



Dear Potential Youth Entrepreneurship Academy® Supporter:

Texas Business Alliance (TBA) will graduate Class I of the Youth Entrepreneurship Academy® (YEA®) on September 28, 2010, at the Hotel Derek. Class I, comprised of 13 youth ages 15-19, have completed the seven-month educational, entrepreneurial and leadership development program of Texas Business Alliance. Your support will underwrite graduation attendance of the youth and their family members. Proceeds also will benefit the 2011 YEA program.

YEA® is free to youth who qualify for the program. YEA® equips high school and college students with the tools and resources to pursue an entrepreneurial alternative. YEA program modules include: life skills and volunteerism, credit management, financial literacy, economic role of entrepreneurs, technology, learning how to spot opportunities, idea generation, marketing, business plan development, funding and social skills development.

Additionally, YEA reaches out and exposes low- to moderate-income youth to community leaders, successful businessmen and woman, and Houston movers and shakers. During the course of the seven-month program, students have met leaders from the Greater Houston Partnership, United Way, Fortune 500 companies, and successful small business owners.

YEA participants are selected based on the desire to pursue an entrepreneurial path, current community and/or civic involvement, financial need and application completeness.

Words cannot express how proud the TBA organization is of YEA® Class I. Beginning with 15 youths, 13 have been diligent throughout the process. The 13 new business owners have all started businesses, developed logos and business cards, obtained their DBAs, know their target markets, have perfected a 60-second pitch, and have completed business plans. Four of the 13 launched their businesses at the recent One Woman National Business Conference®, on August 6-7, 2010. Several other participants have attended additional TBA training courses on their own.

Ongoing, TBA has matched mentors for each of the graduates and an ad hoc YEA® organization has been established to provide entrepreneurial support and education. With TBA oversight, the YEA® youth will govern the organization.

#### YEA Class I:

- Ashura Bayyan, Aesthetic Liberty
- Xavier Boatwright, FAM Promotions
- Keith J. Davis Jr., 2010 Opportunity is Now Tour
- Patrick Fagan, Tropical Paradise Villas
- KeShawn George, Eanej
- Phillip E. Lopez, PEL ContempArts
- Lydia Martinez, Dream Styles by Lydia
- Faith Miller, Faithful Graphic Design & Photography
- Jacob Ollison, Hi-Rise
- Alexis Taylor, Crafted by Lexy
- Keris Williams, Asher Aurielle
- Kerry Willrich, Willrich Real Estate Group
- Jalen Wiseman, Wiseman Catering & Personal Chef

We appreciate your taking an interest in helping to mold and develop the next generation through educational opportunities and mentorship. Please give me a call at 832-868-5663 if you require any further information or have any questions concerning the program or sponsorship. Please respond by September 10, 2010, with your willingness to provide support.

Thank you,

Jeffrey L. Boney  
Founder and CEO  
Texas Business Alliance



# Youth Entrepreneurship Academy®

The Youth Entrepreneurship Academy® (YEA®) equips high school and college students with the tools and resources to pursue an entrepreneurial alternative while improving their leadership and life skills. YEA® program modules include: the entrepreneur experience, role of entrepreneurs, key characteristics and skills, learning how to spot opportunities, idea generation, business plan creation, marketing, credit management, financial literacy/management, accessing funding, technology, life skills, and community involvement/volunteerism.

Statistics show that an unacceptable number of U.S. students in unserved and underserved communities fail to develop the academic, social and citizenship skills necessary to compete and succeed in today's economy. YEA® is a method to bridge the gap and provide an alternative to the traditional career footprint. Many of our youths have extremely creative, natural entrepreneurial minds prime to soak up knowledge that results in a success path that makes sense for them.

Up to 15 high school or college students enroll in the seven-month program per year. Youth receive a hands-on, dynamic experience of the fundamentals of business ownership and mentorship. The YEA® participant experience includes the real-life creation of a small business, mentorship and meeting on the 2nd and 4th Saturdays of each month, February-August.

By the end of the program, students will have the theoretical and practical experience for exemplifying leadership, teamwork, citizenship and small business ownership. The program culminates with graduation ceremony.

## Anticipated Outcomes of Program:

- Provide competitive capital injection (money) opportunities for youth meeting low- to moderate-income guidelines to start their own business;
- Youth receive matching IDA program funds to encourage monthly saving and investing in their business;
- Youth receive concentrated instruction on becoming (and being) an entrepreneur. Many of today's youth desire a career alternative to college or military service;
- Youth entrepreneurs understand their role in: a) being job generators, b) using resources to make goods and services, c) helping to put money into the economy, d) giving back to the community; and
- TBA is able to monitor and mentor young adults along a successful entrepreneurial path journey thereby adding equipped and educated entrepreneurs to the supplier pipeline.

