



DLBA Winter Small Business Workshop Series

Instructors:

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.



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.



DOWNTOWN LONG BEACH ALLIANCE

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

Marketability

Brand Presence: E-Commerce and Brick and Mortar

As a small business owner is it 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.