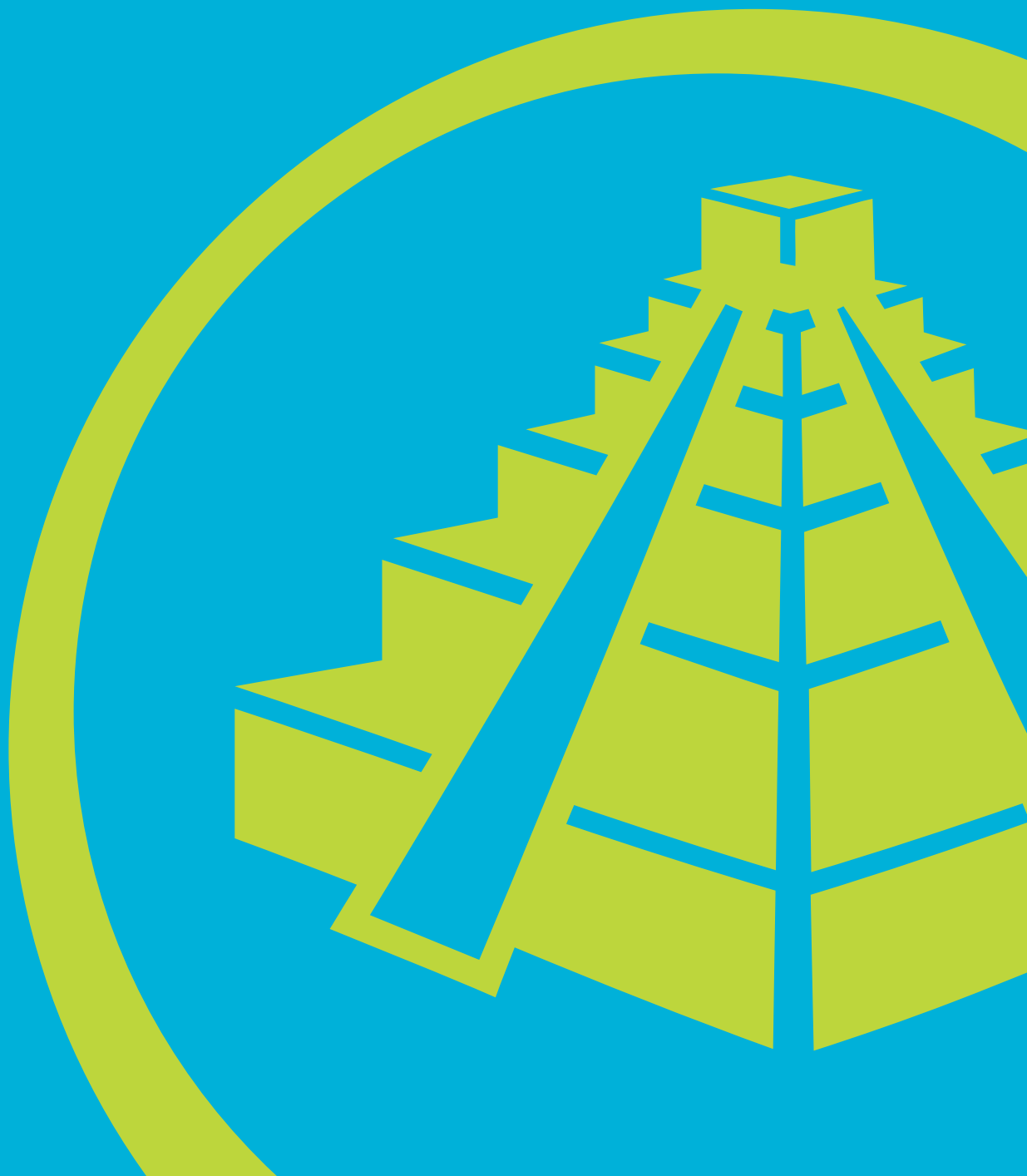


A Resource Guide to Latino Entrepreneurship Training Materials



United States
Department of
Agriculture

National Institute
of Food and
Agriculture



A Resource Guide to Latino Entrepreneurship Training Materials

Entrepreneurial Development Targeting Rural Hispanic Immigrants: A Collaborative Research and Extension Effort

National Institute of Food and Agriculture
National Research Institute
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University of Arkansas Research Team

Dr. Frank Farmer
Dr. Zola K. Moon

University of Arkansas Cooperative Extension Service

Dr. Christina Abreo
Dr. Wayne P. Miller
Stacey McCullough

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Introduction

In 2008 the University of Arkansas was awarded a three-year rural development grant from the United States National Research Initiative Competitive Grants Program to identify the barriers to entrepreneurship among Latin American immigrant entrepreneurs in rural areas of Arkansas. The project is titled **Entrepreneurial Development Targeting Rural Hispanic Immigrants: A Collaborative Research and Extension Effort**. The dual purposes of the project are:

- To examine the entrepreneurial readiness and constraints among Latino migrants in rural and urban areas.
- To develop educational outreach materials and programs to facilitate and support entrepreneurial activity among targeted rural Latino populations.

This guide presents resources on entrepreneurship information, advice and training from various United States for-profit and non-profit associations. The resources include activities, worksheets, videos, workshops, self-assessments, web sites, glossaries and checklists.

The guide focuses on materials in Spanish that have broad relevance and applicability and are available for public use. The selected references do not form an exhaustive list of all available literature but rather a representative sample of print and Internet resources available to Latino immigrant entrepreneurs. The selection also focuses on those resources that could be easily adapted for classroom and/or workshop use. The documents selected are available from suppliers at little or no cost.

Organization of the Guide

This guide includes a description of the resource as well as contact information, telephone numbers and Internet addresses, where available. It is divided into two major subject areas and includes two appendices.

