

# BiGNEWS

BUSINESS INVESTMENT GROWTH

THE Small Business Development Resource

## BiGAUSTIN's Vision

*BiGAUSTIN fosters economic development as THE resource for small businesses to stimulate prosperity.*

## Inside

President's  
Message . . . . . 2

Sponsor Focus  
Carl Paul of Golfsmith . . . 2

Success Stories . . . . . 3

BiGAUSTIN Loan  
Department Success . . . 3

Calendar of Events . . . . 4

Thank You Tea Volunteer !!!  
*Nicolette Harrington*

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- Across from Gene's New Orleans Deli)

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## Women's Independence Tea a BiG Success



*Austin City Councilwoman Betty Dunkerley at the Women's Independence Tea*

Nearly one-hundred women turned out for BiGAUSTIN's First Annual Women's Independence Tea on Friday, August 26<sup>th</sup>. During the event, women participated in discussions centered on creating an independent lifestyle.

Jeannette Peten, President and Founder of BiGAUSTIN, explained that Women's Independence Day was established to commemorate the ratification of the 19th Amendment to the United States Constitution; this act granted women the right to vote.

Councilwoman Betty Dunkerley congratulated the women in attendance for their determination and pointed out that Texas is number 2 in the nation for the number of women-owned businesses.

Wells Fargo Bank sponsored the Tea. Anna Sanchez, BiGAUSTIN board chair-elect and Wells Fargo Vice President, said, "The Women's Tea was a huge success! This was an opportunity for women to gather in elegance and learn from each other. Wells Fargo is proud to have sponsored this event for Austin women."

During the tea, women took part in discussions on the following topics:

### Financial Independence

by Jeannette Peten

### Networking

by Sylvia Acevedo

### Self-Confidence

by Quita Culpepper

### Time Management

by Jewell Parker



Seven Nations Catering, a small women-owned business and a BiGAUSTIN client, provided a delicious assortment of pastries and tea for the event.

Penny McConnell of Penny's Pastries, coordinated the Women's Tea and also gave each speaker a complimentary copy of her new book *Cookie Stories*. Austin Revitalization Authority (ARA) graciously provided the space for the Tea and D'Andra Ulmer of *grand beginnings* coordinated marketing for the event.

**"This First Annual BiGAUSTIN Women's Independence Tea was a great opportunity for me to network with many dynamic entrepreneurial women."**

Sonia Gaillard,  
Participant

## Wisdom from the Women's Independence Tea

**On Self-Confidence:** Be your own hero – Your independence and self-confidence will be enhanced by realizing that no one is coming to save you.

**On Time Management:** Make peace with time, free yourself from bad stress and don't forget to plan time to play, dream and enjoy.

**On Financial Management:** Financial intelligence is not measured by how much money you make, but how much money you keep and how hard that money works for you.

**On Networking:** When going to a networking event, decide who and how many contacts you would like to make and what defines success for you at that event.

# Message from the President

## Board of Directors

### Chairman

**Paul M. Saldana**

Adelante Solutions, Inc.

### Jeannette Peten

BiGAUSTIN

President

### Members

**George Aguirre**

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**Brian J. Anderson**

Omni Bank

**Rob Carruthers**

HyPerformix, Inc.

**Jerry Lewis**

Lewis & Prashner, LLP

**Anna Sanchez**

Wells Fargo Bank, N.A.

**Channy Souer, P.E.**

CAS Consulting & Services

**Bradley Stein**

Brown McCarroll, LLP

**Angela White**

Dell, Inc.

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## By Jeannette Peten

BiGAUSTIN has always recognized the important role played by women entrepreneurs. Over the ten years that BiGAUSTIN has been serving entrepreneurs in Central Texas, the majority of our clients have been women. Since 2000, BiGAUSTIN has provided capital to more than 75 women-owned businesses and provided entrepreneurial training or business counseling to over 1,400 women.

Texas is second in the nation for the number of women-owned businesses. Not only are women entrepreneurs a powerful and growing force in the economy of Texas, but all across the nation. The Center for Women's Business Research reports that employment by women-owned businesses has grown at twice the rate of all businesses (24% vs. 12%) and their revenues grew 17% faster than all businesses.



BiGAUSTIN celebrated and supported Austin-area women entrepreneurs last month at the First Annual Women's Independence Tea. The event was held on August 26<sup>th</sup>, Women's Equality Day, a day that commemorates the 1920 passage of the 19<sup>th</sup> Amendment, granting women the right to vote.

