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UNIQUE BUSINESS PROGRAM GRADUATES ALL-WOMEN COHORT

Goldman Sachs 10,000 Small Businesses Trains Local Women Entrepreneurs

With Support From Goldman Sachs and the Tory Burch Foundation

LONG BEACH, California – The Goldman Sachs 10,000 Small Businesses Southern California Region program, hosted by Long Beach City College (LBCC), graduated its first cohort of women entrepreneurs in collaboration with the Tory Burch Foundation on Saturday at the Los Angeles City College Van de Kamp Campus.

Twenty-nine women business owners, selected from across the Los Angeles region, took part in the four-month practical business and management education program held at Los Angeles City College. The curriculum included financial accountability, leadership in the workplace, the art of negotiating, legal considerations, marketing and sales, human resources, employment practices and formalizing a five-year growth plan.

“This is a rigorous program with tremendous benefits for women business owners resulting in positive strategic growth for their respective companies and the ability to impact the local economy through job creation,” said Vivian Shimoyama, Regional Executive Director of the Goldman Sachs *10,000 Small Businesses* program. “We are also pleased to have worked with Goldman Sachs and the Tory Burch Foundation to present this unique cohort experience to the women business owners of the greater Los Angeles area.”

The program also included one-on-one advising from business professionals who helped participants develop a strategic and tailored plan for growth, technical support and alumni services.

Tory Burch Foundation President Bari Mattes said: “Our goal is to dramatically increase entrepreneurial education opportunities for women entrepreneurs in the U.S. Women entrepreneurs need and deserve equal opportunities to access education, capital and mentoring so they can build sustainable businesses, which will help them support their families and strengthen their communities by creating jobs.”



Long Beach City College

NEWS RELEASE

Each of the 29 participants received a full scholarship from the Goldman Sachs Foundation to participate in the program.

“The program and its training tools helped me move beyond just knowing my products, it gave me the resources and understanding on how to run my business more efficiently with a focus on growth,” said Jamie Cantor Ginsburg, owner of Platine Bakery and program participant. “The knowledge I gained from participating in the Goldman Sachs *10,000 Small Businesses* program really brought to light the various opportunities for future growth and has motivated me to expand my plans for Platine.”

The Goldman Sachs *10,000 Small Businesses* program hosted by Long Beach City College and Los Angeles City College has open enrollment throughout the year. The application deadline for the next Cohort is May 28, 2014. For more details on the program and course deadlines, requirements and to download an application, please visit www.SoCal10KSB.com or email 10000sb@lbcc.edu.

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About Long Beach City College

Long Beach City College is one of the largest single college districts in the California Community College System. LBCC is the Southern California Regional Center for the Goldman Sachs *10,000 Small Businesses* program. As a driving force in the regional economy LBCC is also the lead host of the Los Angeles Regional Small Business Development Center Network in 2013, LBCC supported small businesses in creating 2,355 new jobs, increasing client sales by more than \$198 million and helping clients access more than \$100 million in new capital. LBCC's economic activity generates over \$2.12 million daily in the region's economy. For more information visit: www.lbcc.edu or www.SoCal10KSB.com

About The Tory Burch Foundation

The Tory Burch Foundation launched in 2009 to support the economic empowerment of women entrepreneurs and their families. The foundation provides entrepreneurial loans,



Long Beach City College

NEWS RELEASE

mentorship and entrepreneurial education, enabling women to start and grow their own businesses. For more information, visit www.toryburchfoundation.org.

About Goldman Sachs 10,000 Small Businesses

Goldman Sachs *10,000 Small Businesses* is a \$500 million investment to help small businesses in the United States create jobs and economic growth by providing entrepreneurs with a practical business education, access to capital and business support services. The program is based on the broadly held view of leading experts that greater access to this combination of education, capital and support services best addresses barriers to growth. The program is active in urban and rural communities across the United States. Sites include Chicago, Cleveland, Dallas-Forth Worth, Detroit, Houston, Long Beach, Los Angeles, Miami, New Orleans, New York, Philadelphia and Salt Lake City. Access to capital is also available in parts of seven states: Kentucky, Maine, Montana, Oregon, Tennessee, Virginia and Washington. For more information, visit www.gs.com/10000smallbusinesses Follow *10,000 Small Businesses* on Twitter: [@GS10KSmallBiz](https://twitter.com/GS10KSmallBiz)