

Andrews, Rayna

From: Genyne Edwards of WOO Connections <genyne@woconnections.com>
Sent: Tuesday, September 17, 2013 11:38 AM
To: Andrews, Rayna; Manuel, Rhonda
Subject: Fwd: North End Statement

Genyne L. Edwards J.D
genyne@woconnections.com

Begin forwarded message:

From: Phillip Aiello <paiello@mandelgroup.com>
Date: September 17, 2013, 11:36:40 AM CDT
To: Genyne Edwards of WOO Connections <genyne@woconnections.com>
Subject: North End Statement

Genyne,

I apologize to you, the City, and the Committee for having to leave the committee hearing. Would you please read this statement into the record? Also, I am happy to answer questions that the Committee members may have regarding this program either individually or at a future committee meeting.

North End Capacity Building Program Statement

As Mandel Group's development manager for The North End, I was involved in the selection process for the business capacity building candidates, periodic updates, and the final presentations.

I think the program developed by the City's Business Development office is terrific. There was a clear positive change in the thinking, confidence, ability, and growth of the individuals and their companies. I believe the combination of business coaching and personal coaching was a tremendous mix. Both of these elements were instrumental in the growth and development of the participants. The coaching is the backbone of the success of the program.

As the committee considers funding for emerging business programs now or in the future, please consider using the business capacity building model used at The North End. With a finite amount of money to allocate to business development, I would suggest that this program fills a need in the community more so than allocating funds to a skilled trade development program. Skilled trade development is clearly still a need, but there are outlets in the community for this type of development (apprenticeships, on the job training, MATC as examples). I don't know of any other resource in the City that provides the coaching that these businesses need to grow. These coaches help the individuals develop a business plan, focus on its implementation, and overcome the personal traits they have that may be obstacles in implementing the plan.

I would suggest one addition to the program: ensure the sustainability of the program through continued coaching after the program. Perhaps the individuals could work with the coaches to put together an advisory board that would transition into the coaching roles. JCP Construction setup such a board.

Kudos to the Business Development Office and the participants in this program for making it a tremendous investment by the City.

Phillip Aiello

Sent from my iPad