The observance of Women's Equality Day not only commemorates voting rights, but also calls attention to women's continuing efforts toward full equality and the ability to lead active independent lives. What better way to celebrate the day than to bring energetic women together to enjoy

a lavish tea while discussing the components that we think help to lead to a more independent life style.

The Women's Independence Tea also introduced many women to the services of BiGAUSTIN's Women's Business Center. The Center delivers training programs, one-on-one conversations, and affordable lending options that support women every step of the way on their road to living a more independent life style.

Entrepreneurship offers women a unique opportunity for success. Research indicates that women have a better chance at increasing their earnings when self-employed. Additionally, women can better balance family and business responsibilities when they determine their own schedule.

## Sponsor Focus:

**Golfsmith**  
GOLF & TENNIS



Carl Paul speaking at the July Graduation Ceremony

Carl Paul, founder of Golfsmith and a longtime supporter of BiGAUSTIN, spoke to the latest group of Start Smart graduates at the July Graduation Ceremony at Carmelo's Italian Restaurant.

"I heard owner after owner stand up and tell their story about how BiGAUSTIN was the reason for their success."

Carl Paul  
Golfsmith

Mr. Paul inspired the budding entrepreneurs with his own story of turning a home-based golf club repair business into a multi-million dollar international company that provides quality, service and advanced technology throughout the golfing industry.

Mr. Paul started his business in a two-bedroom New Jersey apartment. He repaired golf clubs and when he saw an opportunity in the market, he began specializing in custom design golf equipment.

Mr. Paul drew the pictures for the first catalogs while his wife, Barbara, typed the descriptions. Their first store opened in 1967. In 2004, Golfsmith reported net revenues of \$292.2 million. Golfsmith is a testament to how a great idea can make it big.

Mr. Paul commented, "I had no idea just how much BiGAUSTIN helps small business owners until I heard owner after owner stand up at the graduation ceremony and tell their story about how BIG was the reason for their success."

# BiGAUSTIN SUCCESS STORIES

## Training



Anne Marshall and Kym Livingston catered together for several years mostly on a volunteer basis, giving their time and talents for charity fundraisers. They were able to help the causes they believed in with their catering expertise.

In May 2005, the two attended BiGAUSTIN's Start Smart course because they wanted to turn the volunteer partnership into a business.

The most valuable aspect of the BiGAUSTIN course to Anne and Kym was the opportunity to hear from, and ask questions of successful entrepreneurs, and the thorough guidance from BiGAUSTIN's business counselors. Start Smart helped them focus on feasibility, and they finished the course believing they could make a successful transition into a catering business. Soon after, they started Seven Nations Catering with a particular emphasis on bringing Afternoon Tea, with all the essential trimmings, to a client's venue.

"We particularly appreciated that the course helped us develop our ideas into workable components and to learn to be ruthless about shedding some of our wackier ideas! The resources made available to us were very helpful," stated Anne and Kym.

## Lending



In August of last year, Candelario Flores came to BiGAUSTIN on the verge of fulfilling a lifelong dream. Mr. Flores had worked in the industrial cleaning industry for 10 years; all the while saving his money and waiting for the opportunity to start his own business. When he learned that the company he worked for was selling its equipment, he knew it was the moment he'd been waiting for. Candelario purchased the equipment and started RoadRunner's Commercial Cleaning in 2004.

Soon after starting his business, Candelario received a contract with Capital Metro. However, in order to be approved for the contract he had to have working capital and for that he needed a loan. After seeking funding from other institutions, Candelario found his way to BiGAUSTIN where he was able to get a loan for the money he needed to finalize the deal. RoadRunner's now employs 15 people.

"No matter what happens I will always be thankful to BiGAUSTIN for working with me and helping me to get started," stated Mr. Flores. Candelario prides himself on the fact that he and his employees are ready for any job. It was a long road to success, but Candelario is an example that persistence pays off.

## BiGAUSTIN Provides \$3.03 M in Loan Dollars

The BiGAUSTIN Loan Department is helping more small business owners than ever achieve their entrepreneurial dreams. In the last five years, they have disbursed more than \$3.03 million in loan funds to clients starting or expanding their business.

