

FROM THE OFFICE OF ENTREPRENEURSHIP



OCTOBER 2024

Welcome to the Entrepreneurship Committee Newsletter

The newsletter aims to keep members informed, engaged, and empowered in their entrepreneurial endeavors. We will share updates and announcements, success stories, resources and tips, and community engagement.

***entrepreneur:** a person who risks their own money for freedom rather than exchanging their freedom for money.*



Meet Our Director, Jose' Wilkins, Certified MBB, BB, GB PROFIT-ABILITY, LLC

Since joining NBMBA Charlotte as Director of Entrepreneurship three years ago, we have worked tirelessly to bring a positive attitude, strong work ethic, and innovative ideas to our initiatives. Our efforts have significantly benefited underserved business owners in the Charlotte Metro area. Notably, we launched the "Next Level Accelerator Program," which has successfully trained fifty-eight minority business owners in essential business fundamentals. This program was supported by a \$250,000 grant from the City of Charlotte, and nine of these business owners were awarded \$5,000 grants.

I wanted to take a moment to reflect on how the Entrepreneurship Committee's contributions align with the mission of the Charlotte Chapter. I am grateful for the opportunity to be part of this organization and look forward to leading more unique initiatives that positively impact our underserved communities.

Meet the Team

The Entrepreneurship Committee works diligently throughout the month to offer members valuable programming, grant opportunities, and helpful resources and tips. In this newsletter, you'll find profiles of businesses started by committee members, how they contribute to the community, and how they benefit from NBMBA.



Monica
Warren



Terron
Johnson



Kehaulanii
Robinson



Sykira
Martin



Kirby
Wilson

Not Pictured: Yameen Thomas

JOSE' WILKINS



Profit-Ability, LLC
Executing to Excellence

Profit-Ability LLC



Are you a small underserved small business owner for a construction-like company that is wearing too many hats, seeking delightful customers, do not have stable cashflows, overwhelmed with back office operational issues, and seeking effective workforce development? If so, Profit-Ability LLC will execute our trademarked business improvement Fractional Executive Leadership model to achieve your ability to long-term sustainable profits.

We are a network of seasoned executive professionals with a track record of corporate success in managing TEAM effectiveness, strategic planning, project management, and driving operational discipline. In our experiences, this gives more time for owners in the field to grow relationships and do it at a fraction of the costs vs. equivalent full-time leadership staff and support.

If you **DO NOT** want to safely grow, reduce costs, and optimize employee retention, then we **ARE NOT** your best solution! However; if you want to catalyze and transform to a sustainable growth business, then contact us at:

j.wilkins@profitabilityllc.com
704.942.5595



MONICA WARREN

Reactive to Proactive, LLC

How many years have you been in business and what inspired you to start/purchase/work with this business?

I've been in business for 11 years. What inspired me to start this business was my deep passion for technology and process optimization. I take great pride in helping businesses leverage technology to shift from a reactive to a proactive approach. Initially, I began by designing websites for small businesses because I love creating. This experience naturally expanded into assisting companies with setting up efficient back-end systems, enabling them to focus on their customers instead of getting bogged down with administrative tasks. I discovered my niche by blending my Computer Science degree and Real Estate License with my passion for refining processes. After establishing these systems, I also implemented standard operating procedures (SOPs). By documenting essential steps, small businesses can train their staff more efficiently and sustainably. This holistic approach ensures businesses run smoothly and grow with ease. I thrive on seeing businesses transform as they embrace technology to streamline their operations. My mission is to empower companies to focus on what they do best, while technology takes care of the rest.

What has been your biggest success to date?

My biggest success to date has been stepping out on faith and leaving the corporate sector for a year to pursue my passion. Though I returned for personal reasons, I consider it a success because I actually took that leap. The experience taught me valuable lessons, and now I'm more prepared for the next time. This time around, I'm confident I won't have to go back. I'm ready to apply everything I've learned to make my passion a sustainable reality.

What has been your biggest challenge?

My biggest challenge is recognizing my value and charging what I'm truly worth. It's been difficult to balance wanting to help others with ensuring I'm compensated fairly. However, I'm learning that valuing myself is key to long-term success.

What inspires you to hit the ground running each morning?

What gets me up and running each morning is the excitement of a new day, full of fresh ideas and a chance to show up better than yesterday. Being the first in my family to go to college motivates me, knowing I'm setting an example for my daughters and nephews. They're watching me, and I can see how inspired they are by my journey. I'm paving the way for them, showing them that their dreams are possible too.



