

**UPCOMING
EVENTS:**

**How to Start a Not for
Profit Workshop**
February 12

**QuickBooks Training
Workshop**
February 13

**Diversity Certification
Workshop**
February 25

**Proposal Writing I
Workshop**
March 5

**Camp Wall Street 101
Teacher's Edition
Workshop**
March 13

**USDA Energy Grant &
Loan Workshop**
March 18

**Advanced Proposal
Writing Workshop**
March 26

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Enterprise Developments

SPRING 2010

DSU Food Business Incubation Center

When food service providers need a helping hand the Delaware Center for Enterprise Development (DCED) is the place to come. Delaware State University's Food Business Incubation Center (FBIC) is in full operation. Skippers Biscuits, An Affair to Remember, Moore Amazing Products, Silver Spoons and Chesapeake Secrets Gourmet are small businesses that have realized the benefit of using a low-cost commercial kitchen. Pamela Rutherford of Skippers Biscuit Co., LLC states, "The kitchen provided us a stepping stone to take our business to the next level by giving us the



Cheryl & Orville Carney

opportunity to manufacture in a commercial kitchen that was clean, and well-equipped with an expansive variation of modern appliances." Orville & Cheryl Carney, owners of An Affair to Remember, stated that "...the use of the commercial kitchen combined with DCED staff's eager assistance has helped to make our goals come to life—a full service catering company." The Carney's are also working with Ilona Figat, DCED Enterprise Consultant, to develop and market a special sauce, Betty Jean's Famous Secret Sauce. All of the above businesses fulfill the vision of the FBIC which is to help entrepreneurs interested in the food services industry give birth to new businesses or grow existing businesses. The licensed commercial kitchen is available for use for all chefs, caterers, farmers and anyone producing food items for sale.

Clients have access to 2 convection ovens (one with a grated grill top and the other with a flat fry top), hot air oven, steam oven (a combination oven) and three conventional ovens with 6 burner tops. They can also use the large salamander, deep fryer, 2 warmer tray ovens and a soup warming tray, chill blaster, 50-gallon mixer and meat slicer. The kitchen is also equipped

with a 3 sink sanitizer, garbage disposal, walk-in freezer, refrigerator, portable carts, portable warmer, ice maker and dry storage bins. Clients can receive technical assistance in preparing business plans, marketing their product, designing and creating nutrition labels, food science analysis, value-added food preparation assistance for farmers, pricing for profit and strategic planning assistance. Clients also have access to a copier, computers, and food storage space. DCED assures that all services are in place, including training opportunities. The Food Business Incubator Center is available seven days a week with hours of operation as early as 8:00am and as late as 10:00pm. Tours of the kitchen are available Monday through Friday. To learn more about the FBIC please contact Audrey Scott-Hynson at: 302-857-6951 or ascotthynson@desu.edu.



DCED Receives Funding for Mobile Entrepreneurial Training

The Program for Investment in Micro-Entrepreneurs (PRIME) and the U.S. Small Business Administration announced a grant award to DCED in the amount of \$75,000. This funding will support DCED's Mobile Entrepreneurial Training (MET) Initiative. MET will provide training to low-income and very low-income micro-entrepreneurs. One of the objectives of MET is to bring training and technical assistance programs to the disadvantaged areas throughout Delaware. Under the direction of Ilona Figat, DCED's Enterprise Consultant, the MET Initiative will offer on-site trainings and workshops on "Go Green" topics for the micro-entrepreneurs in February, 2010 (please see attached calendar). DSU's Chris Garland, Information Technology Services Manager, College of Business, will assist with gathering data for a needs assessment of the target MET participants. Once the assessment is complete a curriculum will be developed to present workshops utilizing computers purchased with the grant funds. Bringing the equipment and training to the disadvantaged areas will enable micro-entrepreneurs to run their enterprises more proficiently. Ms. Figat also serves as the Director of the Small Business Institute (SBI). The SBI allows DSU student teams to work with micro-entrepreneurs in collecting information and providing a finished project, whether it is a feasibility study, marketing plan, business plan or other business development needs to business owners. The SBI student teams will be providing assistance to MET program participants.

Another goal of the MET Initiative is to provide a series of workshops on business development specifically geared toward the Child Care Industry. Caregivers will be provided technical assistance to develop a successful enterprise; and to become more knowledgeable in managing their cash flow in order to sustain their businesses. They will also have the opportunity to attend workshops on caring for *special needs* children in their communities. Anyone interested in participating in the MET Initiative is encouraged to contact Ms. Ilona Figat at 302-857-6953 or ifigat@desu.edu.

Business Plan Competition for Child Care Providers a Huge Success

On June 27, 2009, DCED and its partners celebrated with many child care providers competing in the third annual business plan competition. Citigroup provided two \$5,000 grant awards for first place winners. One award was for Family Child Care providers and the other for Child Care Center owners. Second place winners in each category won \$2,500. Mr. Vandell Hampton, Director of the First State Community Loan Fund announced that the competition was strong and very competitive. DCED and other agencies offered technical assistance to the contestants. DCED also offered a 28-hour course, *Developing Your Family Child Care Business*, in all three counties in the state. Participants were able to complete their business plans and their parent handbooks. The class in Wilmington held at the First State Community Loan Fund was taught by Mrs. Audrey Scott-Hynson, DCED Incubator Manager and Junior Entrepreneurs in Training Instructor. Dover's class was led by Ilona Figat, DCED Enterprise Consultant. Due to low attendance in Sussex County, the class was combined with Dover and instructors, Lynn Betts and Sabrina Neal provided individual technical assistance to students.