The two major subject areas are:

- **Organizational Resources:** This section lists for-profit and non-profit organizations that provide entrepreneurship information, advice and training at little or no cost. These organizations provide materials such as resource guides, training modules, brochures, workshops, worksheets, advice articles, news updates and contact information for government agencies.
- **Resources by Topic:** This section presents resources related to *barriers* and *service needs* that Latino immigrant entrepreneurs encounter when establishing a business in rural Arkansas. The barriers and needs topics include information in five business activity subject areas:
 - a. Obtaining start-up capital
 - b. Finding a location
 - c. Understanding regulations and taxes
 - d. Getting a business license
 - e. Advertising

Information on business readiness, financial literacy and marketing are also included.

The two appendices are:

- **Sample Contact Information List:** Appendix A provides a listing of federal, state and local government and business development organizations that provide information about the regulatory process.
- **Additional Resource Information:** Appendix B contains additional information about some of the resources detailed in this guide including information about resource subtopics.

Organizational Resources

Arkansas Small Business and Technology Development Center (ASBTDC)

University of Arkansas at Little Rock

College of Business

Donald W. Reynolds Center for Business and Economic Development

2801 South University

Little Rock, Arkansas 72204

Tel: 501.683.7700

Fax: 501.683.7720

Toll free: 800.862.2040 Outside Pulaski County (Arkansas only)

Web site: asbtdc.ualr.edu

Spanish: asbtdc.ualr.edu/espanol

The Arkansas Small Business and Technology Development Center (ASBTDC) is a University-based economic development program which provides assistance to entrepreneurs and small businesses throughout Arkansas via a statewide network of seven offices. As the state's premier business assistance program, the ASBTDC is dedicated to helping small businesses achieve success and to promoting economic development throughout the state.

Resources

New Business Guide in Spanish

- asbtdc.ualr.edu/espanol/herramientas/guia_para_nuevas_empresas.pdf
- This 40-page guide provides step-by-step information to assist potential entrepreneurs in the following areas – planning a business, developing a business plan, conducting market research, finding a location, obtaining financing and understanding license, permit and tax requirements. It is available in English and Spanish in PDF on the ASBTDC web site. The guide includes contact information for federal, state and local (Little Rock) government and regulatory agencies and provides definitions of business types. There are several worksheets to assist in the business planning process.
- This is a very good resource for general information or for an overview of the business start-up process. This document also serves as a handy guide to understanding business practices and accessing resources **in Arkansas**.

ASBTDC Web Site in Spanish

- asbtdc.ualr.edu/espanol/
- The web site provides general information in the following subject areas: starting a business, ASBTDC workshop calendar (in English), getting a loan, license requirements, personal financing, writing a business plan and frequently asked questions.
- The ASBTDC web site in Spanish is not as easy to use or as thorough as the **New Business Guide**. Essentially, all of the information that is provided in the guide is available on the web site but in a less manageable format. Additionally, the web pages are not printer-friendly.

Consumer Action /MoneyWi\$e

221 Main Street, Suite 480

San Francisco, California 94105

Tel: 415.777.9635

Web site: www.consumer-action.org

Web site: www.money-wise.org/

Consumer Action, founded in 1971, is a national non-profit education and advocacy organization committed to financial literacy and consumer protection.

– www.consumer-action.org

MoneyWi\$e, a national financial literacy partnership of Consumer Action and Capital One, is the first program of its kind to combine free, multilingual financial education materials, curricula and teaching aids with regional meetings and roundtables to train community-based organization staff so that consumers at all income levels and walks of life can be reached.

– www.money-wise.org

Resources

Financial Literacy Training Modules¹

- www.money-wise.org/modules
- Consumer Action/MoneyWi\$e offers several training modules in financial literacy in Spanish and English on the web site(s). The training modules are free and available in PDF. The modules include four documents for each training series: a short informational brochure, a PowerPoint presentation, an exercise booklet and a trainer's manual. The trainings are not self-explanatory and are meant to be used in a MoneyWi\$e workshop. Additionally, the modules address issues of general financial literacy; only one series focuses specifically on entrepreneurship. Training modules are available in the following subject areas: banking basics, good credit, micro business, money management and rebuilding good credit.
- The Consumer Action/MoneyWi\$e training modules provide a variety of resources for a classroom setting. All of the materials are easy to read and understand; the PowerPoint presentations are particularly appealing, as they provide great detail regarding the scope and purpose of each workshop. The disadvantage of this resource is that it is not self-explanatory.

¹See Appendix B for more information about these training modules.

Cooperative Extension Service Extensión en Español

Web site: extensionenespanol.net/index.cfm

A national clearinghouse for Spanish-language educational resources operated by and for Extension professionals.

Resources

Iowa State University

- Iowa State University has several PDF publications about general financial management and business start-up.

University of Florida

- University of Florida has several PDF publications about general personal finance, establishing credit and marketing.

Additional Resources

- The Cooperative Extension Service in Spanish web site has a variety of publications including brochures, flyers and workbooks about personal finance and budgeting that could be used to teach transferable financial skills to potential entrepreneurs.

My Own Business, Inc. (MOBI)

13181 Crossroads Parkway North, Suite 190

City of Industry, California 91746

Tel: 562.463.1800 (English and Spanish)

Fax: 562.463.1802

Web site: www.myownbusiness.org

Spanish: www.myownbusiness.org/espanol/index.html

E-mail: support@myownbusiness.org

E-mail: espanol@myownbusiness.org

The Mission of My Own Business, Inc., as a permanent public 501(c)(3) not for profit organization is to educate entrepreneurs by providing free comprehensive course work to foster success and prevent and mitigate human suffering and economic losses arising from preventable mistakes.

