



## Self- Employment Webcast Series

### ENTREPRENEUR SUCCESS STORIES

Sponsored by:

Start-Up-USA, funded by a  
cooperative agreement from the  
U.S. Department of Labor

Virginia Commonwealth University  
Griffin-Hammis Associates, LLC





## Self-Employment Webcast Series -- Entrepreneur Success Stories

The webcasts allow you to connect to live video presentations using your computer. Each presentation will take place on the specified day at 2:00 pm ET to 2:45 pm ET. Following the webcast, you will be able to ask questions to the presenters in an online chatroom. Each webcast is captioned. You will need a computer with Internet connection and RealPlayer (free software). Tech support is available through phone and email. For more information please contact: **Teri Blankenship, [tcblanke@vcu.edu](mailto:tcblanke@vcu.edu), or (804) 828-2197.**

**March 21, 2007**  
**A Self-Employment Success Story**  
**Presenter: Don Whittecar,**  
**Taiowa Images, LLC**

"You can't start your own business!" This negative attitude was just one of the challenges that Don Whittecar faced when he decided to become self-employed. In this webcast, Don will share his journey in becoming a successful photographer and artist. Discover how he advocated for himself to receive training, obtain a grant to purchase photographic darkroom equipment, find assistance with developing a business plan, and develop a PASS that enabled him to establish his wildlife photography profession. Don will discuss the importance of networking and tapping into the necessary supports to encourage and motivate you to achieve your business goals. He will also talk about the importance of engaging with others who share your passions and interests.

**April 18, 2007**  
**Family Support of Self-Employment**  
**Presenter: Lissie Clark and Johnelle**  
**Howanach, Lissie's Luv Yums**

Lissie Clark, who has fetal alcohol syndrome, was adopted in 1982 at age six by Sister Johnelle Howanich. In this webcast, Lissie will present her story and how she overcomes her everyday challenges and struggles. Sister Johnelle will share the strategies she has used to teach Lissie. Lissie and Sister Johnelle, of Great Falls, Montana have franchised a gourmet pet biscuit business called "Lissie's Luv Yums." Luv Yums was crafted around Lissie's interests, abilities, talents, and her need to function as a business person. She works from home and is able to take breaks when needed and keeps her own schedule. Lissie and Johnelle tell how they have used family support in Lissie's successful business.

**May 9, 2007**  
**A Personal Journey with Work**  
**Incentives: Using PASS for**  
**Self-Employment**  
**Presenter: Suzanne McKinley**  
**Prism Group, LLC**

Suzanne McKinley started multiple businesses for other people prior to acquiring a severe disability. In midlife, she found herself on SSDI, with two children, one divorce, and a ten-year-old Volvo. When she decided to try working, self-employment and business ownership seemed second nature for Suzanne. A natural student, she had collected multiple master's degrees, multiple licenses, and learned self-accommodations for her disability. One thing she had not counted on was the resistance of bankers and other business professionals to assist a woman with few resources and a disability. Suzanne persisted, forming Prism Group, LLC, a business in Iowa with support staff and subcontractors that eventually exceeded \$100,000 in gross revenues. In this webcast, learn the steps that Suzanne took to develop over \$20,000 in needed operating capital funded through SSA's Plan for Achieving Self Support (PASS).

**July 18, 2007**  
**Self-Employment: Vision,**  
**Partnerships, and Creative Funding**  
**Presenters: Chris Coleman,**  
**Professional Speaker & Nancy**  
**Brooks-Lane, Cobb/Douglas CSB**

Christopher Coleman and Nancy Brooks-Lane will discuss their partnership in supporting Chris' dream of owning his own business. This webcast will focus on a journey from a devaluing disability to a point in life when disability became a force for economic development. Early on, Chris was labeled as "mentally retarded" and in need of institutional placement. Through Chris' determination and the support of people like Nancy, he is now a major player in his community. Today, Chris is a professional speaker reaching out to a variety of audiences, including corporations like Coca Cola and Lucent Technologies. He has a strong passion and the courage to fight. Chris' vision is to become an entrepreneur who changes lives. In Chris' words, "Any possibility you may know of, I am all for it."

