



## PRESS RELEASE

For Immediate Release

**MEDIA CONTACT:**

Margo Williams Handy, MWH Public Relations  
281.213.9554, 832.492.2407 or [margo@mwhpublicrelations.com](mailto:margo@mwhpublicrelations.com)

### Texas Business Alliance Launches Business Enterprise Academy® Small Business Incubator; Seeks Small Businesses for Inaugural Class

HOUSTON (June 25, 2009) – The Business Enterprise Academy® (BEA), six-month entrepreneurial incubator and a Texas Business Alliance (TBA) core small business development program, will be launched on Tuesday, August 4, 2009. BEA targets small businesses in operation from six months to three years in industries where minority- and women-owned enterprises are significantly underrepresented such as construction, transportation, oil and gas, manufacturing, technology and materials. Up to 10 small businesses will be selected for the inaugural program.

The purpose of BEA is training business owners on business fundamentals and the most common requirements of contracting entities. This is an innovative training program with accountability checkpoints covering the topics of business development, financial management, infrastructure management, marketing, communications, and project management. BEA will culminate with a real-life RFP submission capstone project and a graduation ceremony. Participants successfully completing the BEA and meeting additional criteria may be included among TBA's "BEA Qualified Supplier" pool and receive the organization's recommendation for contractual opportunities.

Applications may be accessed on [www.texasbusinessalliance.org](http://www.texasbusinessalliance.org) ("Programs" page) and will be accepted from Thursday, June 25 to Monday, July 13, 2009. BEA applicants must meet the following criteria: a) in business six months to three years, b) 51 percent minority- or woman-owned, c) in an underrepresented industry, and d) in an industry representing known contractual opportunities coming to Texas over the next several months. Selection notifications will be made on Friday, July 17, 2009.

"We have found that while small businesses may know how to perform their core business, many lack the foundational knowledge needed to successfully compete in the marketplace on a larger, sustained level," said TBA Founder and CEO Jeffrey L. Boney. "Our goal is to create a pipeline of minority- and women-owned business graduates ready for opportunities in the public and private sectors."

Early payment discounts and TBA member payment options are available. For more information, contact Texas Business Alliance at 713.738.7578.

BEA sponsors include Capital One Bank and Lane Staffing, Inc. For BEA sponsorship opportunities, please contact MWH Public Relations, 281.213.9554 or [margo@mwhpublicrelations.com](mailto:margo@mwhpublicrelations.com).

***About 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. Visit [www.texasbusinessalliance.org](http://www.texasbusinessalliance.org) for more details or call 281.213.9554.*

# # #