Resources

My Own Business, Inc. Training Course²

- www.myownbusiness.org/course.html
- The 16-session course is designed to help individuals who want to start a new business or improve and expand their current small business. Each session provides step-by-step information to assist entrepreneurs in planning a business, developing a business plan, conducting market research, finding a location, obtaining financing and understanding license, permit and tax requirements. At the conclusion of each session, the participant is prompted to complete a section of the business plan that corresponds to information covered in that session. A sample business plan and business plan template are included. The course is available online free of charge in English and Spanish.³
- The MOBI training course is easy to read, use and understand. Each session covers a specific subject area and includes printable (PDF) worksheets and activities.
- The online course is not printer-friendly (with the exception of the PDF worksheets); a textbook is available for purchase (\$40) on the web site.

²See Appendix B for more information about each session.

³Also in Arabic, French, Hindi, Indonesian and Mongolian.

Service Corps of Retired Executives (SCORE)

SCORE – Little Rock Office

2120 Riverfront Drive, Suite 250

Little Rock, Arkansas 72202-1796

Tel: 501.324.7379, Ext. 304

Fax: 501.324.7395

Web site: www.littlerock.scorechapter.org

E-mail: littlerockscore@sbcglobal.net

Mission: *SCORE grows successful small businesses across America, one business at a time.*

Vision: *Strengthen small businesses, local communities and America by supporting our nation's proud heritage of entrepreneurs seeking opportunities and building success.*

Resources

Workshops in Spanish⁴

- www.score.org
- SCORE offers 22 workshops in Spanish on its web site. The workshops are free but do entail a one-time registration (also free) that requires an e-mail address for log-in purposes. The workshops are short, narrated PowerPoint presentations that can be stopped and started as the viewers require. Workshops are available in the following subject areas: starting your business, growing your business, marketing and managing your finances.
- The SCORE workshop series is very easy to use and understand. The presentations are clear and concise. The workshops are formatted so users can move ahead, go back or stop at their convenience.

60 Second Guides⁵

- www.score.org/guides.html#TOP
- The **60 Second Guides** are pages on the SCORE web site that give short, succinct details on how to accomplish a certain business-related task. The 25 guides are formatted in an easy-to-follow, step-by-step process that breaks down a task/topic in 10-second increments. **60 Second Guides** are available in the following subject areas: business planning, business management, finance, human resources, marketing and public relations, sales and customer service.
- The **60 Second Guides** are web pages. They are **not** available in PDF and, therefore, are not easily printed (or distributed).

⁴See Appendix B for more information about these workshops.

⁵See Appendix B for more information about these guides.

U.S. Small Business Administration (SBA)

Arkansas District Office

2120 Riverfront Drive, Suite 250

Little Rock, Arkansas 72202-1796

Tel: 501.324.7379

Fax: 501.324.7394

Web site: www.sba.gov/espanol/Primeros_Pasos

The U.S. Small Business Administration (SBA)...is an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation.

Resources

U.S. SBA Web Site in Spanish

- Almost all of the information that is available on the English version of the SBA web site is also presented in Spanish. In addition to general business advice, the web site also provides contact information and links to outside resources, including regulatory agencies. The web site provides general information in the following subject areas: business readiness, planning/starting a business, writing a business plan, financial planning, getting a loan and market analysis.
- None of the materials provided by the SBA on their web site are available in PDF; they are **not** easily printed (or distributed). The SBA web site does provide extensive links to other organizations that offer limited PDF files, including worksheets and brochures.

Resources by Topic

Start-Up Capital

The resources in this category include information in the following areas:

- How to establish credit
- How to get a business loan
- How to write a business plan
- How to open a business checking account
- Budget development
- Money management
- Business license, permit and tax requirements

ASBTDC New Business Guide in Spanish

- asbtdc.ualr.edu/espanol/herramientas/guia_para_nuevas_empresas.pdf
- This 40-page guide provides step-by-step information to assist potential entrepreneurs in the following areas: planning a business, developing a business plan, conducting market research, finding a location, obtaining financing and understanding license, permit and tax requirements. It is available in English and Spanish in PDF on the ASBTDC web site. The guide includes contact information for federal, state and local (Little Rock) government and regulatory agencies and provides definitions of business types. There are several worksheets to assist in the business planning process.
- This is a very good resource for general information or for an overview of the business start-up process. This document also serves as a handy guide to understanding business practices and accessing resources **in Arkansas**.

ASBTDC Web Site in Spanish

- asbtdc.ualr.edu/espanol
- The web site provides general information in the following subject areas: getting a loan, personal financing and writing a business plan.
- The ASBTDC web site in Spanish is not as easy to use or as thorough as the **New Business Guide**. Essentially, all of the information that is provided in the guide is available on the web site but in a less manageable format. Additionally, the web pages are not printer-friendly.

Consumer Action/MoneyWi\$e Financial Literacy Training Modules⁶

- www.money-wise.org/modules
- Consumer Action/MoneyWi\$e offers several training modules in financial literacy in Spanish and English on the web site(s). The training modules are free and available in PDF. The modules include four documents for each training series: a short informational brochure, a PowerPoint presentation, an exercise booklet and a trainer's manual. The trainings are not self-explanatory and are meant to be used in a MoneyWi\$e workshop. Additionally, the modules address issues of general financial literacy; only one series focuses specifically on entrepreneurship. Training modules are available in the following subject areas: banking basics, good credit, micro business, money management and rebuilding good credit.
- The Consumer Action/MoneyWi\$e training modules provide a variety of resources for a classroom setting. All of the materials are easy to read and understand; the PowerPoint presentations are particularly appealing as they provide great detail regarding the scope and purpose of each workshop. The disadvantage of this resource is that it is not self-explanatory.