**August 15, 2007**  
**Developing a Business Plan for**  
**Self-Employment**  
**Presenters: Joe and Ray Steffy,**  
**Poppin Joe's Kettle Korn**

In this webcast, you will find out how despair was replaced with hope when Ray Steffy learned about self-employment as an option for his son Joe who has multiple complex developmental disabilities. Ray purchased used kettle corn equipment and began working with Joe and in October 2000, they began producing and selling popcorn on weekends when Joe was 15. In April 2005, Joe became the owner of the Poppin Joe's Kettle Korn and is directly involved with the business. He knows the popping process and has mastered all skills of the operation with selling being the task Joe is now working on. Ray and Joe will share how the family researched the business and developed a business plan and how they explored the idea of having Joe own his own business while he learned good work ethic, despite "professionals" telling them that Joe could not work.

**September 19, 2007**  
**Facilitating Self-Employment for**  
**Disabled Veterans**  
**Presenter: Urban Miyares, Disabled**  
**Business Persons Association**

For veterans, and especially today's disabled veterans, self-employment is a workplace option that many want to explore, but few know exactly where and how to begin. Urban Miyares, a disabled veteran, has been there. He has forty years of entrepreneurial experience since returning from Vietnam as a disabled veteran. Urban has facilitated the challenges many disabled veterans have in re-entering the workplace through self-employment. He will share the unique options, opportunities and benefits that self-employment can offer disabled veterans in today's highly competitive and ever-changing world of business.

## Registration and Payment Information

**If you are a person with a disability and are interested in starting a business, please contact us for available scholarships to participate.**

- How to register:**
1. Register and pay online using Visa, Mastercard, AMX, Discover, or Purchase Order, go to <http://www.start-up-usa.biz/training/webcasts/webcasts.htm>
  2. Mail the registration form with your check made payable to VCU-RRTC. Attention: Teri Blankenship, VCU-RRTC, PO Box 842011, Richmond, VA 23284-2011
  3. Fax the registration form and P.O. to (804) 828-2193. We must have a copy of the P.O. to process your request. Be sure to include names and e-mail addresses of all participants.

**For subscriptions, send a list of all individuals and e-mail addresses who are included in this payment. We must receive these names and e-mail addresses for registration. We also require the billing contact's name and address. Check the appropriate box below. Place a check by your selected option.**

☐ **Individual Subscription (Includes 6 webcasts & archives) \$150.00**

☐ **Agency Subscription (Includes 6 webcasts & archives for 5 people) \$550.00**

### **Individual Access to Single Webcast -- \$30.00 each**

- ☐ March 21 -- Self-Employment Success Story  
☐ April 18 -- Family Support of Self-Employment  
☐ May 9 -- A Personal Journey with Work Incentives  
☐ July 18 -- Self-Employment: Vision  
☐ Aug. 15 -- Developing a Business Plan  
☐ Sept. 19 -- Self-Employment for Disabled Veterans

### **Agency Access to Single Webcast -- \$90.00 each**

- ☐ March 21 -- Self-Employment Success Story  
☐ April 18 -- Family Support of Self-Employment  
☐ May 9 -- A Personal Journey with Work Incentives  
☐ July 18 -- Self-Employment: Vision  
☐ Aug. 15 -- Developing a Business Plan  
☐ Sept. 19 -- Self-Employment for Disabled Veterans

**If you are a person with a disability and are interested in starting a business, please contact us for available scholarships to participate.**

**Contact Person:** \_\_\_\_\_

**Agency:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

**Amount Enclosed:** \_\_\_\_\_

**Be sure to provide the names and e-mail addresses for all participants.**

# Self-Employment Webcast Series --

## ENTREPRENEUR SUCCESS STORIES

- ★ March 21, 2007 -- A Self-Employment Success Story
- ★ April 18, 2007 -- Family Support of Self-Employment
- ★ May 9, 2007 -- A Personal Journey with Work Incentives:  
Using PASS for Self-Employment
- ★ July 18, 2007 -- Self-Employment: Vision, Partnerships, and  
Creative Funding
- ★ August 15, 2007 -- Developing a Business Plan for Self-Employment
- ★ September 19, 2007 -- Facilitating Self-Employment for Disabled  
Veterans

Visit our Website at: <http://www.start-up-usa.biz/>

Virginia Commonwealth University  
Rehabilitation Research and Training Center  
on Workplace Supports and Job Retention  
P.O. Box 842011  
Richmond, VA 23284-2011

Nonprofit  
Organization  
U.S. Postage  
PAID  
Richmond, VA  
Permit No. 869