



CONTACT

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COLA Gives Presents...

Black Entrepreneur Survival Summit

Columbia, SC, July 18, 2019

Do you want to become an entrepreneur by starting your own business and just don't know what to do next? Maybe you have done some research and now find yourself needing just a little guidance? According to data from the US Bureau of Labor statistics, about 20% of small businesses fail within the first year and a startling 50% by the end of year five. Why? The top three reasons for failure are inadequate business plans, insufficient resources and misdirected marketing.

The *Black Entrepreneur Survival Summit* (B.E.S.S.) is designed to directly address these issues and start you on the road to success. This *FREE* Summit will take place **Friday, August 23rd** from **6:00 - 9:00 pm** at the Robert Mills Carriage House located at 1616 Blanding Street, downtown Columbia. Refreshments will be served.

This workshop is presented by COLA Gives of Columbia, SC in celebration of *National Black Philanthropy Month*. The Summit will help current and emerging entrepreneurs learn more about how to get started, develop a viable business plan, manage legal requirements, identify funding sources, and apply creative marketing and networking techniques.

Among the knowledgeable and resourceful individuals participating in this workshop will be Ms Cheryl Salley, Black Business Development Manager for South Carolina Small Business Development Centers; Ms Melissa Lindler, Director, Office of Business Opportunity with the City of Columbia, and Mr. James Chatfield, Chief Lending Officer, South Carolina Community Loan Fund.

Jackie Griffin, President of COLA Gives says, “The Survival Summit is a must for emerging businesses, young entrepreneurs wanting to start on the right footing and avoid the typical start-up pitfalls. The B.E.S.S. can also help those who have begun the entrepreneurial process, or those who have been contemplating, "should I jump in?".”

Register and obtain entry tickets for the Summit through **the Eventbrite web site** (<https://www.eventbrite.com>). In the search bar, use one of the following key words: **COLA Gives, Black, Entrepreneur, Survival, or Summit**. The **B.E.S.S.** capacity is 60 participants. Register early.

The **Black Entrepreneur Survival Summit** is made possible by the generous contributions of: Central Carolina Community Foundation, Historic Columbia, Midlands Technical College and consultation of DeAnna Bookert -The Bookert Agency, Renee Coletrain - Midlands Tech, and Michael Bailey-The Minority Eye and other partners.

COLA Gives, South Carolina's first African American Giving Circle is:
A Community Organized to Leverage Assets

CG was established in the spring of 2013, by a group of native, returning and new residents of South Carolina, who shared a common commitment to acknowledge and celebrate the African American community's long-standing focus on the values of self-determination, self-help, and collective action.

CG demonstrates the continuing efficacy of these and other values that have served the Black community well in the past and promises to be an effective tool, if strategically applied, for creating a successful future for all.

CG leverages the resources available among its members, friends and donors to recognize and support the good work done by local, community-based non-profits within the community. This is done through donations of “grants” of time, talent, and/or treasure. These “unsolicited grants” are designed for those who "do the real work of delivering direct services and support" to further develop and improve the lives and circumstances of people in the community.

Learn more about COLA Gives of Columbia, South Carolina and the Black Entrepreneur Survival Summit at website: <http://www.colagives.com>