



2013 Small Business Outreach

Supported by



Date: March 4, 2013 **Time:** 6:00pm-7:30 pm

Venue:

HCC Stafford Campus Room 139 10041 Cash Road, Stafford, Texas 77477

Program:

6:00PM: *Registration and Networking*

6:30PM: *“About Goldman Sachs 10,000 Small Business Initiatives”*



By: Sandra A. Louvier, Director, Center for Entrepreneurship
Outreach Director, Goldman Sachs 10,000 Small Business Initiatives

Is your growth plan in your head?

The 10,000 Small Businesses program (www.hccs.edu/10ksb) helps small business owners create growth plans, sharpen their skills, connects them with the best entrepreneurial resources in Houston, and provides opportunities for access to capital. Small business owners connect with local and national businesses to create a vibrant and rich network of resources. Now that's collaboration and synergy! Sandra will briefly describe the program and how to apply. It is a \$25 million grant won by HCC for Houston small business owners, funded by Goldman Sachs.

Every applicant accepted into the program participates at no cost!

6:45 PM: *“The Power of Email Marketing”*



By: Toni R. Harris, Authorized Local Expert for Constant Contact

Learn how to build relationships that are the key to the success of your goals with easy, inexpensive and highly effective email marketing! We will explore the basics of what email marketing is, why it works so well, and how it easily integrates with social networking sites. This session will teach you how to master email marketing communications with a comprehensive look at best practices and winning strategies that lead to increased engagement, revenue, and profits.

We will discuss:

- « What is permission-based email marketing and becoming a trusted sender
- « Email list building
- « Increasing deliverability and open rates
- « Writing good subject lines and content - getting readers to take action
- « Tracking results and what to do with this information
- « How email and social media marketing work together to achieve goals; and more!

Brown Bag Light dinner/snacks will be provided courtesy of



7:25 PM *Wrap up & Vote of Thanks*

Event co-sponsored by



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