



Check out → eRkn= JerKIN: \$tu \*D\* yO byZ abstract Comic Strip  
proudly presents;

**Life VS. Reality**

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**Well Hello,**

**We who are in the worlds of Stu\*D\* yO bYz/C.U.B.Y.H.O.L.E. are a Comic Strip designed to teach train and motivate society in the areas of,**

- ✚ Positive mental attitude,**
- ✚ Self esteem**
- ✚ Entrepreneurialism (everyone Luvs a work ethic)**
- ✚ And keeping youth off the streets.**

**This book has very SPECIAL DEDICATION to my KuWeyn (QUEEN) and A.I.A.L.E.**

JAKAYLA



QUIAZHIA



SMITH-JOHNSON

I mean what would you rather see us doing:

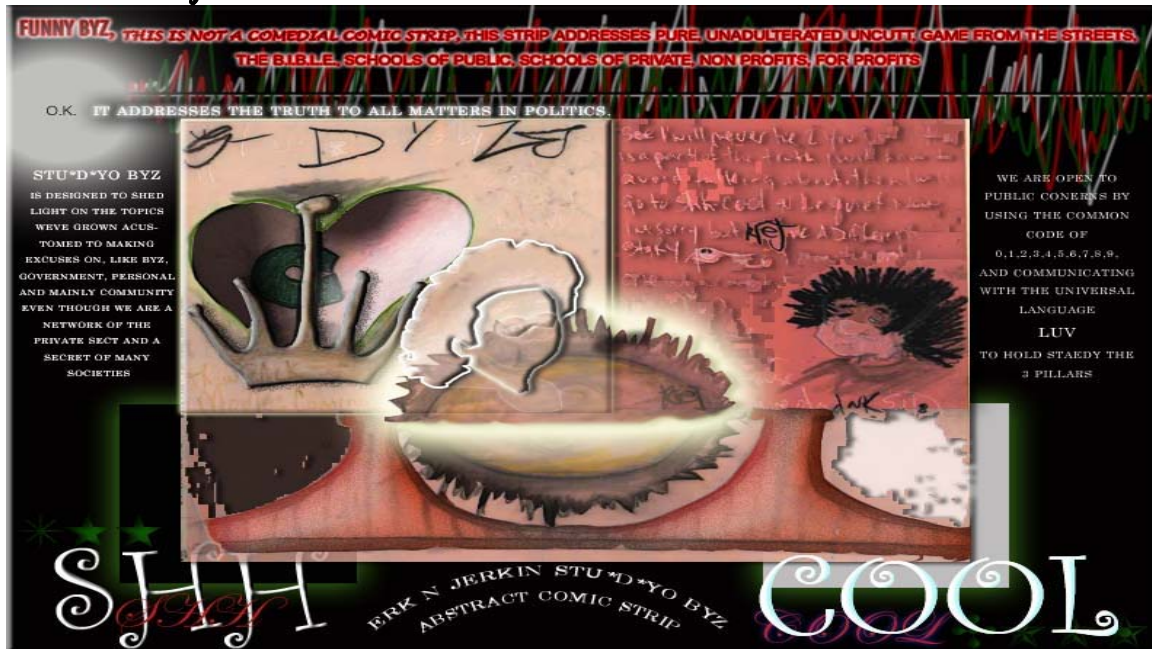
- ❖ Selling drugs
- ❖ Robbing people
- ❖ Going to jail



**P-l-a-s-t-i-c** be the ones that break down and melt from Cubby Luv heat  
These haters mug trying to walk in the shoes specially made for my feet  
But in the end they all loose and spread the blues to these busters who all give me the news and run around like a  
bird to a scarecrow,  
I stick em up like Velcro  
**HELL NO**  
I'll never bow down I'm from that town where we get down on the under but my actions yell out!  
Verify loud it's funny how these haters want to be like me  
Hard as me but I'm too silent, I cant have these Cubby haters watching me they try to indict until I keep it hid from  
sight of the light, no mo though, Fo Sho though,  
I used to live that life shaking vise cops, you know them hype cops that try to batter-am them I-hop spots like 8-  
duice and birch just to show you what the turf is worth  
I don't deserve no silver spoon in this game I built my name off the dirt that came from the concrete slain not for  
the fame but game up to a mill ticket rap lick I hit it excuse the french but like vaginas deep in it  
Authentic not that of what you call ?  
**PLASTIC G's**  
cause if your **A P-L-A-S-T-I-C- G-U-Y**  
these plastic guys be  
**F-A-K-E** as that golden plated jewelry  
thats how it be!!!!

Cubby luv for C.L.Productions © 1997

With every problem there is a solution!!!



What is a verbal assassin  
people that kill when they rap or got them girls with the thongs that do a dance in they  
lap for radio play I laugh and say little kids go play  
Quit biting off the things that I say, the things that I do you thick in your crew but  
what do it prove if I check,oh  
1,2,3,4,5, and 6  
I can't be played like no chick  
on the mobb it was comical at first but now it got so serious  
I flipped and now your trippin on CUBBY LUV the ghost  
we now see who prove they yap the most playing that mandatory host of these  
baskinest robbinest haugen dauz shops with hot spots on the wrist that cock the top of  
them glocks and strip at random haters booty butt naked  
do you think a paper chasers playing  
the streets dont have much luv  
dog Oakland don't gang bang with those want to be ignorant people who run  
around with no knowledge that it's rules to this game to be followed  
so advise to those whom this may apply  
take heed cause this game is deep  
and keep your brain laced CUBBOPRACTICALLY!!!