## Short-term gains

Short-term, youth entrepreneurs are identified and businesses are formed and supported.

## Long-term gains

Long-term, graduates are monitored and supported in their entrepreneurial goals. Qualified suppliers are nurtured from small business infancy increasing the outlook for Texas economic growth and prosperity.



## Texas Business Alliance

A member-driven, solutions oriented, 501(c) (6) nonprofit organization, with a mission to equip minority- and women-owned businesses to be qualified suppliers, ready to compete for public, private and international opportunities through progressive development, and specialized training. Its vision is to strengthen the Texas economy and spur job creation by expanding minority- and women-owned businesses, and encouraging youth entrepreneurship. Chapter organizations are being pursued in Dallas/Ft. Worth, San Antonio, Austin and El Paso.

## Texas Business Alliance Foundation

The Texas Business Alliance Foundation is a 501(c) (3) nonprofit sister organization established to support the efforts of the Texas Business Alliance.

## Statement of Need

TBA is a small business development organization that addresses the persistent reality that minority- and women-owned businesses disproportionately have fewer contract opportunities due to a lack of practical and technical knowledge, access to capital and access to decision makers.

TBA is a solution to build stronger small businesses, which in turn will make our communities better and create an environment for generational wealth and fulfilled dreams, especially for low-income people with few apparent opportunities.

Target industries are the following where MWBE's have lower representation: construction, energy, manufacturing/wholesale/distribution, transportation, technology, engineering and medical. TBA also provides specific training opportunities for MWBEs in professional services, food and beverage, arts, health, and other industries.

Small businesses pump almost a trillion dollars into the economy each year, create two-thirds of our nation's new jobs annually and account for more than half of America's work force. Our economy depends on the health of our 27 million small businesses. Now more than ever, small businesses are needed to be the key engine to our nation's economic recovery through their readiness and ability to employ greater numbers of the workforce. We must identify the opportunities and jobs of the 21<sup>st</sup> century and then elevate and prepare small businesses to seize the opportunities and fill the jobs.

TBA has developed six core programs as a result of its years of research to more specifically address the development gaps in a way that has not yet been addressed. These programs are: Business Enterprise Academy®, Youth Entrepreneurship Academy®, Community Collaborative Series®, Capital Connections®, Prime Objective®, and the One Woman National Business Conference®.

## Core Values

**Community and Collaboration:** TBA cannot create any significant impact on its own. The success of minority and women business enterprises (MWBEs) is greatest when we work together. We realize that TBA is not about us, but rather the community as a whole. TBA will encourage collaboration and cooperation among everyone who has a stake in the prosperity of MWBEs and our youth to ensure that everyone shares ownership of and responsibility for the future we are all creating. We pledge to create and maintain effective channels of communication and engage in numerous partnerships that will help to support our members and partners.



**Diversity:** TBA is committed to attracting and supporting a diverse group of MWBEs. TBA promotes good citizenship, a sense of civic responsibility, global awareness and an appreciation for human diversity at all levels. We strive to be responsive to the specific needs of MWBEs and encourage growth and development by offering development programs and specialized training that will allow them to reach their full potential.

**Integrity:** TBA places a high value on being ethical in all practices. In everything we do and say, we will operate with consistent integrity, realizing that the quality of our integrity is directly related to the depth of our success.

**Responsibility:** TBA strives to employ the most efficient and appropriate use of fiscal and human resources in order to provide MWBEs with a quality, results-centered development experience. We will consistently see the challenges of MWBEs and our youth with eyes wide open. We will own the challenges and develop solutions for them.

**Success:** TBA believes strongly in the importance of developing MWBEs and preparing them for continuous success. TBA provides MWBEs with a solid network and development foundation and strives to instill in each MWBE the importance of knowing that success is something they can attain. TBA is committed to strengthening and improving the position of MWBEs in Texas and beyond.

**Excellence:** TBA sets high expectations and demands excellence in organization infrastructure and delivery of programs. TBA promotes quality and excellence in staff and board members through its many professional development activities. TBA promotes the development and well-being of each MWBE which, in turn, fosters a strong commitment to the organization.

**Opportunity and Innovation:** TBA prepares MWBEs for a global and technologically changing world, which requires TBA staff and board members to be adaptive and responsive in developing and delivering programs. TBA has a strong future orientation and a willingness to make long-term commitments when necessary, as well as the flexibility to respond quickly to meet regional and state needs. We will not only think "outside the box," but also make connection between the boxes - our sponsor partners, members, and the community/economy - so that the needs of our constituents are met now and for generations to come.