My Own Business, Inc. Training Course⁷

- www.myownbusiness.org/course.html
- The 16-session course is designed to help individuals who want to start a new business or improve and expand their current small business. Each session provides step-by-step information to assist entrepreneurs in planning a business, developing a business plan, conducting market research, finding a location, obtaining financing and understanding license, permit and tax requirements. At the conclusion of each session, the participant is prompted to complete a section of the business plan that corresponds to information covered in that session. A sample business plan and business plan template are included. The course is available online free of charge in English and Spanish.⁸
 - Session 8 – Accounting and Cash Flow
 - Session 9 – How to Finance Your Business
- The MOBI training course is easy to read, use and understand. Each session covers a specific subject area and includes printable (PDF) worksheets and activities.
- The online course is not printer-friendly (with the exception of the PDF worksheets); a textbook is available for purchase (\$40) on the web site.

⁶See Appendix B for more information about these training modules.

⁷See Appendix B for more information about each session.

⁸Also in Arabic, French, Hindi, Indonesian and Mongolian.

SCORE: Workshops in Spanish⁹

- www.score.org/Workshops_in_Spanish.html
- SCORE offers 22 workshops in Spanish on its web site. The workshops are free but do entail a one-time registration (also free) that requires an e-mail address for log-in purposes. The workshops are short, narrated PowerPoint presentations that can be stopped and started as the viewers require. Workshops are available in the following subject areas: starting your business and managing your finances.
- The SCORE workshop series is very easy to use and understand. The presentations are clear and concise. The workshops are formatted so users can move ahead, go back or stop at their convenience.

SCORE: 60 Second Guides¹⁰

- www.score.org/guides.html#TOP
- The **60 Second Guides** are pages on the SCORE web site that give short, succinct details on how to accomplish a certain business-related task. The 25 guides are formatted in an easy-to-follow, step-by-step process that breaks down a task/topic in 10-second increments. **60 Second Guides** are available in the following subject areas: business planning and finance.
- The **60 Second Guides** are web pages; they are **not** available in PDF and, therefore, are not easily printed (or distributed).

U.S. SBA Web Site in Spanish

- Almost all of the information available on the English version of the SBA web site is also presented in Spanish. In addition to general business advice, the web site also provides contact information and links to outside resources including regulatory agencies. The web site provides general information in the following subject areas: business readiness, planning/starting a business, writing a business plan, financial planning and getting a loan.
- None of the materials provided by the SBA on their web site are available in PDF; they are **not** easily printed (or distributed). The SBA web site does provide extensive links to other organizations that offer limited PDF files including worksheets and brochures.

⁹ See Appendix B for more information about these workshops.

¹⁰ See Appendix B for more information about these guides.

Understanding Regulations and Taxes and Getting a License

The resources in this category include information in the following areas:

- License or business regulations
- How to get business licenses / permits
- Labor law regulations
- Tax information

ASBTDC New Business Guide in Spanish

- asbtdc.ualr.edu/espanol/herramientas/guia_para_nuevas_empresas.pdf
- This 40-page guide provides step-by-step information to assist potential entrepreneurs in the following areas: planning a business, developing a business plan, conducting market research, finding a location, obtaining financing and understanding license, permit and tax requirements. It is available in English and Spanish in PDF on the ASBTDC web site. The guide includes contact information for federal, state and local (Little Rock) government and regulatory agencies and provides definitions of business types. There are several worksheets to assist in the business planning process.
- This is a very good resource for general information or for an overview of the business start-up process. This document also serves as a handy guide to understanding business practices and accessing resources **in Arkansas**.

ASBTDC Web Site in Spanish

- asbtdc.ualr.edu/espanol
- The web site provides general information in the following subject areas: starting a business, license requirements and tax information.
- The ASBTDC web site in Spanish is not as easy to use or as thorough as the **New Business Guide**. Essentially, all of the information that is provided in the guide is available on the web site but in a less manageable format. Additionally, the web pages are not printer-friendly.

My Own Business, Inc. Training Course¹¹

- www.myownbusiness.org/course.html
- The 16-session course is designed to help individuals who want to start a new business or improve and expand their current small business. Each session provides step-by-step information to assist entrepreneurs in planning a business, developing a business plan, conducting market research, finding a location, obtaining financing and understanding license, permit and tax requirements. At the conclusion of each session, the participant is prompted to complete a section of the business plan that corresponds to information covered in that session. A sample business plan and business plan template are included. The course is available online free of charge in English and Spanish.¹²
 - Session 4 – Business Organization
 - Session 5 – Licenses, Permits, Names
 - Session 6 – Business Insurance
- The MOBI training course is easy to read, use and understand. Each session covers a specific subject area and includes printable (PDF) worksheets and activities.

¹¹See Appendix B for more information about each session.

¹²Also in Arabic, French, Hindi, Indonesian and Mongolian.

Advertising/Marketing

ASBTDC New Business Guide in Spanish

- asbtdc.ualr.edu/espanol/herramientas/guia_para_nuevas_empresas.pdf
- This 40-page guide provides step-by-step information to assist potential entrepreneurs in the following areas: planning a business, developing a business plan, conducting market research, finding a location, obtaining financing and understanding license, permit and tax requirements. It is available in English and Spanish in PDF on the ASBTDC web site. The guide includes contact information for federal, state and local (Little Rock) government and regulatory agencies and provides definitions of business types. There are several worksheets to assist in the business planning process.
- This is a very good resource for general information or for an overview of the business start-up process. This document also serves as a handy guide to understanding business practices and accessing resources **in Arkansas**.