Cubby Luv for C.L. Productions © 1995



Enter the world of a dealer  
 Where you're faced with the pains of the killers,  
 Simp, never weed and drank makes it better for hard times  
 lost lives of them fellas,  
 That get hella reclined in the lap of a jackers,  
 10 fold you stress more when them bills grow  
 Blue suit got a job  
 But it's so hard when the badge beat you down  
 While getting robbed for hangen dauge  
 Now multiply the guys on the blocks, Blvd, crack spots hot ass shit  
 With packages to split noc  
 broke folks grab they gats cause they broke and you the plot  
 Are you doomed or not  
 Who decides the fate inside this world of greed?  
 Sinful unhappy things  
 So many displeasure's with pistol packers for enemies.  
 When will it decease in this world of greed?  
 CUBBYLUV



# C.L.Productions

Structured 20 year vision plan  
For the C.U.B.B.Y.H.O.L.E.

C.reating U.rban B.uilt B.usiness Y.et H.elping  
O.thers L.earn E.conomics

“school TO shh-cool”

Beginning Youth I.C.T.



Independent Contractors Training

**C.L. Productions/C.U.B.B.Y.H.O.L.E.**

C.reating U.rban B.uilt B.usiness Y.et H.elping O.thers L.earn E.conomics

**C.L. PRODUCTIONS/C.U.B.B.Y.H.O.L.E. WOULD LIKE TO WELCOME YOU TO  
YOUR GREAT BUSINESS OPPORTUNITY**

IN THE CAREER OF ENTREPRENEURIALISM.

WE ARE DESIGNED TO INCUBATE PEOPLE WHO WANT TO GO INTO BUSINESS FOR THEMSELVES. BY BEING A PART OF OUR TEAM YOU WILL HAVE THE OPPORTUNITY TO TRAVEL, MEET SUCCESSFUL PEOPLE, LEARN HOW TO TRANSFER YOUR DREAMS INTO REALITY, WHILE AT THE SAME TIME EARNING AN INCOME.

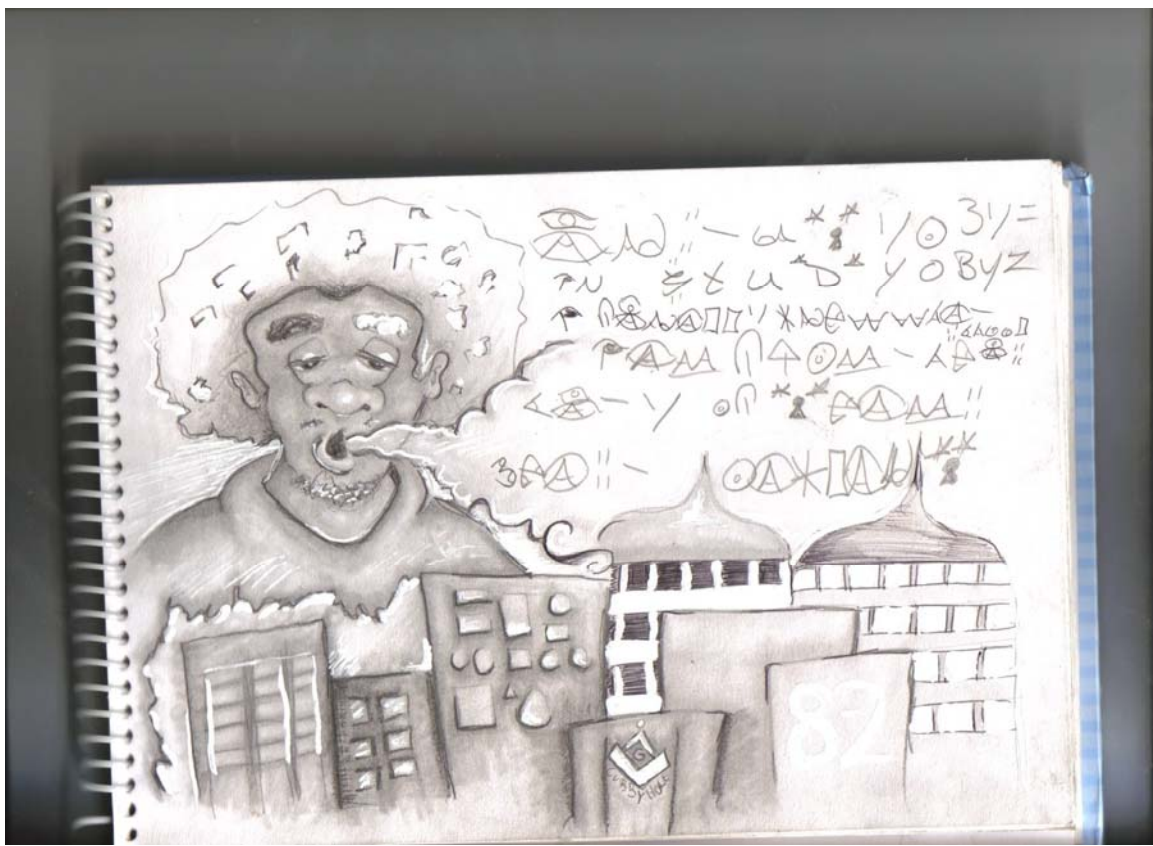
WE WORK ON A COMMISSION UNTIL YOU ARE STABLE ENOUGH TO SUPPORT YOUR BUSINESS PLAN.

FOR THE NEXT 6 WEEKS YOU WILL NEED TO PAY FULL ATTENTION TO THE STEPS NEEDED TO BE ON TOP OF YOUR GOALS, AND SELL THEM TO YOUR COMMUNITY. HAVING AN OPEN MIND WILL GET YOU A LONG WAY. YOU WILL HAVE A TRAINER WITH YOU UNTIL YOU ARE READY TO BE ON YOUR OWN.

AFTER YOU COMPLETE YOUR FIRST INVENTORY SHEET AND OUTLINED BUSINESS PLAN YOU WILL GET YOUR OWN PRODUCTS TO SELL ON A 25% COMMISSION TO START INVESTING INTO YOUR BUSINESS.

YOU EARN WHAT YOU LEARN SO TAKE YOUR DUTIES AND TRAINING SERIOUS. AMBITION AND SINCERITY IS THE KEY.

ASK YOURSELF ONE QUESTION. AM I READY TO SUCCEED  
IF YOU ARE WELCOME TO THE TEAM OF REAL DREAMS.



