

Mayor Allen Joines

**City Council**

**Vivian H. Burke**

*Mayor Pro Tempore, Northeast Ward*

**Dan Besse, Southwest Ward**

**Robert C. Clark, West Ward**

**Derwin L. Montgomery, East Ward**

**John Larson, South Ward**

**Denise D. Adams, North Ward**

**Jeff MacIntosh, Northwest Ward**

**James Taylor, Jr., Southeast Ward**

**City Manager: Lee D. Garrity**



Office of Business  
Inclusion and Advancement  
101 N. Main Street, Suite 232  
Winston-Salem, NC 27101

[www.cityofws.org](http://www.cityofws.org)



## ***2017 Class Schedule***

- Oct. 17 Introduction to Starting a Business
- Oct. 24 Finances & Finding Money
- Nov. 7 Writing a Business Plan
- Nov. 14 Legal Considerations
- Nov. 21 Marketing, Advertising, & Social Media
- Nov. 28 Accounting & Bookkeeping  
Business Insurance
- Dec. 5 MWBE & Working With the City of W-S
- Dec. 12 Business Plan Contest & Class Summary
- Dec. 19 Planning & Zoning

**Business Development**

Ken Millett

336-747-7472 or [kenm@cityofws.org](mailto:kenm@cityofws.org)

Steven Harrison

336-747-7474 or [stevenh@cityofws.org](mailto:stevenh@cityofws.org)

**Minority & Woman-Owned Business**

**Enterprise/Section 3**

Tiesha Hinton

336-734-1262 or [tieshah@cityofws.org](mailto:tieshah@cityofws.org)

Hasani Mitchell

336-674-7459 or [hasanim@cityofws.org](mailto:hasanim@cityofws.org)

# **BUSINESS TRAINING PROGRAM**



***Sponsored by***  
**City of Winston-Salem**  
**Business Inclusion & Advancement**



## Purpose of Business Training Program

This program strives to help participants evaluate the feasibility of a business concept and develop the skills required to become the owners/operators of successful small businesses.

## Free

Everyone is welcome to attend. There is no cost for this course, but enrollment is limited due to space.

## Certification

At the end of the program certificates will be issued to those that attend 6 of 8 classes.

## Location

City of Winston-Salem  
Bryce A. Stuart Building  
5<sup>th</sup> Floor Public Meeting Room  
100 E. 1st St, Winston-Salem, NC 27101  
336-747-7474

## When

October 17 - December 19, 2017  
Each Tuesday from 6:00 – 8:00 p.m.

**Light Refreshments Will Be Served**

## Office of Business Inclusion and Advancement

The Office of Business Inclusion and Advancement was created includes the following divisions:

### Business Development Division

The Business Development Division monitors and promotes business and economic development opportunities throughout the city utilizing a series of related programs to provide concentrated assistance to targeted areas and groups. The Division focuses on enhancing the quality of life by attracting, creating, and retaining jobs; augmenting the tax base; and assisting small and minority-owned businesses.

### Minority & Woman-Owned Business Enterprise Division

The M/WBE Division assists minority- and woman-owned business enterprises in providing goods and services to the city. The Division provides workshops and seminars for minority- and women-owned businesses. In addition, the Division provides minorities and women equal opportunity to participate in all aspects of city contracting and purchasing programs, including but not limited to:

- Participation in procurement contracts for commodities and services as well as contracts relating to construction.
- Repair work and/or leasing activities.
- All purchasing at the department/division level that is classified as discretionary spending.

## Registration Form

SPACE IS LIMITED

To Register, Call 336-747-7474, or  
Email [stevench@cityofws.org](mailto:stevench@cityofws.org)

For additional information and to register

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Detach this panel and mail to:**

**Steven Harrison  
Office of Business Inclusion &  
Advancement  
City of Winston-Salem  
P.O. Box 2511  
Winston-Salem, NC 27102**