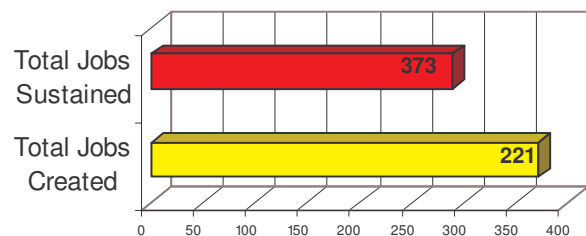
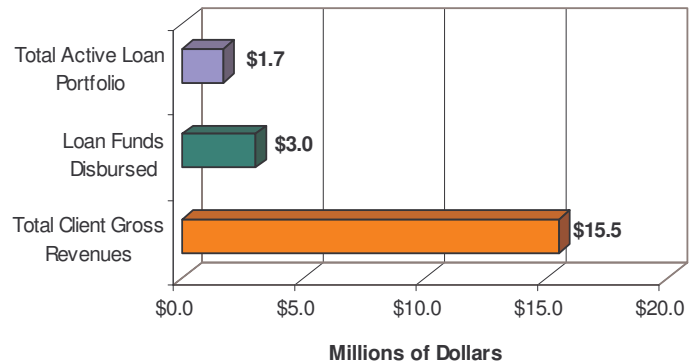
The cumulative gross revenues that BiGAUSTIN loan clients have generated during that time tops \$15 million. Loan clients have also created or sustained 663 jobs in Central Texas, proving that the economic impact of micro-enterprise is significant.

The key factors contributing to the success of the BiGAUSTIN's loan department are:

- ⇒ Bilingual Loan Staff
- ⇒ A streamlined loan application process for a quicker loan decision
- ⇒ Flexible loan terms: Up to 6 years depending on terms
- ⇒ Affordable loan fees as low as \$66
- ⇒ Range of loan amounts from \$500 to \$50,000

For more information, contact Ligia at the BiGAUSTIN Lending Department 512-320-8660 or visit the lending section of the BiGAUSTIN website <http://www.bigaustrin.org/>

### Loan Department Accomplishments 2000-2005



Businesses Invest in Growth  
1050 East 11th St.  
Suite 350  
Austin, Texas 78702

## CALENDAR OF EVENTS

### October continued

#### September

- 16** **The Best Website for the Least Amount of Money**  
FREE! Friday 11:30 am - 1:00 pm  
1050 East 11th St., Ste. 350
- 19** **Clases de Computadores en Español Nivel Básico: Introducción**  
Sept. 19, 21, 22, 26, 28, y 29  
\$125, 9:30 am - 12 pm  
1050 East 11th St., Ste. 350
- 27** **eMarketing**  
FREE! Tuesdays 10:00 am - 1:00 pm  
1050 East 11th St., Ste. 350

#### October

- 4** **Leveraging Technology for Your Business**  
FREE! 12:00 pm - 2:00 pm  
1050 East 11th St., Ste. 350
- 11** **Hiring Your First Employee**  
FREE! 11:30 am - 1:00 pm  
1050 East 11th St., Ste. 350
- 14** **Ready-Aim-Fire: Implementing a Marketing Plan**  
FREE! 11:30 am - 1:00 pm  
1050 East 11th St., Ste. 350

- 19** **Getting a Grip on Financial Statements**  
FREE! 11:30 am - 1:00 pm  
1050 East 11th St., Ste. 350
- 26** **Business Procurement Opportunities**  
FREE! 10:00 am - 11:00 am  
**SBA-Loan Products Small Business Access to Capital**  
FREE! 11:00 am - noon  
1050 East 11th St., Ste. 350

#### Ongoing

- The Secrets to Financial Management**  
Begins **October 5th** (6 session)  
Wednesdays, 6:00pm-8:30pm, 1050 East 11th St., Ste. 350, \$150 fee
- Business Basics - Steps for Starting Your Business**  
Every 2nd and 4th Friday in Sept & Oct  
FREE! noon - 2:00 pm  
1050 East 11th St., Ste. 350
- Start Smart - A Comprehensive Business Plan Development Course**  
Begins **Oct 3rd** (14 sessions)  
Mondays and Thursdays, 6:30pm-9:00pm,  
1050 East 11th St., Ste. 350, \$250 fee  
Veterans Receive \$100 discount

## Volunteer Opportunities

### CLASSROOM COUNSELOR

Assists with the BiGAUSTIN classes and provides feedback on student feasibility plans. Requires a time commitment of 6-9PM, once or twice a week for a three-month period and a general knowledge of financial management, marketing, operations and planning.

### SMALL BUSINESS COUNSELOR

Provides one-on-one consulting on an hourly basis to BiGAUSTIN clients. Requires a focused education in one or more key functional business areas.

### GUEST SPEAKER

Addresses the BiGAUSTIN students during a class or workshop on one's area of expertise as it relates to small business operations and success. A two to three hour commitment.

Contact BiGAUSTIN for more information  
(512) 928-8010  
or  
education@bigaustin.org

[WWW.BIGAUSTIN.ORG](http://WWW.BIGAUSTIN.ORG)