**Note to Parents:**

**ALL MEMBERS AND MANAGERS STRONGLY URGE THAT YOU ALLOW YOUR CHILDREN TO SAVE THEIR MONEY AND ASSIST THEM IN STARTING BANK ACCOUNTS. THAT WAY WHEN IT IS TIME TO TAKE TRIPS AND INVEST INTO THEIR BUSINESS PLANS THEY WILL HAVE THE FUNDS TO SUPPORT THEM. IF THEY DO NOT HAVE THE MONEY THAT THEY EARNED, THEN THEY CAN NOT PARTICIPATE IN THE ACTIVITIES AND WE DO NOT WANT ANYONE TO BE LEFT OUT.**

**MANDELL “CUBBY HIM SO LUVILY” SMITH**

**OWNER AND FOUNDER OF C.L. PRODUCTIONS/C.U.B.B.Y.H.O.L.E.**



[www.thespot.org/pages/clproductions](http://www.thespot.org/pages/clproductions)

[clprod@yahoo.com](mailto:clprod@yahoo.com)

Inventory for C.L. Productions/C.U.B.B.Y.H.O.L.E	Product counted for sell	Remaining product after sales	Sold product	Purchase price	Selling price	Profit
Drinking Waters 16.9 oz	96	67	29	\$ 19.96	1.00	\$ 29.00
Drinking Waters 1 liter	100	7	93	\$ 50.00	2.00	\$ 186.00
Kellogs Rice Krispies treats	90	30	60	\$ 6.99	0.50	\$ 30.00
Doublemint gum	50 packs	21	24	\$ 6.99	0.25	\$ 6.00
Juicy fruit gum	50 packs	45	5	\$ 5.99	0.25	\$ 1.25
m&m's	48	18	30	\$ 16.79	0.50	\$ 15.00
Butterfinger	36	22	14	\$ 11.99	0.50	\$ 7.00
Twix	48	0	48	\$ 12.59	0.50	\$ 24.00
Almond snickers	24	0	24	\$ 8.39	0.50	\$ 12.00
Regular snickers	120	66	54	\$ 14.89	0.50	\$ 27.00
King sized snickers	48	36	12	\$ 14.29	1.00	\$ 12.00
Can Coca- cola	24	20	4	\$ 5.98	0.50	\$ 2.00
Bottle Coca-Cola	24	22	2	\$ 2.99	1.00	\$ 2.00
Can Dr.Pepper	24	16	8	\$ 5.98	0.50	\$ 4.00
Bottle Dr.Pepper	24	18	6	\$ 2.99	1.00	\$ 6.00
Can Mountain dew	24	22	2	\$ 5.98	0.50	\$ 1.00
Bottle Mountain Dew	24	21	3	\$ 2.99	1.00	\$ 3.00



Can Pepsi	24	12	12	\$	5.98	\$ 0.50	\$ 6.00
Bottle Pepsi	24	4	20	\$	2.99	\$ 1.00	\$ 20.00
Can Diet Pepsi	24	23	1	\$	5.98	\$ 0.50	\$ 0.50
Bottle Diet Pepsi	24	22	2	\$	2.99	\$ 1.00	\$ 2.00
Can Sprite	24	0	24	\$	5.98	\$ 0.50	\$ 12.00
Bottle Sprite	24	18	6	\$	2.99	\$ 1.00	\$ 6.00
Ring Pops	100	30	70	\$	6.00	\$ 0.50	\$ 35.00
Variety chips	88	42	46	\$	16.58	\$ 0.50	\$ 23.00
Life vs Reality 2002 Cubb Luv	50	10	40	\$	10.00	\$ 5.00	\$ 20.00
True Imaginations 2004 C. Luv	100	33	67	\$	20.00	\$ 10.00	\$ 67.00
Hustle homie mix cd	25	19	6	\$	5.00	\$ 5.00	\$ 15.00
Family ties mix cd	25	23	2	\$	5.00	\$ 5.00	\$ 10.00
Poems	500	196	304	\$	5.98	\$ 10.00	\$ 3004.00
Total	1786	863	1018	\$	291.25	Product cost	\$ 887.75

PRODUCTS SOLD BY THE C.U.B.B.Y.H.O.L.E. STREET TEAM



**Probationary Internship**

Starting or expanding your business is an exciting as well as enthusiastic. Our books are designed to help you through the "maze" of government rules and regulations involving business establishments. Because everyone would love to begin doing business without delay, there is a very strong tendency to ignore or gloss over government requirements. Do not give in to such a tendency. It almost always creates problems that can become very costly to your business.

You will find that dealing with government agencies does not have to be a pain stake. We want to keep you on the right track and guide you through the easy yet self-motivated process, organizations and services - to help you start or expand your business.

You will find factual, up-to-date and easy-to-understand answers important to doing business and will be taken serious upon your approach. In Stu\*D\* yO bYz/C.U.B.B.Y.H.O.L.E. we take you through the process of local business registration, licenses and permits. We also provide a simple guideline to some state and federal requirements.

