

A. Alex Vaughan

Director, Small Business Development Center

Hosted by El Camino College



El Camino College Business Training Center
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As an economic development, marketing, and sales professional, Alex Vaughan joined the El Camino College Business Training Center (BTC) as the Director of the Small Business Development Center (SBDC) in August 2006. Alex transitioned from the Los Angeles Regional Small Business Development Center Network – Lead Center (LA SBDC Network – Lead Center) hosted by the Long Beach Community College District, where she was instrumental in assisting the Regional Director with rollout of the Los Angeles SBDC Network, which includes Los Angeles, Ventura, and Santa Barbara counties.

El Camino College Small Business Development Center

Alex runs the one of the leading SBDCs in the LA Regional SBDC Network hosted by El Camino College, which is an official and premier technical assistance program funded by the U.S. Small Business Administration (SBA), California Community College Chancellor's Office (CCCCO), El Camino Community College District, and local organizations. In 2006, Alex, her team of counselors and support staff, trained over 1950 business clients and entrepreneurs, and provided one-on-one counseling services to over 1150 new and existing businesses in Southwest Los Angeles. Recently, Alex's SBDC service center was selected by the U.S. SBA to receive its *2008 SBDC Center Excellence and Innovation Award*, and was the recipient of the *2007 Annual Association of Small Business Development Centers "State Star" award* for the CA – Los Angeles Regional SBDC Network. The State Star represents the person who demonstrated outstanding performance throughout the SBDC Network. Judged in many cases by her peers, Alex was recognized by the SBDC Network to be an exemplary performer, making significant contributions to the Los Angeles Regional SBDC Network program, and showing a strong commitment to small business development.

Alex directs the work and assignments of business counselors, and support and administrative staff; recruits, trains and develops, and schedules consultants such as attorneys, marketing experts, tax experts, human resources expert, cash management, loan packaging, and procurement experts required by the small businesses being served at the El Camino College SBDC. Additionally, Alex plans and conducts annual *Access to Capital and Procurement* conferences with sponsors and resource partners such as, U.S. Small Business Administration, Los Angeles Minority Business Opportunity Center, Metropolitan Water District, County of Los Angeles Office of Small Business, Port of Los

Angeles, Advantage CDC, Citibank, and includes partner cities in the South Bay and surrounding areas.

Under the auspices of the El Camino College Small Business Development Center, Alex directs the activities and deliverables for the California Construction Contracting Program (CCCCP) funded by Caltrans, which provides construction and business management counseling services and training to Disadvantaged Business Enterprises (DBE) that are certified and those that qualify for DBE certification. This program assists DBEs in building internal capabilities and gaining certification to become bid-ready to contract with Caltrans. Additionally, Alex developed and implemented Small Business Mentor Protégé Programs in the cities of Carson and Compton, which provide certificated training to small business owners to educate and give a working knowledge on every component of business operations as well as provide individual workshops during the evenings and on-site one-on-one technical and business management counseling.

Alex is ramping up on activities for the *2008 Summer Buzz of Biz Academy* for the El Camino College SBDC Youth Entrepreneurial Program. This program provides 50 youth and young adults between ages 14 – 27 with a theory of and application to the entrepreneurial way of thinking to aid them in the development and operation of part time businesses. These businesses can lead to full time operational status, while the youth and young adults complete their high school and college education.

Alex believes that building relationships and a network of resource partners will foster a communication system that brings awareness about the services and programs of the El Camino College SBDC to the business communities it serves, which is key in ensuring that clients and stakeholders understand the benefits and value.

Johnson Publishing Company

Prior to working in the public sector, for over 20 years Alex worked in the private sector for Johnson Publishing Company (JPC), publisher of Ebony and Jet magazine. She managed a three-state territory for JPC's cosmetic division (Fashion Fair Cosmetics) as a seasoned Account Executive, maintaining, expanding, and opening approximately 40 branches of major retail chains to include Nordstrom, Robinsons•May, JC Penney and Gottschalks, and became the driving force behind sales teams and beauty experts in the states of Arizona, California, and Nevada.

In addition to operating a successful \$3 million tri-state territory and increasing retail and net sales, Alex was successful in building and developing a powerful sales force team through the delivery of product knowledge training and professional development, presentations, and one-on-one strategic planning meetings. Because of cutting-edge training, presentations, and strategic planning, Alex and her sales team understood how to meet and fulfill customers' needs by understanding their lifestyles and purchase behaviors.

Some of her accomplishments include developing and penetrating various segments in high- and low-volume retail sales market, establishing benchmarks for sales promotion and marketing campaigns. Additionally, she has driven forward some of the most innovative marketing, advertising and promotional campaigns that led to expanding the reach to new customers; thus increasing market share and creating gaps in FCC's competitive advantage in relationship to its competitors.

Event Planning and Fundraising

A consummate and multi-dimension professional, Alex not only met the demands and expectations of a three-state segmented market, she spent over 10 years working with non-profit organizations to raise funds and make it financially possible for many economically-challenged and deserving youth to fulfill their dreams and pursue higher education. Some of the individuals and organizations include Earvin "Magic" Johnson's Midsummer Night Magic event, The United Negro College Fund, The Association of Black Women Physicians, The Children's Defense Fund, Howard University, and Beacon of Hope Scholarship Foundation.

Education

Alex received a Certificate in Business Administration – Nano Technology from Loyola Marymount University March 2008 and plans to pursue her Doctorate degree in Business Management and Organizational Leadership in summer 2008. She holds an MBA in Marketing from The University of Phoenix and a BS in Marketing from California State University, Long Beach. Alex is an Adjunct Professor at Long Beach City College, teaching advertising, marketing, and management in the department for School of Business, and teaches Event Planning and Management in the department of Community Education at Long Beach City College.

Associations

Alex is active on several Advisory Boards to include the Mayoral Business Advisory Council for Inglewood, the Port of Los Angeles Small Business Program, and the United Negro College Fund Walk for Education and Evening of Stars Steering Committees. Alex has been a member of Faithful Central Bible Church, where Bishop Kenneth C. Ulmer is Pastor and Teacher since 1992 and joined the Music Ministry Leadership in 1999.

Alex is a mother of two, Sophia Alexander (27) and CJ Vaughan (13), is a native of California and resides in Long Beach, California.