My Own Business, Inc. Training Course¹³

- www.myownbusiness.org/course.html
- The 16-session course is designed to help individuals who want to start a new business or improve and expand their current small business. Each session provides step-by-step information to assist entrepreneurs in planning a business, developing a business plan, conducting market research, finding a location, obtaining financing and understanding license, permit and tax requirements. At the conclusion of each session, the participant is prompted to complete a section of the business plan that corresponds to information covered in that session. A sample business plan and business plan template are included. The course is available online, free of charge in English and Spanish.¹⁴
 - Session 12 – Opening and Marketing
- The MOBI training course is easy to read, use and understand. Each session covers a specific subject area and includes printable (PDF) worksheets and activities.
- The online course is not printer-friendly (with the exception of the PDF worksheets); a textbook is available for purchase (\$40) on the web site.

SCORE: Workshops in Spanish¹⁵

- www.score.org
- SCORE offers 22 workshops in Spanish on its web site. The workshops are free but do entail a one-time registration (also free) that requires an e mail address for log-in purposes. The workshops are short, narrated PowerPoint presentations that can be stopped and started as the viewers require. Workshops are available in the following subject areas: marketing (building a web site, building a brand, advertising your business and identifying your sales strategy)
- The SCORE workshop series is very easy to use and understand. The presentations are clear and concise. The workshops are formatted so users can move ahead, go back or stop at their convenience.

¹³See Appendix B for more information about each session.

¹⁴Also in Arabic, French, Hindi, Indonesian and Mongolian.

¹⁵See Appendix B for more information about these workshops.

SCORE: 60 Second Guides¹⁶

- www.score.org/guides.html#TOP
- The **60 Second Guides** are pages on the SCORE web site that give short, succinct details on how to accomplish a certain business-related task. The 25 guides are formatted in an easy to follow, step-by-step process that breaks down a task/ topic in 10-second increments. **60 Second Guides** are available in the following subject areas: marketing and public relations (conduct market research, create a market niche, create a marketing plan, generate publicity and market on a limited budget).
- The **60 Second Guides** are web pages; they are **not** available in PDF and, therefore, are not easily printed (or distributed).

U.S. SBA Web Site in Spanish

- Almost all of the information that is available on the English version of the SBA web site is also presented in Spanish. In addition to general business advice, the web site also provides contact information and links to outside resources, including regulatory agencies. The web site provides general information in the following subject areas: market analysis.
- None of the materials provided by the SBA on their web site are available in PDF; they are **not** easily printed (or distributed). The SBA web site does provide extensive links to other organizations that offer limited PDF files, including worksheets and brochures.

¹⁶See Appendix B for more information about these guides.

Finding a Location

The resources in this category include information in the following areas:

- What to do/know before signing a rental agreement
- What information should be in a rental agreement
- How to obtain a building inspection
- Types of tenancy
- Tenants' rights
- Tenants' remedies
- Repairs and deductions
- Fair business practices

ASBTDC New Business Guide in Spanish

- asbtdc.ualr.edu/espanol/herramientas/guia_para_nuevas_empresas.pdf
- This 40-page guide provides step-by-step information to assist potential entrepreneurs in the following areas: planning a business, developing a business plan, conducting market research, finding a location, obtaining financing and understanding license, permit and tax requirements. It is available in English and Spanish in PDF on the ASBTDC web site. The guide includes contact information for federal, state and local (Little Rock) government and regulatory agencies and provides definitions of business types. There are several worksheets to assist in the business planning process.
- This is a very good resource for general information or for an overview of the business start-up process. This document also serves as a handy guide to understanding business practices and accessing resources **in Arkansas**.

My Own Business, Inc. Training Course¹⁷

- www.myownbusiness.org/course.html
- The 16-session course is designed to help individuals who want to start a new business or improve and expand their current small business. Each session provides step-by-step information to assist entrepreneurs in planning a business, developing a business plan, conducting market research, finding a location, obtaining financing and understanding license, permit and tax requirements. At the conclusion of each session, the participant is prompted to complete a section of the business plan that corresponds to information covered in that session. A sample business plan and business plan template are included. The course is available online, free of charge in English and Spanish.¹⁸
 - Session 7 – Location and Leasing
- The MOBI training course is easy to read, use and understand. Each session covers a specific subject area and includes printable (PDF) worksheets and activities.
- The online course is not printer-friendly (with the exception of the PDF worksheets); a textbook is available for purchase (\$40) on the web site.

¹⁷See Appendix B for more information about each session.

¹⁸Also in Arabic, French, Hindi, Indonesian and Mongolian.

Management Training

The resources in this category include information in the following areas:

- Business management
- Human resources
- Customer service

My Own Business, Inc. Training Course¹⁹

- www.myownbusiness.org/course.html
- The 16-session course is designed to help individuals who want to start a new business or improve and expand their current small business. Each session provides step-by-step information to assist entrepreneurs in planning a business, developing a business plan, conducting market research, finding a location, obtaining financing and understanding license, permit and tax requirements. At the conclusion of each session, the participant is prompted to complete a section of the business plan that corresponds to information covered in that session. A sample business plan and business plan template are included. The course is available online free of charge in English and Spanish.²⁰
 - Session 15 – Managing Employees
- The MOBI training course is easy to read, use and understand. Each session covers a specific subject area and includes printable (PDF) worksheets and activities.
- The online course is not printer-friendly (with the exception of the PDF worksheets); a textbook is available for purchase (\$40) on the web site.

SCORE: Workshops in Spanish²¹

- www.score.org
- SCORE offers 22 workshops in Spanish on its web site. The workshops are free but do entail a one-time registration (also free) that requires an e-mail address for log-in purposes. The workshops are short, narrated PowerPoint presentations that can be stopped and started as the viewers require. Workshops are available in the following subject areas: starting your business (pricing products and services, maintaining an agile company, analyzing your competition and creating a competitive advantage).
- The SCORE workshop series is very easy to use and understand. The presentations are clear and concise. The workshops are formatted so users can move ahead, go back or stop at their convenience.