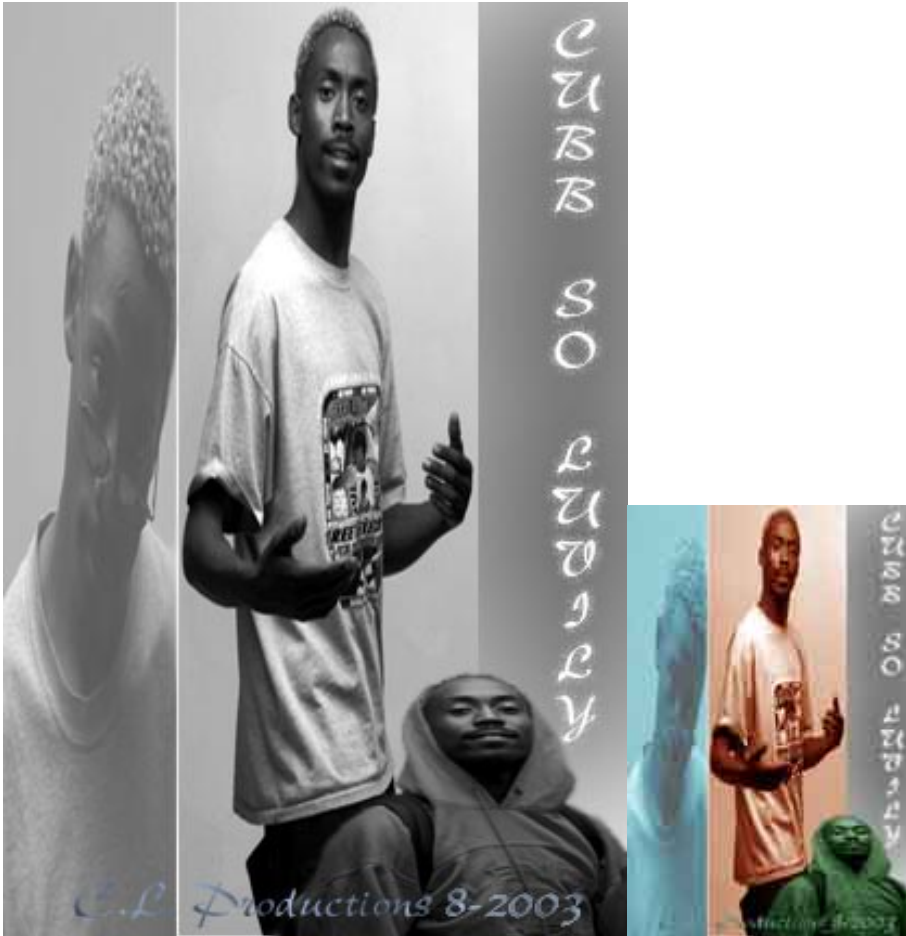
There is a Checklist to help you stay on track of things to do. Keep in mind that requirements may vary from one business to another. We believe that this is a useful tool, and one that may come in handy again if you plan to relocate, start another business, and or expand your business.

There is a description of the founding C.L. Productions and other key City departments and their programs, including information about the small business loan program, and micro enterprise programs and information on networking with schools, independent, contractors, city government and more. More information on our mentoring programs located on the world wide web;  
[www.microbusiness.org](http://www.microbusiness.org)

There is also list of local, state and federal business incentives that are available to small businesses that qualify within our I.C.T. manuals.

Finally,, we offer a business support organizations, chambers of commerce and non-profit. Many of these organizations provide technical help and services to small businesses. WELCOME

**C.U.B.B.Y.H.O.L.E.** (Creating Urban Built Byznesses Yet Helping Others Learn Economics)



***How much can you make?***

**NO LICENSE IS REQUIRED** to market your business plan. You can actually start today and enroll as a member immediately.

A **25% level residual income** for the life of every plan you write. Plus a 25% Manager's Override commission on the sales of your recruits as you complete the levels of achievement in our company.

**When you enroll a broker you actually receive a 25% commission on their membership for the length of their production period with C.L. Productions**, depending on how they start that could be for 5 months, 12 months, or 24 months. After the advance period is over you will have made a pretty profit and remain on a 25% commission for the training of your recruits that are entering the production period with your business.

PLUS we retain over 90% of our members who use the plan over 5 years. ADD that together and you total a residual income that many can retire on within 2-3 years depending on how much effort is put into selling your product.

With our program you can be **fully vested for life** (meaning you can **WILL** this business and **100% of the income** to your next of kin) just as quickly as you make our first level of achievement. Many people make this within their first year.



**COMMISSIONS ARE PAID WHEN YOU COMPLETE YOUR TRAINING!!!**

**Question:** How are commissions paid?

**Answer:** When over 90% of our members stay with us long-term, that means C.L. Productions helped a person start their business by using our products to help them earn enough profit to venture off into their personal business plan. See chart below for an example of how commissions are paid out, and how much money you can make.

25% is your commission when you enroll a C.L. Productions membership that pays daily.

The chart below is an example of how advance commissions are paid

Cost	Description	Commissions	Profit
\$50.00	16.9 oz waters	\$300	\$1200.
\$25	Can soda	\$37.50	\$150.
<b>Your Income Potential Example #1</b>			
»	Commission for members at initial startup cost	See charts	
»	Initial Income on your way to making the first C.U.B.B.Y.H.O.L.E. level or RSD (Regional Sales Director for C.L. Productions)	337.50	\$1350.
<b>Your Income Potential Example #3</b>	Poetry and productions packets	\$5.00, \$10.00 and \$20.00	
<b>Your Income Potential Example #4</b>	C.D.'s	\$5.00 and \$10.00	

So, as you can see, you can be in to profit VERY quickly in this business, just 1 or 2 pieces of business gets you in to profit, and you stand to make a lot more as you continue to grow your business. Plus when you reach that first level of achievement (RSD or Regional Sales Director) you will be paid on commission for every member that you sign up.



## Earn to LEARN to Earn

C.L. Productions has built the nation's most incredible home-based business on the strength of its high value, and high demand at risk entrepreneurial youth program. The business opportunity for Independent Business Owners/ contractors looking for time, lifestyle and financial freedom through residual income has proven itself over the past 5 years.

C.L. Productions is committed to its motto "**CREATING U.RBAN B.UILT B.USINESS Y.ET H.ELPING O.THERS L.EARN E.CONOMICS.**" This has been evident in the growth that has been achieved by the company and so many of our business partners.



There is no doubt that C.L. Productions/ C.U.B.B.Y.H.O.L.E. Offers the best residual income opportunity in America. With our focus on marketing and leadership, we have built this fantastic company. C.L. Productions is our 6 week training program which will teach you exactly how to **build your financial freedom as a Independent Business Owner.** I must tell you that the best thing you get when you get started in C.L. Productions is **YOU... We are paid more bonus**

**money based on YOUR SUCCESS. I will be your mentor and coach... I'm here to make sure you make money...**

You can count on my help...



