

# NC Community College Small Business Center Network encourages consumers to 'Shop Small For All'

SPECIAL TO THE CHRONICLE

With the holiday shopping season upon us, the North Carolina Community College Small Business Center Network (SBCN), which includes Forsyth Tech's Small Business Center, is encouraging communities to support local small businesses on Saturday, November 28, and to use #ShopSmallForAll on social media.

Nestled between Black Friday and Cyber Monday, Small Business Saturday® has quickly become a nationally recognized day to support local independent merchants.

The Winston Salem Black Chamber of Commerce is also urging the support of small businesses on that day. The Chamber is providing a tour of its members' businesses.

"Statistics show that more jobs are created through small businesses than big businesses," says Allan Younger, director of the Small Business Center at Forsyth Tech. "Here at the Small Business Center, we serve hundreds of potential and existing small business owners each year—and that number is growing. A community that supports its small businesses is a community that can thrive economically."

Small Business Saturday® was founded by American Express in 2010 as a day to celebrate local businesses through the launch of the holiday shopping season. The day has since grown into a powerful movement in support of local small businesses that make communities unique.

Consumer spending with independent retailers and restaurants during the 2014 Small Business Saturday® neared \$14.3 billion according to the results of a survey conducted by the National Federation of Independent Business (NFIB), with a total of 88 million consumers shopping "small" on the day, up 14.9% from 2013.

The U.S. Census Bureau reports that more than 50 percent of the working population works in a small business. A small business is defined by the Small Business Administration as one with 500 or fewer employees. Small businesses generated more than 63 percent of new jobs between 1995 and 2013.

### About the Small Business Center Network

The mission of the NC Community Colleges Small Business Center Network (SBCN) is to increase the success rate and number of viable small businesses in North Carolina by providing high quality, readily accessible assistance to prospective and existing small business owners, which will lead to job creation and retention.

The SBCN assists in starting an average of more than 700 businesses each year. Small Business Centers have an economic impact in 90% of all NC counties each year, including helping to create and retain over 3,600 jobs annually.

About the Black Chamber of

### Commerce tour

The Winston-Salem Black Chamber of Commerce is sponsoring a Shop Small Business Tour from 10:30 a.m. to 2:30 p.m. on Saturday, Nov. 28. The 32-passenger bus will leave from The Enterprise Center, 1922 Martin Luther King Jr Dr.,

and stop at the local businesses of the members of the Winston-Salem Black Chamber of Commerce. The cost for the trip is \$20 per person.

If you would like your business to be included on The Small Business Bus Tour, call 336-575-2006 for more information.

# WSSU fraternity to host Sleep-Out for the Homeless on Nov. 20

SPECIAL TO THE CHRONICLE

The Delta Alpha Chapter of Phi Beta Sigma Fraternity, Inc. at Winston-Salem State University (WSSU) will conduct its 19th annual overnight sleep-out to raise awareness of homelessness in the Piedmont Triad on Friday, Nov. 20, beginning at 6 p.m. near the Clock Tower on campus.

Activities during the past week have included the collection of nonperishable food items, school supplies and clothing items for the homeless. The campaign will culminate with the all-night sleep-out that will have members of the fraternity and other students supporting the initiative by spending the night in cardboard boxes, sleeping bags and tents. A makeshift cardboard city will be set up near the Phi Beta Sigma monument on the university's Greek plots area outside of the Thompson Student Services Center.

Clothing items donated will go to the Winston-Salem Rescue Mission, while the nonperishable food items will be given to the Second Harvest Food Bank of Northwest North Carolina. The school supplies will support Project Hope of the Winston-Salem/Forsyth County School System and the monetary donations will go to the Samaritan Ministries Annual Penny Campaign.

In 2014 members collected \$330 for Samaritan Ministries, approximately 17 boxes of clothing and shoes for the Winston-Salem Rescue Mission, 740 pounds of non-perishable food items for Second Harvest Food Bank and \$150 cash for Project Hope.

This year, the fraternity's goal is to raise \$1,000 in cash donations for Samaritan Ministries and

Project Hope, 1000 pounds of canned goods and other non-perishable items, and at least 20 boxes of clothing. The drive this year is putting special emphasis on collecting old blankets and

toys. Donations may be made from 6 p.m. Friday, Nov. 20, through 6 a.m. on Saturday, Nov. 21, at the Clock Tower on the WSSU campus.

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 Opinion?

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