¹⁹See Appendix B for more information about each session.

²⁰Also in Arabic, French, Hindi, Indonesian and Mongolian.

²¹See Appendix B for more information about these workshops.

SCORE: 60 Second Guides²²

- www.score.org/guides.html#TOP
- The **60 Second Guides** are pages on the SCORE web site that give short, succinct details on how to accomplish a certain business-related task. The 25 guides are formatted in an easy to follow step-by-step process that breaks down a task/topic in 10-second increments.
60 Second Guides are available in the following subject areas:
 - Business Management
 - Fight business burnout
 - Make the most of your day
 - Manage growth
 - Monitor progress
 - Organize your business
 - Set up a home office
 - Human Resources
 - Recruit employees
 - Hire the right people
 - Train your employees
 - Sales and Customer Service
 - Great customer service
 - Make a good impression
 - Manage upset customers
- The **60 Second Guides** are web pages; they are not available in PDF and, therefore, are not easily printed (or distributed).

²²See Appendix B for more information about these guides.

Appendix A

Sample Contact Information List

Arkansas Alcoholic Beverage Control	City Police Department
Arkansas Contractor's Licensing Board	City Prosecutor's Office
Arkansas Department of Environmental Quality	City Public Works Department
Arkansas Department of Finance and Administration	City Solid Waste Division
Arkansas Department of Health	City Transportation
Arkansas Department of Human Services	City Wastewater Treatment Plant
Arkansas Department of Labor	County Assessor's Office
Arkansas Department of Workforce Services	County Clerk's Office
Arkansas Development Finance Authority	County Human Services Office
Arkansas Economic Development Commission	County Health Office
Arkansas Insurance Department	County Judge's Office
Arkansas Secretary of State	County Medical Center
Arkansas Small Business and Technology Development Center	County Public Schools
Arkansas Worker's Compensation Commission	County Recycling Center
City Advertising and Promotion Commission	County Sheriff's Office
City Animal Services Division	County Special Services
City Building Division/Inspector	County Tax Collector
City Business Office	Chamber of Commerce
City Clerk's Office	Domestic Violence Hotline
City Council Office	Electric Company
City Economic Development Coordinator	Emergency Shelter
City Fire Department	Hospital/Medical Center
City Hall	Legal Aid
City Parks Department	Library
City Planning Division/Zoning	Literacy Council
	Service Corps of Retired Executives (SCORE)
	U.S. Department of Labor (OSHA)
	U.S. Internal Revenue Office
	U.S. Postal Service
	U.S. Small Business Administration (SBA)

Appendix B

Additional Resource Information

Consumer Action/MoneyWi\$e Financial Literacy Training Modules

www.money-wise.org/modules/

Banking Basics

This training series provides a simple introduction to the primary services offered by banks and credit unions, including checking accounts, savings accounts, certificates of deposit and debit cards. It also covers opening an account, resolving problems, the options that bank customers have and the decisions they need to make when using bank services

Good Credit – Build It and Keep It

This training module covers what credit history is, what a credit report is, how to get your credit report, how to establish good credit and where to complain if you have a problem.

Micro Business

This module is designed to help participants learn basic information about the creation and financial management of a micro business. Micro businesses are very small companies run by their owners with few employees. They are often home-based, with annual sales under \$250,000 and few assets, but they can qualify for loans to help them grow into large regional, national or franchise businesses.

Money Management – Manage Your Money Wisely

This training module covers basic money management and developing a budget or spending plan to control your expenses.

Rebuilding Good Credit – Improve Your Credit

This training module covers the importance of having a good credit score, your rights if your credit application is rejected, how to check your credit report, how to dispute mistakes on your credit report and how to begin to rebuild good credit.

My Own Business, Inc. Online Training Course

www.myownbusiness.org/course_list.html

Session 1: Evaluating the Potential of a Business

- Characteristics of a Successful Entrepreneur
- Step-by-Step Approach
 - Reason why you want to be an entrepreneur
 - What business and where?
 - Full time or moonlight?
- Selection Strategy
 - What kind of business/what service/product?
- Things to Avoid
- Required Activities
 - Comparative evaluation
 - How to evaluate your business
 - “For” and “against” list
 - Get completely qualified
- Decision Time
- Top Ten Do’s and Don’ts

Session 2: Business Plan

- What Is a Business Plan?
 - Why prepare a business plan?
 - What to avoid in your business plan
- Business Plan Format
 - Vision statement
 - The people
 - Business profile
 - Economic assessment
- Six Steps to a Great Business Plan
 - Basic business concept
 - Feasibility and specifics
 - Focus and refine concept
 - Outline the specifics of your business
 - Put your plan into a compelling form
 - Review sample plans
- Does Your Plan Include the Following Necessary Factors?
 - A sound business concept
 - Understanding your market
 - Healthy, growing and stable industry

- Capable management
- Able financial control
- Consistent business focus
- Mindset to anticipate change
- Plans for online business
- Formulate (and Reformulate) Your Business Plan
- Top Ten Do’s and Don’ts
- Sample Business Plans
- Session 1 and 2 Business Plans

Session 3: Computer and Communication Tools

- Types of Communication
 - External
 - Internal
- Basic Communication Tools
 - Landline telephones
 - Cell phones
 - Smartphones
 - Video and web conferencing
 - Social networking sites
 - Online chat tools
 - Fax
- Computers
 - Desktop
 - Laptop
 - Notebooks/netbooks
 - Tablet
 - Handheld
 - Software
 - Auxiliary products
- Internet
 - Browsers
 - Feasibility and specifics
 - Internet service provider
 - E-mail
- Technology Planning
- Top Ten Do’s and Don’ts
- Sound Byte Transcriptions
- Session 3 Business Plan
- Session Feedback