HEAT

Heat got a prince on boil and his tracks on soft,  
 True game never spoil when adventured through luv,  
 Cause Cubby don't hate, dog the ghost is the game that I luv to play!  
 Up high or down low no light or white snow green faces I stack every time that I am ghost,  
 Hoes look far and near most Niger-rows fear  
 the 40. Caliber now empty  
 Shit its time to clear  
 .44 fully loaded always ready to buck  
 got to keep revolving on the under for when a ghost on stuck  
 no pride in running, no stripes to hide only the stupid stay trapped when its time to survive  
**ONE** friend her name **GOD**  
 She head of the mobb, head of land, head of fish, she head of all  
 We can get into that story but its too long to say  
 besides some stories are real and most stories are fake

See I'm a ghost through silence even spoken out loud fake people they hate real people stay proud

Cubby Luv what they give me like girls dome in the room

The ghost now my labels see you later I'm gone

When she expected Gangsta, he expected weak so I rationed them evenly now none can compete

With my lyrical format

My business,

My beats, staying on them off coffee, off remy off weed,

Home sick like a mother plan plottin for g's, soon I return home in my back is my dreams,

As a ghost I see all when most never see me, then there is times that I run into those doing the same thing,

I ψελλ!

**FIGHT TILL YOU FALL MY NERVES FEELING YOUR PAIN, NO REMORSE FOR THE LAW DRAW BLOOD FROM ITS VEINS,**

**THEM BASTARDS DON'T WANT TO MIX US KATS NAME WITH SUCCESS THEIR MIND ON THAT BULLSHIT LIKE WHAT TIME TO GIVE NEXT.**

Some ride on the under, while others in skirts, all trying to get me to end up in the dirt

Being a ghost is a must 30 feet deep in war valued things on the line time for words are no more.

Now its me and you GOD got my back on the wall,

both sides on both shoulders, roof shorter than tall,

I see the narrow road leading towards the heavenly gate battle won by the ghost, battle lost by the snakes.

Cubby So Luvily E.S.O.E.D.G.41510

© 1999 C.L. Productions





**C.L. Productions/C.U.B.B.Y.H.O.L.E. Youth Programs:**

These youth programs are linked closely to the local labor market needs and community youth programs and services, with strong connections between academic and occupational learning. Youth programs promote leadership development and citizenship through voluntary community service opportunities, adult mentoring and follow-up, and targeted opportunities for youth living in high poverty areas.

**Description**

Youth programs are operated on a year-round basis by Latch-Key youth located throughout the world. The types of services that are included in the youth program include tutoring, study skills training, alternative secondary school offerings, summer employment opportunities, paid and unpaid work experience, occupational skill training, leadership development opportunities, supportive services, adult mentoring, follow-up services, and comprehensive guidance and counseling.

**Eligibility**

An eligible youth is an individual who:

- Is age 14 through 25; and
- Is a low-income individual and is within one or more of the following categories:
- Deficient in basic literacy skills School dropout
- Homeless, runaway, or foster child
- Pregnant or parenting
- Offender
- An individual who requires additional assistance to complete an educational program, or to secure and hold employment.

**Purpose**

The purpose of C.L. Productions/C.U.B.B.Y.H.O.L.E. is to provide a comprehensive music training program, targeting youth ages 14-21, in a non-traditional environment. C.L. Productions/C.U.B.B.Y.H.O.L.E. programs will teach youth entrepreneurial skills needed to pursue their interests and prepare them for college.

The emphasis will be on production in studio settings and live performance.

Through the medium of music, youth will also have additional exposure to academic subjects

such as math, English, history, and science. C.L. Productions/C.U.B.B.Y.H.O.L.E. will help youth to develop their communication skills and the social relationships.

**Target demographic**

C.L. Productions/C.U.B.B.Y.H.O.L.E. will target youth that do not have the opportunity or the financial ability to buy music instruments/equipment or take music lessons.

C.L. Productions/C.U.B.B.Y.H.O.L.E. programs will be open to all youth that meet the appropriate age requirements.

C.L. Productions/C.U.B.B.Y.H.O.L.E. will in also offer several after-school programs, and summer programs.



## **Organization Description**

C.L. Productions/C.U.B.B.Y.H.O.L.E. will specialize in music, business and multi-media in its many different forms.

*Programs- see vision plan*

Music- see vision plan

Live Production-*see vision plan*

Studio Production- *see vision plan*

Performance- *see vision plan*

Multi-Media- see vision plan

Web Design- see vision plan

Interactive CD- see vision plan

*Art- 24 months into operations these class's will start.*

Painting with Oils, water color.

Air Brushing.

Drawing- Pencils, charcoal.

Computer Graphic art

Basic Web Design

Lake Merritt overflows with flowers 2

A bill of beauty tucked away in Rosegardens 3

Child-friendly attractions abound in Oakland 4

# MY TOWN

Oakland • Alameda

Alameda works hard to maintain small town charm 7

One's Waffle Shop an Alameda mainstay 7

Wishes keep the city's going at world famous Yoshi's 9

*Special Advertising Section*

## What makes a building a landmark?

**A** landmark speaks of a different era and can keep the spirit of that era alive. A landmark weaves its way into the fabric of a city, a living thread of history in the hands and hearts of modern day life.

A survey of Oakland's landmarks is one way to catch a glimpse of the city's history from the 1900s to today.

When Art Deco returned from the 1925 Paris exposition, the International Art Deco style in its heyday in America. However, it took the world by storm. And Oakland was no exception. It is hard to miss Art Deco signs, most notably the Paramount and Fox Theaters.

One of the last remaining movie palaces, the Paramount Theatre, is distinctively marked by massive size, a stylized figure.

Please see Landmarks, Page 10

**The Fox Oakland** opened in 1929 and was the largest theater in the city at the time. It was closed in 1970s and was further renovated.

