
SBDC MasterMinds Benefits and Registration

SBDC MasterMinds is a small business and entrepreneurial support group facilitated by the Small Business Development Center, Hosted by College of the Canyons. Members focus on supporting one another through open discussion, collaboration, and sharing to increase chances of success and magnitude of success. All local business-minded individuals are invited to attend and join SBDC MasterMinds.

1. **SUPPORT:** We rarely get the support we need to maximize our potential because we are too immersed in our own situations to help ourselves. Don't be a hermit! SBDC MasterMinds offers support with fresh perspectives and with the collective experience of members.
2. **KNOWLEDGE:** Seasoned veterans contribute to rookies while younger members educate others on demographic marketing. A frequent comment from our members, even industry veterans, is "I'm always learning at MasterMinds." We accelerate and reinforce business acumen with consistency.
3. **DISCIPLINE:** Devoted involvement in a MasterMinds group develops discipline in messaging, promotions, operations, finance, strategy and other critical areas. This happens through a threaded curriculum, repeated exposure to a variety of business concepts, and voluntary accountability groups.
4. **RISK MITIGATION:** All too often, entrepreneurs become enamored by their own products and services and business projections to ensure they cover their assets. This is evident in business plans which fall short on risk mitigation, contingency planning, exit strategies, insurance, and legal budgets.
5. **INSPIRATION:** SBDC MasterMinds can be the catalyst that takes you from "I had that idea and now someone else is making millions!" to "I have an idea and I'm going for it!" Join a group of regular people who are going for it! Hear some of the inspiring business stories and life stories from peers.
6. **PRACTICE:** Test concepts, ideas, messages, promotions, products and services in a friendly setting before launching them in a competitive marketplace. Get feedback and go out battle-tested by peers.
7. **PROFITABILITY:** Many members are conducting business with each other based on the relationships they developed at SBDC MasterMinds, not because of any quotas or group requirements (we have none). Still other members have saved money via referrals, advice, bartering, networking, and sharing.
8. **SUCCESS:** While we focus on business acceleration, there is an element of wholeness of mind, body and spirit and a broader definition of success. We encourage members to embrace their values and take their passion into the business world, so that the business world contributes to success in life.
9. **PHILANTHROPY:** You will notice the collective energy of the group is focused on everyone's success. You *are* philanthropic just by joining SBDC MasterMinds and contributing to your community. You can always explore and expand your philanthropic goals with other members.



Small Business
Development Centers
Los Angeles Regional Network

Annual Membership Fee is \$100:

- Check (Payable to: Santa Clarita Community College District)
 VISA Mastercard America Express

Card # _____ - _____ - _____ - _____ Expiration: _____

Name on Credit Card: _____

Signature _____ Date _____

Name		Business Name	
Home Address City-State-Zip		Bus. Address City-State- Zip	
Email		Bus. Email	
Cell Phone		Bus. Phone	
Home Phone		Bus. Fax	
Signature		Date	

TO BE FILLED OUT BY SBDC MASTERMINDS FACILITATOR

Dues Received By:	_____	_____
	Counselor	Date
	Member Anniversary Date	_____