Session 4: Business Organization

- Should You Have a Partner?
 - Arguments for
 - Arguments against
- What Type of Business Organization Is Best for You?
 - Sole proprietorship
 - General partnership
 - Limited partnership
 - Corporation
 - “S” corporation
 - Limited liability company
- Laws That May Affect You
 - Income tax returns
 - Franchise tax returns
 - Employment tax returns
 - The time for payment of withheld and employer’s share of employment taxes
 - Unemployment tax returns and payment
 - Sales tax reports and payments
- How Can Your Professionals Help You?
 - Attorney
 - Accountant
 - Payroll service providers
 - Your pension plan manager
 - Your pre-employment screening service
 - Other professionals
- Suggested Activities
- Top Ten Do’s and Don’ts
- Session 4 Business Plan
- Session Feedback

Session 5: Business Licenses, Permits and Business Name

- First Things First
- Licenses and Permits
 - Local licenses and permits
 - State licenses and permits
 - Federal licenses and permits
 - Where do I go to get a license?
 - How about if I am working from home?

- Business Name or DBA (Doing Business As)
 - Do I need to have a DBA?
 - What are the benefits to establishing a DBA?
 - What is the process of getting a DBA?
 - Banking under your business name
 - Should I trademark my business name?
- Seller’s Permit
 - What is a seller’s permit?
 - Where do I get a seller’s permit?
- Employer Identification Number (EIN)
 - What is the importance of EIN?
 - Do I need an EIN?
 - An EIN is required if
 - How do I apply for an EIN?
 - Useful links
- Business License and Permits Checklist
- Suggested Activities
- Top Ten Do’s and Don’ts
- Session 5 Business Plan
- Session Feedback

Session 6: Small Business Insurance

- Insurance Coverage for Small Businesses
 - Business property insurance
 - Liability insurance
 - Worker’s compensation insurance
 - Other insurance coverage
 - Excess liability coverage
 - Employment practices liability coverage
 - Life insurance
- Suggested Activities
- Top Ten Do’s and Don’ts
- Session 6 Business Plan
- Session Feedback

Session 7: Business Location and Leasing

- Location, Location, Location
 - Zoning categories
 - Criteria for home-based businesses
 - Criteria for a manufacturing, warehousing or industrial business
 - Criteria for a retail business

- Leasing Checklist
 - Points to consider before signing a lease or purchasing property
 - Basic lease provisions
 - Definitions of key terms
 - To rent or to buy considerations
- Do Your Homework
- Site Location Criteria
- Top Ten Do's and Don'ts
- Session 7 Business Plan
- Session Feedback

Session 8: Cash Flow and Accounting

- Step One: Gain the Knowledge
 - Importance of understanding accounting practices
- Step Two: Select an Accountant
 - How an accountant can help your business
 - Methods of accounting
 - Cash basis method
 - Accrual method
 - Keeping separate business records
 - Tax liability issues
 - Income taxes
 - Payroll taxes
 - Financial and technical assistance
 - SBA, SCORE, local bank, etc.
 - Internal controls
 - Quarterly returns
 - Bank account reconciliation
 - Employee benefits policy
- Step Three: Do Your Own Bookkeeping!
 - Major financial statements and software
 - The balance sheet
 - The income statement
 - Cash flow control
 - Cash flow planning software
 - Accounting and cash flow punch list
- Top Ten Do's and Don'ts
- Session 8 Business Plan
- Session Feedback

Session 9: How to Finance Your Business

- First Things First
 - Personal savings
 - SBA loans
 - Good credit rating (FICO score)
- How Much Money Do You Need?
 - Refer to cash flow control form
 - Unsecured loans
 - Secured loans
 - Collateral
- Loans (Debt) vs. Investments (Equity)
- Where to Get the Money
 - Lender comparison table
- The Art of Getting the Money
 - Business loans
 - Repayment plan
 - Other quick tips
- After You Get the Money
 - Stick to the agreement
 - Contact lender immediately if there is a problem
- Suggested Activities
- Top Ten Do's and Don'ts
- Session 9 Business Plan
- Session Feedback

Session 12: Small Business Marketing and Opening

- Opening for Business
 - First things first
 - "Before you start" checklist
 - Type of business (product/service)
 - Business location
 - Cash flow projections
 - Insurance
 - Business plan
 - Personal job experience
 - Budget
 - Communications
 - Professional services (lawyer, accountant, etc.)
 - Licenses and permits
 - Work schedule
 - Employees

- Marketing
 - What it takes to promote sales
 - What and how to buy
 - “How to buy” checklist
 - Marketing tools
 - Marketing planning software
 - E-commerce
 - Promotion and advertising
 - Mailing lists
 - Marketing on “local” search engines
 - Most Common Mistakes Made in Opening a Business: Your Checklist to Avoid Pitfalls
 - Suggested Activities
 - Develop mailing list
 - Join trade association
 - Create filing system
 - Take seminars and classes
 - Develop employee handbook
 - Keep a business journal of experiences
 - Top Ten Do’s and Don’ts
 - Session 12 Business Plan
 - Session Feedback
- Step Two: Hiring Employees
 - Attracting applicants
 - Interviewing practices
 - Drug screening
 - Americans With Disabilities Act
 - Understanding workplace harassment
 - Prevention of workplace violence
 - Employment eligibility verification
 - Selecting outstanding employees
 - Legal considerations
 - Step Three: Create Training Disciplines
 - Indoctrination
 - Growing employee skills
 - Keeping Good Employees
 - Importance of retention
 - How to retain good employees
 - Discharging an Employee
 - Top Ten Do’s and Don’ts
 - Session 15 Business Plan