## 2010 Board of Directors

Chair:	Tracy Taylor-Smith, President and CEO, Taylor Smith Consulting, LLC
Vice Chair:	Andrea D. Smith, CPMS, CSMS, ITEC, CEO, AbiDawn Holistic Therapies, LLC
Secretary:	Sharon Phillips, President and CEO, MultiCultural Connections
Treasurer:	George N. Wyche Jr., EVP, ARVO Realty Advisors
Parliamentarian:	Mark LeCrone, Southern Texas Sales Consultant, Lightspeed Technologies
General Counsel:	Jeffery K. Malonson, Partner, Vinson & Elkins
Board Member:	Zawadi Bryant, COO and Practice Manager, Nightlight Pediatric Urgent Care
Board Member:	Byron Carter, President and CEO, Pretty Quick Delivery Service
Board Member:	Jo Aragon, Owner, Consultant
Founder/CEO:	Jeffrey L. Boney, Texas Business Alliance



Youth Entrepreneurship Academy™

A Texas Business Alliance Youth Entrepreneurial Program

YEA Graduation Ceremony  
Tuesday, September 28, 2010  
11 - Noon | YEA Participant Expo  
Noon - 1:30 p.m. | Luncheon and Graduation  
Hotel Derek, 2525 West Loop South, Houston, TX 77027

## Sponsorship Opportunities

### Title Sponsor | \$7,500

- ▣ Designated as Title sponsor in all print and media releases
- ▣ Premier seating for ten
- ▣ Table sign with company logo
- ▣ Logo and name on cover of program
- ▣ Logo and name on invitation
- ▣ Full-page ad on program inside front cover or inside back cover
- ▣ Company representative to address guests at event and present certificates

### Presenting Sponsor | \$2,500

- ▣ Designated as Presenting sponsor in all print and media releases
- ▣ VIP seating for ten
- ▣ Table sign with company logo
- ▣ Logo and name on invitation
- ▣ Full-page ad in program inside back cover

### Expo Presentation of Business Sponsor | \$2,000

- ▣ Designated as Expo sponsor in all print and media releases
- ▣ VIP seating for ten
- ▣ Table sign with company logo
- ▣ Half-page ad in program

### Luncheon Graduation Sponsor | \$1,500

- ▣ Designated as Graduation sponsor in all print and media releases
- ▣ Premium seating for ten
- ▣ Table sign with company logo
- ▣ Half-page ad in program

### Graduation Memento Sponsor | \$1,000

- ▣ Designated as Graduation Memento sponsor in all print and media releases
- ▣ Seating for ten
- ▣ Table sign with company logo
- ▣ Quarter-page ad in program

### Small Business Premier Table Sponsor | \$500

- ▣ Designated as table sponsor in materials
- ▣ Seating for ten
- ▣ Table sign with company logo
- ▣ Mention in program

### Small Business Table Partner | \$350

- ▣ Designated as table partner in materials
- ▣ Seating for five
- ▣ Table sign with company logo
- ▣ Mention in program

Individual Ticket | \$35 non-TBA member

Individual Ticket | \$30 TBA member



Yes, I/My company will support the Youth Entrepreneurship Academy®

- \_\_\_\_\_ \$7,500 Title Sponsor
- \_\_\_\_\_ \$2,500 Presenting Sponsor
- \_\_\_\_\_ \$2,000 Expo Presentation of YEA® Business Sponsor
- \_\_\_\_\_ \$1,500 Luncheon Graduation Sponsor
- \_\_\_\_\_ \$1,000 Graduation Memento Sponsor
- \_\_\_\_\_ \$500 Small Business Premier Table Sponsor
- \_\_\_\_\_ \$350 Small Business Table Sponsor
- \_\_\_\_\_ \$35 Friend of YEA® (general seating for non-TBA member)
- \_\_\_\_\_ \$30 Friend of YEA® (general seating for TBA member)
- \_\_\_\_\_ I will not be able to attend, but enclosed is a contribution for \$\_\_\_\_\_ to YEA®
- \_\_\_\_\_ I would like to purchase a program booklet ad (\$100/half page or \$200/full page)

*In order to properly acknowledge your contribution, we ask that you provide the following information:*

Name of Business/Donor: \_\_\_\_\_  
(Exactly as you would like it to appear)

Contact's Name: \_\_\_\_\_

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

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

City/State/ZIP: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

**Payment Method:**

Credit Card: VISA / MC / AMEX / Discover (circle)       Check Enclosed       Invoice Me

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

Credit Card Account No: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVC: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

*A confirmation acknowledging your generosity will be mailed to you for tax purposes.*

**Please respond by September 10, 2010. Return by fax, mail or e-mail to:**

Texas Business Alliance  
P. O. Box 300512, Houston, TX 77230  
www.texasbusinessalliance.org  
Phone: 713.738.7578  
Fax: 281.971.3562

Tax ID No. 501(c) 6 -- 26-3793291 | 501(c) 3 -- 26-3832167  
All Proceeds to benefit the Texas Business Alliance YEA® Program