Crystal Wheatley Donna Savini Lora Collins Jennifer Marrero

Ms. Ilona Figat assisted class participants in developing their business plans, in addition to several contestants who were not enrolled in the class. The two winners in the family child care category were assisted by both Mrs. Neal and Ms. Figat. Mrs. Donna Savini, owner of Kingdom Kids in Lincoln stated she was very appreciative of the assistance she received from Mrs. Neal. She and Mrs. Neal were communicating by phone up until midnight the night before her plan was submitted. Her perseverance paid off; she was the first place winner! Mrs. Crystal Wheatley, owner of The ABC House a family child care located in Millsboro, attended classes in Dover. Due to the impending birth of her daughter, Rory Katherine, she continued to work by phone with Ms. Figat and Mrs. Neal on her business plan. Her persistence paid off, she accepted the second place award at the ceremony. The Fourth Annual Business Plan Competition is being anticipated. Once the plans are finalized, information will be sent out to all child care providers throughout the state of Delaware. DCED is planning to offer a 28-hour course in Dover beginning in February, 2010. In addition to the 28-hour course, other workshops, such as *Tax Tips for Child Care Providers*, and *Quickbooks®* will be offered (see attached calendar). Please note that some scholarships are available for those interested in attending the workshops. Please contact Ms. Ilona Figat at 302-857-6953 for additional information.

Raising Farm Profits Bus Tour

Delaware State University's College of Agriculture and Related Sciences sponsored a bus tour for farmers in the Delaware and Maryland vicinity. The Raising Farm Profits Bus Tour was an educational experience for 26 farmers of diverse backgrounds, 19 Ag professionals, and DCED staff. During the tour participants were able to gain insights into the reality of sustaining agriculture, risk-management in operating a farm and producing value-added food products. The first stop of the tour began in Dover, DE with a walk through Delaware State University's Food Business Incubation Center (FBIC). Audrey Scott-Hynson, Program Manager, focused on the availability of the facility to farmers who may be interested in starting a business by producing value-added products. Examples of value-added products were on display. Some of the farmers, in the beginning stages of expanding their businesses, were appreciative of the knowledge shared on how the FBIC supports small businesses and DCED's commitment to assisting them in producing value-added products. Many of the farmers were impressed with the facility and expressed interest in developing a future partnership.

The second stop of the tour led the group to Rutgers University Food Incubation Center, a certified kitchen for public use. At Rutgers, the participants learned how to engage in mass production of food items. The



Rutgers University Food Incubation Center

tour allowed participants to understand the steps necessary to get their product from the farmers market stands to the supermarket shelves. The education on farming and value-added production continued through the visiting of eight farms located in New Jersey and Pennsylvania.

The visits were very enlightening. During the two-day tour the participants walked the grounds of hundreds of acres of farmland that produced various apples, pears, corn, tobacco, tomatoes, potatoes, grapes, squash, and a myriad of other vegetables and fruits. The professional farmers all had massive stores or market stands; and they were eager to share the excitement of their ventures as well as the constant concerns they face as farming entrepreneurs.



Rutgers University Training Session

The tour ended with a final stop at the Lancaster Central Market, a historic gathering place in the heart of Lancaster, PA. After touring the farms and experiencing the differences in food products, the group was able to view the value-added food items from a more educated perspective and see opportunities for their own farming businesses. The next onsite experience for farmers will be a food canning demonstration to be held in March 2010 in the Food Business Incubation Center at Delaware State University. For more information please contact Audrey Scott-Hynson at 302-857-6951 or ascotthykson@desu.edu.

DCED Promotes Renewable Energy

The Delaware Center for Enterprise Development (DCED) is excited about the opportunities for micro-entrepreneurs to expand their businesses by becoming green and promoting green initiatives to their customers. DCED is bringing "green training programs" to rural Kent and Sussex counties. These classes are being made available through funding received from the U.S. Small Business Administration for the Mobile Entrepreneurial Training (MET) Initiative. The micro-entrepreneurs attending the classes will gain foundational knowledge on preparing for any green job/business path. Mr. Paul Hughes of GreenFox, Delaware, and the creator and co-host of "The Great Green Home Show" radio station will be facilitating the course material. A series of six (6) workshops are scheduled beginning on February 23 and ending on May 11, 2010 (see attached schedule). Participants can choose to attend one or all six topics. It is recommended to take all 6 classes and earn a certificate of completion. For more information contact Ms. Ilona Figat at 302-857-6953. Additionally, DCED will partner with the USDA/Rural Development State Office to co-sponsor workshops and training events to discuss Renewable Energy and the Energy Efficiency Program. Green energy solutions are needed, and the *Delaware Energy Answers for Business Program* provides cash incentives for businesses to improve the energy efficiency of their facilities. According to the website <http://dedo.delaware.gov/business/greenindustries/index>, Delaware businesses may apply for available funds for energy efficiency incentives and/or be eligible for tax credits. To receive a "Going Green" brochure you may contact Roxie Sturgis at (302)857-6970 or rsturgis@desu.edu.

Save the date!

February 24, 2010

Small Business and Entrepreneurship Conference
Sponsored by the Central Delaware Business and
Entrepreneurship Consortium

Delaware Technical & Community College (Terry Campus) Dover, DE
To register: Lisa Stahley at 302-857-1400



February 27, 2010

Annual National Entrepreneurship Conference
Sponsored by the Coalition of Delaware Organizations for Entrepreneurship (CODE)
Waterfall Banquet and Conference Center, Claymont, DE
To register: www.delawaremoneyschool.com or 877-307-6858



National Entrepreneurship Week

February 20-27, 2010



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