

## Entrepreneurs Enroll in B.O.S.S. to be the Boss

**B**romley Lowe is a professional mascot who played the role of the Baltimore Orioles Bird for ten seasons and the Baltimore Ravens mascot for four seasons before hanging up his size 22 bird feet. He now tours up and down the east coast as YoJo, performing motivational kids' comedy shows: "Treat Your Body Right," "Choose to Read," and "Ace Your Test" and "Bully No More." In the Baltimore-Washington area, visits by YoJo are among the most anticipated events of the school year. YoJo is a thriving success for this entrepreneur!

Before he launched YoJo, Bromley Lowe was a student in the Business Owners Success Series (B.O.S.S. Program) at Prince George's Community College. He says, "When I first started my own business, I had a strong background in performing, but absolutely no experience in business. I attended a number of B.O.S.S. classes at PGCC and I found them very informative. The instructors were quite knowledgeable, and I feel that the classes were an excellent way to better absorb all the fundamentals of running a business."

Bromley is one of hundreds of students who have benefitted from the many offerings through the B.O.S.S. program at PGCC. Our courses answer many questions of new and existing entrepreneurs:



"Do I want to be a boss?"

- Is Entrepreneurship Really for You?
- Starting a Small Business
- Successful Business Start-ups

"What do I want to do?"

- Establishing a Consulting Practice
- Creating an Interior Decorating Business
- Virtual Assistant Business
- Start Your Own Cleaning Business
- Recession-proof Business: Franchising
- Become a Notary Public
- Travel Services Careers

"How do I start?"

- Business Formation Basics
- Start and Operate Your Own Home-based Business

"What do I need to know?"

- Writing the Business Plan: Blueprint for Success
- Legal Issues for Business Owners
- Accounting and Recordkeeping for Small Business
- Basic Federal Tax Information for Small Business
- Marketing Strategies
- Copyrights, Trademarks, Trade Secrets and Licensing
- Sub-contracting with the Government

B.O.S.S. instructors are amazing, expert resources. As a rule, each instructor has 20+ years as a specialist in his/her field. Most of them are entrepreneurs themselves and, therefore, can relate to each phase of a student's path to business ownership. Here are a few of the B.O.S.S. stars:

- James Brandon, 30+ years as a federal contract specialist/contracting officer
- Rudolph Coleman, successful talk radio show host and author of *Building Your Dreams Through Entrepreneurship*
- **Robert Gatewood, MBA, president of Gatewood Marketing**
- Charlie Kinney, attorney in Maryland and DC for 20 years
- Joel Leiffer, certified Business Coach
- Nathaniel Mathis, 40+ years as a barber/stylist
- Frederick Samuels, founding member of Cahn & Samuels, intellectual property firm
- Dennis Smith, MA, 20+ years in minority businesses
- Betty Stehman, CPA, CIA, CSA, with 25+ years experience in accounting
- Shelby Tuck-Horton, *Washingtonian Magazine* best wedding vendor, 2009
- Elaine Wright, National Notary Association's 2009 Notary of the Year

For more information about the B.O.S.S. program, call: (301) 322-0797 or e-mail: mshearer@pgcc.edu.