With every new victim of street crime in Oakland, with every escalation of that city's shameful homicide rate, we see yet another round of hand wringing and clamoring for answers. Each time a child is killed by a stray bullet, the made-for-television shrine of teddy bears and candles that materializes on the victim's doorstep gives viewers of the evening news their daily dose of poignancy, but little else. Today's shocking news is much like yesterday's shocking news. It no longer shocks. And each new round of editorials, op-ed pieces and letters-to-editors leaves readers with the distinct feeling they've been there before.



New citizen committees spring into existence with regularity, announcing their intention to reclaim their neighborhoods from the gangs. But they sound exactly like their defunct predecessors. Reformers call for new and better social programs to address poverty, addiction, school dropout, teen pregnancy, joblessness and homelessness. But no one has a clue how those programs can be funded.



Law-and-order advocates demand tougher penalties for

lawbreakers—an approach that has been shown mainly to create tougher criminals and keep the prison industry thriving. Meanwhile, ironically, part of the answer—the part that is relatively free of charge—is ignored: reform the way parents raise their children. Provide them with information and assistance they need and crave so that they can do the best possible job at enabling their children to become happy, productive, law-abiding adults.

**Equation 1(GET REAL): Is that what is going to change the way the MOBB operate**



**DOUBT IT**

The familiar maxim associated with data analysis applies equally to the rearing of children: "Garbage in, garbage out." Until parents (in Oakland or anywhere) are weaned of the spanking habit, until they forego easy resort to switch, belt, fist and hand in the management of their babies, they will continue to reap the whirlwind.



Every year we will see a new crop of insulted, abused and neglected children mature into angry adolescents, some of whom will take to the streets where they grasp with gusto the opportunity to dish out to others what was dished out to them. For those unattached youth, the war zone of the street is a logical next step from the war zone that was home. Garbage in, garbage out.



Some citizens have put their hopes in various schemes such as mandatory school uniforms, youth curfews, boot

camps and military schools. But they are only fooling themselves. Parents and educators can rely on coercive, authoritarian methods for just so long. The young grow up. They get too big (and too dangerous) to be spanked or otherwise forcibly managed. What does one do then? Shackles? Public flogging? Punitive solutions have never produced anything in the long run but fear of force and belief in force. This heavy reliance on force in dealing with the young has inevitable, though unintended, consequences. Those consequences are on display nightly in the neighborhoods where deadly force rules.



In 1999 Parents and Teachers Against Violence in Education proposed to the Oakland City Council that they embark on an anti-spanking campaign for the city.

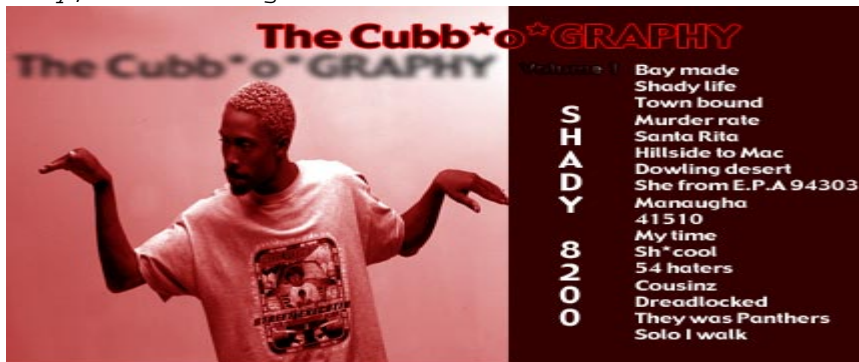
This organization offered to supply no-spanking posters for display in public areas. Our expectation was that this would stimulate discussion and self-examination, even though it did not have the force of law. For many it would have been their

very

first encounter with the notion that hitting children is wrong. We expected that various private and public groups and agencies would carry the program forward with guidance for parents. We hoped that a new understanding of parents' proper role in meeting the needs of children— something spankers generally don't think about — would germinate in the public consciousness. We neither expected nor desired a one-size-fits-all parenting policy to emerge. We expected debate, reflection and experimentation to occur, while never losing sight of this fundamental truth: hitting a child is morally reprehensible, and its purported practical benefits aren't worth the risks. But our offer was rejected, and the media treated us and our proposal as comic relief to fill the gaps between the "serious" news items of the day. Oakland's homicide rate, for instance.



We fully realized that putting a few posters up at bus stops or in schools and libraries would not fix a problem that is so firmly rooted. We recognized that the cure would take generations, even with the requisite vision and perseverance. That's all the more reason, we believed, and believe now, to get serious and begin. Accordingly, we remind readers of this article that our offer still stands. Samples of our new no-spanking posters in English and Spanish can be seen, downloaded and printed from our Web site at [www.nospank.net](http://www.nospank.net). Other excellent materials are also available there for use by parents, educators, healthcare professionals and anyone else who needs them. Let's embark on a program that won't cost taxpayers a dime but will go a long way toward giving the next generation a better start, and finally, truly, eradicating the meanness of the streets.



**\*C.L. Productions Counseling Program:**

A program designed to address the needs of all students by helping them acquire and apply knowledge of self and others, develop

competencies in career and life planning, and achieve educational success. The program offers sequentially planned activities to meet the needs of children and adolescents as they grow and progress from one grade level to the next.

**\*\*Education Development Plan (EDP):**

A personal document in which a student identifies career goals, lists interests and skills in line with meeting those goals, and records the experiences, education, and accomplishments he or she wants to pursue to successfully attain them. The purpose of the EDP is to provide every student with an ongoing and periodically updated record of career planning that will serve as a guide for entering a career of choice.

**\*\*\*School-Shh-Cool To-Registered Apprenticeships (csstrap):**

A program that gives employers an opportunity to train school students through a formal

registered apprenticeship program. Students in the STRA program participate in paid summer and school year on-the-job training. At graduation, they are guaranteed full-time employment and paid tuition to a community college.

Shh-cool- don't speak about what could of should of or aint happening and be about it by showing how

cool it is to just do it.