MONICA WARREN

Reactive to Proactive, LLC

What is an interesting fact about your business that most people don't know?

An interesting fact about my business that most people don't know is that my model isn't limited to real estate agents, though they are my target audience. I've successfully applied it to Airbnb owners, cosmetologists, personal trainers, and electrical companies, among others. The model consistently delivers results across industries, helping businesses take a proactive approach while maintaining superior customer service. This adaptability makes it a powerful tool for any business. Additionally, I offer notary and loan signing services, which benefit the community at large.

As someone doing business in Charlotte, how does the NBMBA Charlotte help you?

Networking and Building Leadership Skills.

When you're not working, what is your favorite thing to be doing?

When I'm not working, I love heading to a lounge to listen to a great DJ. There's nothing better than relaxing with good music and a chill vibe.

Business website:

www.r2prealestate.com

www.warrennotary.com

SOCIAL MEDIA HANDLES

IG: @warrennotary

TERRON JOHNSON



*Empowered Capital Source
LLC*



How many years have you been in business and what inspired you to start/purchase/work with this business?

I've been in business for 6 years. What inspired me was working for larger banks and I saw how the banks would turn away small businesses due to various reasons such as tax returns or credit not meeting the requirements, just to name a few. There was a gap of knowledge and access to other business funding opportunities whether real estate or working capital. I thought I would create a company to bridge the gap.

What has been your biggest success to date?

Helping a fellow entrepreneurs save their businesses by finding them the funding to make payroll when their traditional bank said an emphatic no.

What has been your biggest challenge?

How, do I help more clients. What's the best way to use marketing time and dollars.

What inspires you to hit the ground running each morning?

What inspires me is the ability to help. Small businesses need advocates on their behalf and common-sense funding. America was built on small businesses we forgot about the smaller entrepreneurs.

What is an interesting fact about your business that most people don't know?

I have programs revenue based only with no credit pull.

As someone doing business in Charlotte, how does the NBMBA Charlotte help you?

Education on different businesses being able to study other models of business camaraderie mentors and exposure.

When you're not working, what is your favorite thing to be doing?

Family Time.

Business Website: www.empoweredcapitalsourcecellc.com

Social Media Handles: empoweredcapital1



KEHAULANI ROBINSON

*222 Aloha Photo Booths &
Photography*

How many years have you been in business and what inspired you to start/purchase/work with this business?

I am thrilled to share the story behind my transition from the corporate world to entrepreneurship in the exciting realm of photo booth and event photography. After years in the corporate sector, I felt a calling to create something more meaningful - a business that could bring joy, create lasting memories, and help other businesses thrive.

My journey began officially in 2022 with a simple realization: in our fast-paced digital world, people crave authentic, immersive experiences that they can cherish and share. This insight, combined with my passion for photography and technology, led me to envision a modern photo booth service that could transform ordinary events into extraordinary memories.

What truly inspired me was the potential to blend creativity with business acumen. I saw an opportunity to not only provide fun, interactive experiences for event guests but also to offer valuable marketing solutions for businesses. By incorporating data capture and lead generation features into our photo booths, we could help companies expand their reach on social media platforms while engaging with their audience in a unique and memorable way.

The decision to leave the corporate world wasn't easy, but the prospect of building my dream and gaining both time and financial freedom was irresistible. I wanted to create a business that would allow me to:

- *Craft unforgettable moments for people at various events
- *Assist businesses in enhancing their brand visibility and lead generation
- *Leverage cutting-edge technology to deliver innovative solutions
- *Enjoy a more flexible lifestyle while pursuing my passion

Today, I'm proud to say that our photo booth and photography services are doing just that. We're not just capturing smiles; we're creating experiences that resonate long after the event ends. For businesses, we're opening new avenues of customer engagement and data-driven marketing.

This journey has been incredibly rewarding, allowing me to combine my corporate experience with my entrepreneurial spirit. I'm excited to continue growing this venture, helping more people create lasting memories, and assisting businesses in reaching their marketing goals through the power of interactive photography.



KEHAULANI ROBINSON

*222 Aloha Photo Booths &
Photography*

What has been your biggest success to date?

Taking the risk to build my dream oppose to someone else's working a 9 to5 pm.

What has been your biggest challenge?

Learning to say no.

What inspires you to hit the ground running each morning?

Working in my passion and teaching my 2 children about entrepreneurship and financial literacy.

What is an interesting fact about your business that most people don't know?

Photo+Video booths can be a powerful tool for businesses looking to enhance their branding, capture leads, and boost their social media presence.

