

SIDE STREET TO MAIN STREET BUSINESS & LEADERSHIP DEVELOPMENT PROGRAM

In 1996, there were very few *minority-owned* businesses in Middlesex County. At the urging of the **Middlesex County NAACP**, the Middlesex County Chamber of Commerce created the **Side Street to Main Street Business & Leadership Development Program**, and sought the financial support of Aetna, Inc., who has generously funded and supported the Program ever since.

The Side Street to Main Street Business & Leadership Development Program, is a one year long entrepreneurial and business development course, with a rigorous curriculum, designed to assist *minority small business owners in the community, who have not had formal business training*, to become more successful by developing the attitudes, skills and qualities necessary for effective business ownership and success, taking them from the **Side Street to the Main Street** of the business community. Since the inception of the Program in 1997, over **268** people have graduated from the Side Street to Main Street Business & Leadership Development Program, and it has been a successful and effective way in which we have encouraged the development and growth of small, minority-owned businesses, which are now part of the greater Middlesex County business community.

Admission to the Program is competitive. Applicants must attend a Mandatory 3-4-hour Program Orientation Meeting and complete a detailed Application. The top 16 qualified Applicants are admitted to the Program. Although open to any Connecticut minority business, priority is given to Middlesex County minority businesses.

Classes are held at the Chamber offices, 393 Main Street, Middletown. The fee for this Program is normally over \$5,000 per participant, but because Aetna, Inc. provides a generous Grant, there is **no charge** for qualified participants.

Taught by The Essex Group Facilitator, **JIM JACKSON**, the Side Street to Main Street Business & Leadership Development Program has won several awards since its first Program began in 1997/1998.

The 1998 Middlesex County NAACP Business Award for the Side Street to Main Street Business & Leadership Development Program was the **first NAACP Business Award to any state Chamber of Commerce.**

The **U.S. Small Business Administration's Office of Advocacy** honored the Side Street to Main Street Business & Leadership Development Program with the **Vision 2000 Award as the State Model of Excellence for Minority Business Development.**

In **2006**, **The Middlesex County NAACP's Annual Business Award** was renamed the **Lawrence D. McHugh Business Award** in recognition of Middlesex County Chamber of Commerce President, Larry McHugh's ongoing commitment to minority business development. The first recipients of the renamed award were: **Aetna, Inc.** for their funding and support of the Side Street to Main Street Business & Leadership Development Program.

Jim Jackson and David Bohy of The Essex Group for designing and facilitating the Side Street to Main Street Business & Leadership Development Program.

In **2007**, the **U.S. Small Business Administration** gave its **Connecticut Minority Small Business Champion Award to Jim Jackson** for his work on the Side Street to Main Street Business & Leadership Development Program.

In **2011**, the Side Street to Main Street Business & Leadership Development Program was presented with a **Celebrate Connecticut! Award** by the Connecticut Economic Resource Center (CERC), along with a Statement of Recognition from Governor Dannel P. Malloy, for commitment and service, promoting economic development in the State of Connecticut.

In **2012**, the Side Street to Main Street Business & Leadership Development Program was again honored by the **Middlesex County NAACP** at their annual Membership and Freedom Fund Dinner and presented with a **Community Service Award** "In Gratitude for Providing Entrepreneurial and Business Development Course Designed to Assist Minority Small Business Owners in Middlesex County."

The Side Street to Main Street Business & Leadership Development Program is a one year long entrepreneurial and business development course, with a rigorous curriculum, designed to assist minority small business owners in the community, who have not had formal business training, to become more successful by developing the attitudes, skills and qualities necessary for effective business ownership, and success, taking them from the Side Street to the Main Street of the business community.

Since the inception of the Program in 1997, over 226 people have graduated from the Side Street to Main Street Business & Leadership Development Program, which has been fully funded and supported by Aetna, Inc., and it has been a successful and most effective way in which we have encouraged the development and growth of small, minority-owned businesses, which are now part of the business community.

For more information and to register for the Mandatory Program Orientation and Application

Submission Meeting, Email: Jennifer@middlesexchamber.com or call Program Coordinator, Jennifer at 860-347-6924.

MIDDLESEX COUNTY CHAMBER OF COMMERCE SIDE STREET TO MAIN STREET BUSINESS "KNOW-HOW" PROGRAM



The Middlesex County Chamber of Commerce's Side Street to Main Street **Business "KNOW-HOW"** Program completed its **eighth** successful year with a presentation of **Certificates of Completion to Participants** on Tuesday, June 25, 2019.

Business "KNOW-HOW" is an intensive four session entrepreneurial Program which provides practical knowledge for starting and building a small business. **The Program targeted at minority small business owners** in Middlesex County and surrounding areas within the **Eversource Energy** foot print is designed as a companion to the Chamber's award-winning year long Side Street to Main Street Business and Leadership Development Program sponsored by Aetna, Inc., "**Business "KNOW-HOW"**", offers a preparatory instructional course for small business owners hoping to participate in the year long program.

Participants in the **Business "KNOW-HOW" Program** learn a variety of business-related skills from both the program's expert facilitator/instructor, and through group discussions of the homework assignments. Those who complete **Business "KNOW-HOW"** will be far better prepared for the rigors of the year long process of the Side Street to Main Street Business & Leadership Development Program, and will gain an extra rating point if they apply, and are accepted into the Program.

Many thanks to **Eversource Energy**, for their generous sponsorship funding grant, and outstanding support of the Side Street to Main Street **Business "KNOW-HOW"** Program.

For more information, contact Program Coordinator, jennifer@middlesexchamber.com