Session 15: Managing Employees

- Step One: Before You Start
 - Are you hiring an employee or an independent contractor?
 - Retain a payroll service provider or a professional employer organization
 - Have job descriptions in place
 - Have a benefits package in place
 - Determine overall costs of new employees
 - Create an employee handbook

SCORE Workshops in Spanish

www.score.org/

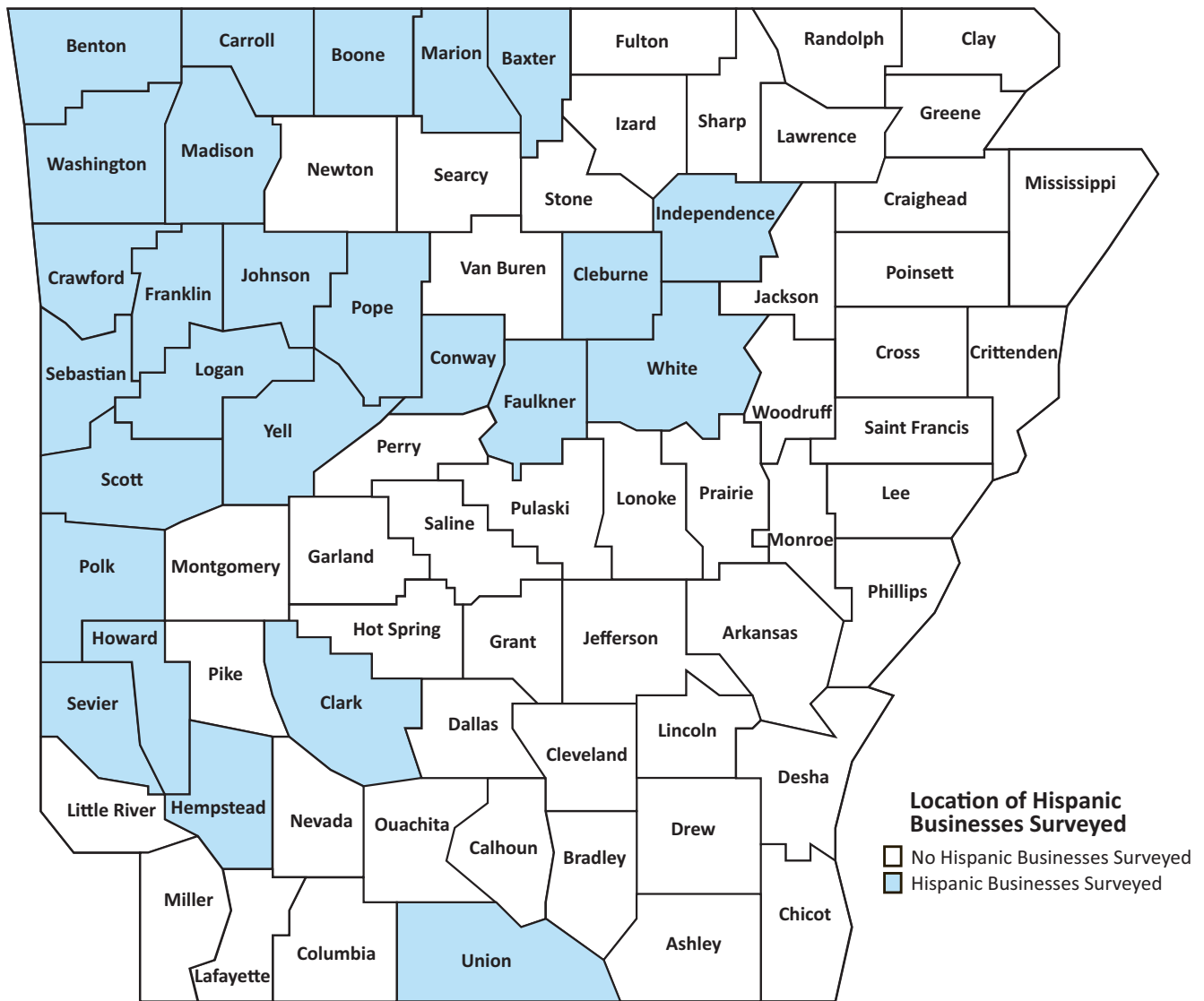
- Starting Your Business
 - Developing a business plan
 - Creating a strategic plan
 - Pricing products and services
 - Maintaining an agile company
 - Analyzing your competition
 - Creating a competitive advantage
 - Targeting your market
- Growing Your Business
 - Personalization strategies to attract and retain customers
 - Promoting your business
- Marketing
 - Building a web site
 - Building a brand
 - Advertising your business
 - Identifying your sales strategy
 - Managing your finances
 - Creating a profit and loss statement
 - Preparing a balance sheet
 - Creating your cash reserve
- Managing your cash flow
 - Partners and investors
 - Assessing your company's financial needs
 - Analyzing your financial ratios
 - Valuing a business
 - Running a profitable company

SCORE 60 Second Guides in Spanish

www.score.org/guides.html#TOP

- Business Planning
 - Develop a business idea
 - Find a mentor
 - Find a business coach
 - Write a business plan
 - Develop a pricing strategy
- Business Management
 - Fight business burnout
 - Make the most of your day
 - Manage growth
 - Monitor progress
 - Organize your business
 - Set up a home office
- Finance
 - Finance your start-up
 - Get a loan
 - Manage cash flow
- Human Resources
 - Recruit employees
 - Hire the right people
 - Train your employees
- Marketing and Public Relations
 - Conduct market research
 - Create a market niche
 - Create a marketing plan
 - Generate publicity
 - Market on a limited budget
- Sales and Customer Service
 - Great customer service
 - Make a good impression
 - Manage upset customers

Location of Hispanic Businesses Surveyed



University of Arkansas, United States Department of Agriculture and County Governments Cooperating

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