

Good afternoon,

Congratulations! As a valued member of [**WBEC-Pacific**](https://www.wbec-pacific.org/) we have selected your business to participate in the[**2018 Sacramento** **Inner City Capital Connections (ICCC)**](http://icic.org/urban-business-initiatives/inner-city-capital-connections/sacramento/)program. This is a unique opportunity as the ICCC program is only offered in select cities across the U.S. and this is the first time they will be hosting a cohort in Sacramento in partnership with Kaiser Permanente.

The ICCC program is a tuition-free curriculum designed to accommodate busy schedules. It commences with a 1-day intense local workshop hosted by Harvard, MIT, Dartmouth, and Northwestern business school professors covering topics such as: business strategy, sales & marketing, talent management and small business finance. Each participating business owner will also receive coaching and mentoring from industry experts from diverse backgrounds. It is the only program that educates inner city small business about the different forms of capital available, mentors and prepares them for capital, and then matches them with appropriate capital providers.

Your business will learn how to build capacity for sustainable growth in revenue, profitability, and employment. As your company scales to meet demand, you will provide good paying jobs within your community and therefore contribute to local economic prosperity.

Attached to this email is a document that details the 2018 ICCC Sacramento Cohort program which is set to take place on **Wednesday, October 10th 2018**. I hope you will consider applying for this comprehensive growth training which will provide you with the skills you need to grow - and potentially have access to capital as well.

All applications must be submitted by **Friday, September 21th 2018.** This is a wonderful and unique opportunity for small businesses in the Sacramento area, so complete your application today!

**[Click here to apply for the 2018 Sacramento ICCC Program](http://apply.iccapitalconnections.org/)**

**Criteria for businesses to apply:**

* Annual company revenues: $500,000 and above (there is some flexibility based on the eagerness of the CEO/Owner to participate)
* Age of business:  2 + years
* The most important qualification is the readiness of the CEO/Owner to participate in a program that will enable him/her to fully explore business growth challenges and develop strategies to enhance leadership skills, engage new business networks & prepare for a much-needed capital infusion.

**Please note:** an ICCC admissions team member will be in contact with you regarding next steps, so keep a lookout for an email and/or phone call from Nadia Larasati at ICCC.

For specific questions regarding the nomination process or eligibility, please contact **Andrea Sotomayor** at **310-740-3405**  or [asotomayor@icic.org](mailto:asotomayor@icic.org).

Sincerely,

**Janice Greene**

President & CEO

**WBEC-Pacific**

**LEARN MORE** **ABOUT ICCC**

Since 2005, more than **1,700 companies** have utilized ICCC as their secret weapon to **growing their business**. It is a prestigious, tuition free program that has contributed to the success of many great companies such as [Good Soil](https://www.youtube.com/watch?v=TnXK4HzDNLE), [Amerisal Foods LLC](https://vimeo.com/263556554), [American Christmas](http://americanxmas.com/)and many more. ICCC is an essential tool in a small business’s arsenal that helps to elevate your firm above the rest.

**Our participants have:**