#### Ten Ways to Help Create Skilled Workers :

Employers are the critical element in workforce development. As an employer, you can help "grow" a skilled workforce for your business and for America's much played economy by getting involved in the career development of your future workers.

You know the skills your employees need. By getting involved in educational and training activities with students, educators, parents, and job seekers, you'll encourage development of the workplace skills your business needs. At the same time, you'll be helping students and workers plan for and succeed in their careers. When you get involved, everybody wins!

Here are some ideas:



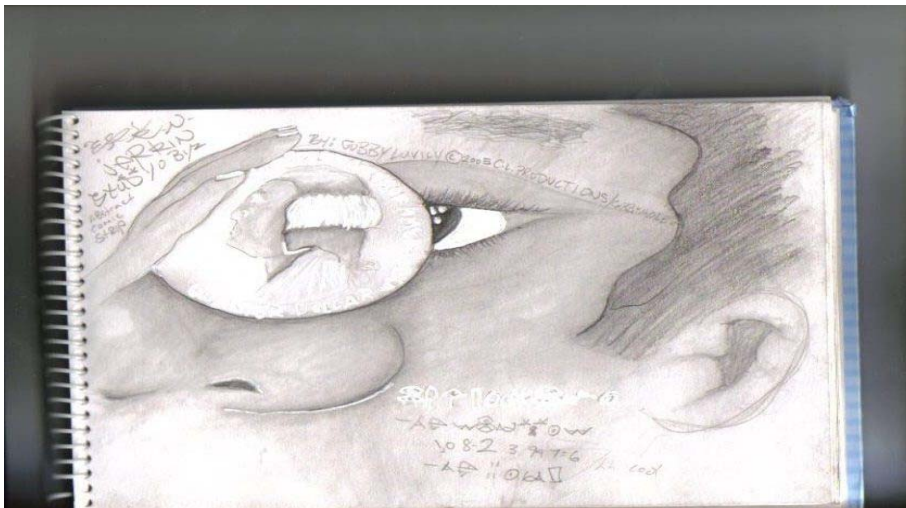
qualifying businesses.

1. Listen to what the Youth feel they need to change in their education.
- Sponsor internships. They're a great way for future workers to learn about your business and the skills required for a full-time job. At the same time, you have the opportunity to train and evaluate a possible future worker. Here are two resources:  
Internships, job tryouts, and on-the-job training programs.
- Create comprehensive rehabilitation training center for adults with disabilities in the nation, for information about internships, job tryouts, and on-the-job training programs. Disability-related tax credits and deductions are available to

2. Offer **School-to-Registered Apprenticeships** with your business. Employers who participate in the program and meet the eligibility requirements qualify for a tax credit of up to \$2,000 annually for every registered apprentice trained.



3. Refer students or job seekers to C.L. Productions /**C.U.B.B.Y.H.O.L.E.** ICT. to help them upgrade their reading, math, basic computer, and employability skills for entry-level employment or college. You pay no fees.
4. Interview graduates for possible employment, with no obligation. You pay no fees.
5. Contact your **local workforce or self-sufficiency centers** for information on how you can integrate C.U.B.B.Y.H.O.L.E. small business's into your training and hiring systems. These centers are licensed to provide job profiling, consulting, and Work assessment services throughout the state of Oakland.
6. Encourage and promote to save on-the-job training dollars. A business write off can reimburse you for part of the costs associated with training a new worker referred to you by C.L. Productions/C.U.B.B.Y.H.O.L.E. or access to other on-the-job training programs that could offer you a reimbursement. If your business qualifies, and many do, the economical hand up you embraced can help you obtain related tax credits and deductions available to businesses.
7. To find qualified candidates for current job openings, contact your local workforce agency. You can also post jobs and view resumes online on the job lists of workforce agencies, shelters and transitional homes.
8. Learn about the issues raised in your community and do something about it. The more you do the less you can complain about.
9. Give back to people who are willing to help make a change starting with themselves or our youth who are willing to make the sacrifice to move forward.
10. Never give up, turn your back or ignore a person's passion to do something they feel is best for them.



**Working With Schools:**  
 Oakland Unified School district is designed to provide all students with the academic, technical, and work behavior knowledge and skills necessary for success in a career of their

choice and for lifelong learning. Employers are an important part of this system. Here are some suggestions for how you can get involved.

**Elementary School**

11. Support and participate in "Bring a Child to Work Day."
12. Serve as a classroom resource person.
13. Open your business to visitations by school classes.
14. Serve on committees or task forces focusing on education and career development for students.
15. Open your business to teacher internships providing workplace background and experiences to aid in making connections between classroom instruction and the work world.

16. Participate in student mentoring programs.

#### **Middle School**

1. Support and participate in "Bring a Child to Work Day."
2. Serve as a classroom resource person.
3. Open your business to visitations by school classes.
4. Serve on committees or task forces focusing on education and career development for students.
5. Represent a career pathway at career days/fairs held for students.
6. Participate in job shadowing and worker interviewing experiences for students.
7. Open your business to teacher internships.

#### **High School**

1. Serve as a classroom resource person.
2. Open your business to visitations by school classes.
3. Serve on school guidance and occupational advisory committees.
4. Represent a career pathway at career days/fairs held for students.
5. Support and participate in work-based learning programs for students, including worker interviews, job shadowing, cooperative education, internships, and apprenticeships.
6. Open your business to teacher internships.
7. Collaborate with schools in providing employer-based instruction programs.

#### **Postsecondary**

1. Support and participate in work-based learning programs, including internships, apprenticeships, and job shadowing.
2. Serve on Technical Advisory Committees.
3. Represent business/industry at career placement days.
4. Collaborate with institutions in providing instructor internships.
5. Share use of your work site with a post secondary institution to provide instruction for career specialization.



