through proper business formation, well-drafted contracts, intellectual property protection and advice and counsel on employment matters.



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Workshop 1: Saturday, January 26 9:00AM – 11:00AM

**Strategic Planning
Q1-Q4
Market Analysis and Reverse Engineering the Calendar Year**

For many entrepreneurs “The Business Plan” is step one toward launching a big idea. Though common and standard practice, most have a hard time figuring out what to do with the plan and how to move it forward - This is where strategic planning comes into play. By mapping out the entire year, business owners will create greater opportunity for success by ensuring they are ahead of planning; are staying ahead of schedule, and work to implement and maintain a 90-day planning cycle.

Business Legal Structures

Choosing the correct legal structure for a business is a critical first step in launching a business. The legal structure chosen will determine how the business is owned, managed, taxed, and to what degree owners are exposed to personal liability. We will review core California legal structures and initial steps in formation.

Workshop 2: Saturday, February 23 9:00AM – 11:00AM

**Inventory
Enhancing Customer Experience and Average Ticket, Understanding Margins**

Whether product or service based, customer experience is paramount to the longevity of any small business. Understanding top inventory and average sales aids in the added knowledge of customer wants and desires of the business. Often as simple as placement and market presentation, during this workshop we will dive into the importance of prescriptive advisement and overall customer experience.

California Independent Contractor Law

Paying workers as independent contractors can be a tempting financial choice for business owners, but misclassification of an employee can have wide-ranging and expensive legal consequences. In 2018, the California Supreme Court made substantial changes to the independent contractor classification test. We will review the current independent contractor classification test and its implications.



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Workshop 3: Saturday, March 23 9:00AM – 11:00AM

Marketability

Brand Presence: E-Commerce and Brick and Mortar

As a small business owner it is important to have a clear and concise understanding of the overall message of the business and business brand. While profit and sales are as important as marketing, understanding the brand collectively will help ensure the customer understands what the business is and does – its value to the customer and why they should shop with you or shop small. During this workshop we will discuss brand presence, clear market messaging, business persona and of how to align business goals with strategic implementations.

Intellectual Property & Brand Protection

Protecting the intellectual property of a business including its brand has become increasingly important in the era of social media. Early legal strategy ensures a business can obtain necessary trademarks and helps to avoid infringing on the rights of others. We will review the copyright and trademark process and discuss common mistakes to avoid in protecting your brand.

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 Fuller Management Corporation:

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 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.