



To register: <http://www.interise.org/sbaemergingleaders>

## SBA New York Emerging Leaders Initiative 2015

**NEW YORK** - The U.S. Small Business Administration's New York District Office is one of 48 cities and communities across the country chosen for SBA's 2015 Emerging Leaders executive-level intensive entrepreneurship training initiative. Entering its eighth consecutive year, the initiative has trained more than 2,000 promising small business owners in underserved communities, and continues to expand its impact helping small businesses grow and create jobs.

The Emerging Leaders Program has been a catalyst for expanding opportunities for underserved communities. Emerging Leader graduates have secured more than \$1 billion in government contracts and accessed \$73 million in new financing. Graduates also reported having created nearly 2,000 new full-time jobs since the program's inception. Sixty-two percent of surveyed participants reported an increase in revenue while 70 percent of those surveyed reported maintaining or creating new jobs in their communities. The initiative graduated nearly 400 small business owners in 2014, representing the largest graduating class since it began in 2008.

The seven-month executive intensive entrepreneurship education series includes approximately 100 hours of classroom time per participant and provides the opportunity for small business owners to work with experienced mentors, attend workshops, and develop connections with their peers, city leaders, and financial communities.

**To participate in the 2015 SBA's Emerging Leaders Initiative, the business must:**

- **Have been established for at least three (3) years. (This curriculum is not for start-up companies.)**
- **Have annual revenues between \$400,000 and \$10 million per year.**
- **Have employees. (i.e. at least one employee besides the owner).**
- **Be represented by the key decision maker of the qualified business**
- **Participant must be able to commit to attending 13 training sessions and complete required homework. (about a 100 hour commitment)**

## Emerging Leaders Frequently Asked Questions

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**What is Emerging Leaders Class?** Emerging Leaders Initiative is a federal training initiative that specifically focuses on executives of businesses poised for growth in historically challenged communities. The initiative provides these executives with the organizational framework, resource network, and motivation required to build sustainable businesses and promote the economic development within urban communities. Graduates from Emerging Leaders have: created nearly 2,000 new full-time jobs; secured federal, state, local and tribal contracts awards over \$1 Billion; accessed over \$73 Million in new financing; and 95% were satisfied with the Emerging Leaders program.

**When will the Emerging Leaders Class be held?** Classes will begin mid-April 2015 and end in October. Classes will be held alternating weeknight from 6-9 p.m.

**Where will the Emerging Leaders Class be held?** Classes will be held in New York City. Location will be determined but it is expected to be at 26 Federal Plaza, New York, NY.

**How do I register?** Interested applicants should register online at <http://www.interise.org/sbaemergingleaders>

**What is the deadline for registration?** Interested applicants should register online at <http://www.interise.org/sbaemergingleaders> (no later than March 1, 2015). Applications will be reviewed for eligibility, SBA will schedule an interview, and finalists will be selected and notified by March 20.

**How large will the class size be?** SBA will offer the Emerging Leaders initiative to 15 small business owners (participants).

**What will the StreetWise Steps Curriculum Cover?** The initiative uses a copyrighted curriculum called the StreetWise Steps™ to Small Business Growth. There are five modules that will be covered in class. Module 1: Business and Strategy Assessment. Module 2: Financials. Module 3: Marketing and Sales. Module 4: Resources- People, Accessing Capital and Government Contracting. Module 5: Putting it all together- Strategic Growth Plan Presentations.

**Is there a cost?** FREE training program is offered by SBA at no costs to the participating small businesses.

**What is the time commitment?** The initiative will begin mid-April and end in October. Participants will commit to 40 hours of in-class time, divided over 13 in-person sessions. Sessions are typically held every other week. Participants will also spend at least 12 hours over the course of the curriculum in self-directed CEO mentoring groups. Participants should expect to spend 3-4 hours preparing for each session by completing out-of-class, practical session preparation. All instructional in-class sessions, CEO Mentoring Groups and session preparation are interconnected and of equal importance. In total, each participant can expect to commit approximately 100 hours to analyzing their business and planning for growth.

**How many classes can participants miss and still get a certificate?** To receive a certificate, participants cannot miss more than two classroom sessions. If a participant misses more than two classes, they may continue to attend the classes for learning, but may not receive a certificate for completing Emerging Leaders.

**Who can I contact for more information?** Contacts for the SBA New York District Office are:

- Project Manager: Man-Li Lin, (212) 264-7060, [man-li.lin@sba.gov](mailto:man-li.lin@sba.gov)(link sends e-mail)
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<https://www.sba.gov/offices/district/ny/new-york/resources/sba-new-york-emerging-leaders-initiative-2015>