Our cutting-edge technology allows clients to track their ROI in real-time, while guests enjoy branded photos and videos that they can't wait to share on social media, amplifying your brand's reach.

As someone doing business in Charlotte, how does the NMBBAA Charlotte help you?

Networking

When you're not working, what is your favorite thing to be doing?

Taking my drone on vacation and taking cool footage.

Business Website: www.222alohaphotoboosths.com

Social Media Handles:

<https://www.linkedin.com/in/kehaulani-robinson/>

<https://www.facebook.com/222AlohaPhotoboosths/>

<https://www.youtube.com/channel/UCWkUlt4b4xKol7kNuBQ6gKA>

https://www.instagram.com/222aloha_photoboosths/

SYKIRA MARTIN

LAGUINS
FAMILY
HOME
SERVICES



*LAGUINS FAMILY HOME
SERVICES*



How many years have you been in business and what inspired you to start/purchase/work with this business?

I have been in business for two years. What inspired me to start my business was when my father was diagnosed with stage 4 cancer and had to live in a nursing home. It was then that I realized that I needed to do something, because it's not a matter of if we will need long-term care but rather when. LAGUINS FAMILY HOME SERVICES is a nursing home alternative, providing love ones with a home like environment while providing them with 24/7 care.

What has been your biggest success to date?

My biggest success to date is stepping out on faith and getting started.

What has been your biggest challenge?

Finance and marketing has been my biggest challenge.

What inspires you to hit the ground running each morning?

What inspires me is this is not just another job for me but a calling. I realize that people lives are depending on me starting my business. I love taking care of people, and providing them with quality care.

What is an interesting fact about your business that most people don't know?

What I want people to know about LAGUINS FAMILY HOME SERVICES is that we are not just like all of the other residential assisted living facilities, I have been in healthcare for more than 15 years and have worked various positions, I know what the residents need and we strive to provide the Ritz Carlton style experience.

As someone doing business in Charlotte, how does the NBMBA Charlotte help you?

Resources, grants, networking opportunities, marketing, etc.

When you're not working, what is your favorite thing to be doing?

I enjoy networking, vacationing and spending time with people that I love.

Business website: <https://www.laguinsfamilyhomeservices.com/>



KIRBY WILSON

Vision Unlimited, LLC

How many years have you been in business and what inspired you to start/purchase/work with this business?

I have been in business for 13 years. My inspiration came from having a deep desire to create long-term financial security, not just for myself but for future generations. Generational wealth isn't just about money; it's about creating a legacy of knowledge, resources, and opportunities that empower future generations to thrive. Starting this business has given me the chance to contribute to that legacy while making a meaningful impact in my community.

What has been your biggest success to date?

My biggest success to date has been helping hundreds of individuals and businesses significantly reduce their monthly expenses, allowing them to save money and improve their financial well-being. This impact has led to national recognition for my accomplishments, validating the positive outcomes I've been able to create for my clients.

What has been your biggest challenge?

Helping individuals and businesses become more adaptable to change, especially in a rapidly evolving economic environment. Many people are resistant to stepping outside their comfort zones, and it can be difficult to encourage them to embrace new strategies for technologies. However, I've found that by teaching clients to think outside the box and approach problems creatively, I've been able to help them not only overcome these challenges but also thrive in the face of uncertainty.

What inspires you to hit the ground running each morning?

Having the opportunity to serve people and help them transform their financial lives. Every day, I'm motivated by the chance to assist individuals and businesses in turning their liabilities into assets, enabling them to take control of their financial futures. Seeing clients shift their mindset and make decisions that convert potential financial burdens into opportunities for growth and wealth-building is incredibly rewarding.

What is an interesting fact about your business that most people don't know?

An interesting fact about my business that most people don't know is that it's part of a leading company based in Concord, NC, which has been in business for over 30 years. This long-standing history not only reflects the company's success and stability but also the deep expertise and trusted relationships we've built over the decades. Being part of such an established organization allows us to offer clients proven strategies and solutions that have stood the test of time, while continuing to innovate and adapt to today's needs.



KIRBY WILSON

Vision Unlimited, LLC

As someone doing business in Charlotte, how does the NBMBA Charlotte help you?

The NBMBA Charlotte chapter has been incredibly valuable in helping me gain exposure through its extensive networking events, workshops, and professional development programs. As a result, I've been able to connect with like-minded professionals who are focused on financial empowerment and business growth.

When you're not working, what is your favorite thing to be doing?

Traveling and relaxing on a beach.

Business Website: www.kirbydenise.com

Social Media Handles:

@kirby_denise_