

THE
SMALL BUSINESS
REPORT

*“Giving You All The Tools
You Need To Succeed”*

HOSTED BY

CARL BROWN

Executive Director of the
District of Columbia Small Business
Development Center (DCSBDC)

Thursdays from 12:00 PM – 1:00 PM
on Sirius XM Channel 141/H.U.R. Voices



"Giving you all the tools you need to succeed"

A weekly hour-long radio show for and about small businesses

1. How would you describe your show's content? The show is balanced between light-hearted and serious. We want to be Informative, educational and entertaining. The show is aired every Thursday at 12:00 p.m., rebroadcast Friday's at 9:00 a.m., and Tuesday's at noon. We are a weekly resource of information that small businesses can use. We are an integral, independent, and unique voice that brings to life the joys and challenges of owning a small business.

2. Who is the host? Carl Brown is the host and is the Executive Director of the Washington, DC Small Business Development Center. He has a wealth of small business development knowledge. Mr. Brown has over 25 years of experience in training, coaching, business development in the public and private sectors. Additionally, he has experience in government contracts, and socio-economic certification programs.

3. What will we hear on a typical program? We have four unique types of guests:

1. Stories from small business owners regarding the trials and tribulations/ups and downs of owning and managing a small business. You will hear success stories, failures and lessons learned. Many small business owners think they are alone. Fortunately, they are not alone because the Small Business Development Centers were established for the purpose of providing counseling, technical assistance, workshops and financial and loan package review and preparation.

2. We interview Subject Matter Experts (SME's) that counsel small businesses. We discuss business plan development, marketing, social media, branding, distribution and transportation logistics, leadership development, succession planning, disaster planning, finance, loan application review and many other topics that our audience desire.

3. We interview Large Businesses and Government Agencies. Large Businesses provide insight on how to successfully do business with them. What they look for in a subcontractor, protégé or joint venture partner? We discuss with Government Agencies the Socio-economic programs they have, and the qualifications needed, the types of goods and services they purchase, how should a small business market to them, respond to an RFP, IFB, and RFQ and their due diligence requirements.

4. Advocacy and support organizations such as professional associations and chambers of commerce that provide advocacy and industry specific training, certifications and are working with federal, state and local policy makers and community stakeholders to ensure the success of the small business community.

Who is the audience? Our audience are the 28.2 million small businesses and people who are thinking about going into business across America. Sirius XM has 32 million subscribers.

During the Pandemic we are taping the show remotely: We ask that you have headphones and if possible a microphone.

Where is the show taped: 529 Bryant Street NW, Washington, DC 20059, (202) 806-3500. We tape at the WHUR (96.3 FM) station studios located on the beautiful campus of Howard University. Street parking is usually available. Metro: Howard/Shaw on the green line (ten- minute walk, three blocks straight up Georgia Ave, turn right at the Starbucks, one block down). When you get to the WHUR studio ask the receptionist to call: Iran Waller, 202-806-3661.

How to contact Carl Brown: Carl is the Executive Director of the DC SBDC which is located in the Howard University School of Business, 2600 6th Street, NW, Room 128, Washington, DC 20059. Phone number: 202-806-1551, Cell: 301-922-9180, email: carl.brown@howard.edu.

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