### ***What Is A Business Plan?***

**A business plan is a document that contains a profile of your company, and a vision of its future. You present it to potential lenders, investors and partners, as well as maintain it current for the regular guidance of your business.**

## *Why Do A Business Plan?*

To be successful and profitable, a business must know and understand as many details as possible about its industry and its place in the marketplace. A business's missions, objectives, cash resources and personnel resources are only a few of the vital components that will determine the success of a business. You need to know where you are, where you are going and how you're going to get there and stay there. Banks are wise enough to make a complete business plan an essential requirement for any business applying for financing, that is why it is good to keep an open account available for depositing cash checks or electronic wiring.

## *When are you ready to branch off of C.L. Productions into the C.U.B.B.Y.H.O.L.E.*

- Lender ready completely prepared professional business plan that will help accomplish your goal for being bank ready.
- Live assistance from experienced business professionals through the entire process.
- 25 pages including 20 custom C.U.B.B.H.O.L.E. and personal generated text pages tailored to your business as well as spreadsheets and websites with 3D graphics.
- Individual custom generation of positive, powerful special text highlighting your company's particulars and information.
- All 61 key necessary sections including extensive Executive Summary, Marketing Analysis and Financial Plan.
- Your official membership will be delivered to you however you prefer: as a word file, hard copy, or CD or combination. **Note: We don't charge for revisions! Unless apart of the specific business plans requirements.**
- Real, knowledgeable, customer service to help you with any question. Let us help you accomplish this now.



## Selling Yourself

Now you have all the information you need and have determined that you're interested in working on the project and for their company and have the skills they need. How do you get them to say "Yes"?

- Believe in yourself. Always show the full benefit of your knowledge and experience. You do have skills they lack.
- Reflect back to the client what you heard as the key requirements for the project. Discuss your proposed business (not technical) solution. Tell them what you see as the outcomes of this project that will have it be a success.
- Reassure them that you are qualified and say how you can meet the key requirements. Let them know you understand and can solve their business problem. Your job at this stage is to build trust. Your potential clients must trust you before they will do business with you. If they do not trust you, they will not trust your recommendations.
- Tell them how you would get the process started. You want to reassure them that you have the technical skills to get the job done without overwhelming them with technical jargon.
- The last part of the "sale" is the platform or product (i.e. 4D). Some clients may not even care what database you use.

A few tips from a seasoned 4D developer:

Clients will ask "Why you and not another developer"? or "SHOW ME THE MONEY" DO NOT GIVE THEM MORE THAN THEY BELIEVE C.L. Productions/C.U.B.B.Y.H.O.L.E. is not a babysitting corporation unless specified by the independent contractor.

Your answer...

- Are you going to do wonderful, personalized work.
- Will you be around to service the product that is create for the corporation.

- State any other reasons you can come up with. (e.g. industry experience, prior projects you've completed that are similar).
- Ask for a resume.

They may ask "What happens if you are hit by a bus?"

- Explain the benefits of [C.U.B.B.Y.H.O.L.E.](#) if they are not familiar with it.
- **Before you get asked this by a client, consider establishing an alliance with other developers especially if you are the only developer in your company. This will provide you with some back-up and/or additional programming resources if you are incapacitated or too busy with another project.**

**It would be wise to develop alliances with other programmers or have programmer employees. If you have done this, let your client know you have a team of people who are available if needed to service their needs. Assure them, however, that they can rely on you to ensure that anyone who works on their C.U.B.B.Y.H.O.L.E. project will meet the same high standards that you hold.**



## Marketing Yourself

**Marketing is distinct from sales. Marketing is all about creating awareness about you and your business and creating demand for your product and services. It is a more long-term strategy; selling is more immediate and tactical. Selling occurs when you are connected (in some format) to a potential customer and they are considering purchasing from you.**

**The perfect brochure, the coolest looking business cards or the eloquently worded biography are great marketing tools; websites, cd's, etc. they will, however, not get the business on their own. They are only tools. YOU will get the business. And you can.**

**Here's how to get started marketing your services.**

**EASY EASY EASY!!!!**



## **Define target market**

- Find niche markets and work them.
- If you have experience in a particular industry, focus on it. If its government contracts, work that area; go to those conferences, mixers, and seminars. Present a seminar that markets your services to a particular group of people or companies.

It may seem antithetical, but the more narrowly you define your market, the stronger a reputation you can build as a solution provider. Find a need and fill it.

Many 4D developers have built successful businesses focussing on small- to mid-size companies. Large companies tend to have their own development staff in house. Doctors' offices and universities have large

amounts of information that needs to be organized and readily available to staff. Think of other organizations with similar needs and target them.

### **Advertise**

- Trade journals. Advertise in trade journals or in conference brochures targeting the market you have defined.
- Yellow pages display ad.

A current 4D developer had success with this and got a couple small clients that way. The ad ran under Computer Programmer. Ads can be costly, but will work for you even when you are on vacation.

### **Network**

- No matter how uncomfortable. Remember - everyone, even those who appear very confident, has a basic fear of other people. Knowing this will make it easier for you to approach and strike up conversations with strangers.
- Do informational interviews with successful developers. Find out what they did that worked and didn't work.
- Develop an "elevator pitch". This is a statement that captures in 30 seconds or 1 minute what it is that you do. Develop a longer one (5 minutes) for when you have more time to talk about yourself.
- Attend Chamber of Commerce mixers. Call your local office for more info. You can attend mixers in different cities if you are a member of one Chamber of Commerce.
- Attend monthly user group meetings. Get a handle on what some of the new problems or successes are and how can participate in solving them.
- Attend conferences your clients or potential clients attend. Get out there. Be visible. Set up a booth. Mingle with the attendees and business. No matter how uncomfortable.
- Network with individuals who may have leads to potential clients. Don't underestimate anyone. Think of everyone as a potential client or lead to client. Tell them about your services.

(SMALL PRINT)

Ask about the timing of the project. When do they want to start? When does the project have to be complete? Are there any outside deadlines or events that impact the timing of the start or completion of the project? Ask if there is a specific amount budgeted for the project. They may not tell you, but if they do, it will help you tailor your proposal

## **C.U.B.Y.H.O.L.E. NETWORK**