



FOR IMMEDIATE RELEASE

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ADVANTAGE VALLEY ANNOUNCES CHILDCARE STARTUP GUIDE AS PART OF FASTER WV ENTREPRENEURSHIP PROGRAM

Charleston, WV. December 1, 2020 — Advantage Valley announces a newly developed comprehensive Childcare Start Up Guide for people interested in starting or expanding a childcare business in Boone, Braxton, Cabell, Clay, Kanawha, Lincoln, Putnam or Wayne Counties. The guide will be presented during a Webinar on December 9 that will provide an overview of the coaching, entrepreneurial training, and revolving loan fund of the FASTER WV program. This Childcare Business Startup Webinar is scheduled for December 9 at 6 pm, will last one hour, and include panelist presentations and Q&A.

“WV Forward-WVU has produced comprehensive startup guides for those interested in opening an early care and education business (ECE) in the AV region,” says Priscila Santos, Research Scholar for WV Forward. “As evidenced by the COVID-19 pandemic, ECE providers offer an essential service to the state’s economy. They allow families to work or go to school and prepare the next generation of workers. The guides include an overview of what prospective providers need to know to obtain a license or certificate to operate an ECE business from the DHHR as well as information to help them sustain their business once they are open. We hope the guides will help to increase the supply of child care businesses in the state to support workforce participation and training and help grow our economy.”

“We are thrilled with our partnership with WV Forward and WVU John Chambers School of Business & Economics. Extensive research on child care business costs, regulations, and reimbursements have led to the development of new tools to help folks be successful with this challenging but critical business,” said Advantage Valley Executive Director, Terrell Ellis. “This webinar is for anyone who has an interest in starting their own childcare facility, or home based business. We are here to encourage and help you, offering guided steps along your way.”

Jack Dorminey, professor of accounting and MBA Program Coordinator at WVU John Chambers College of Business & Economics has worked with five MBA students since September on this collaborative project to build financial management tools for the child care sector that will enhance entrepreneurship in the region. “I’m proud of these students and the work they have done on behalf of the State. I am eager to see their work become part of a solution for our state’s childcare industry and to set the stage for continuing MBA engagements.”

“I grew up going to all different kinds of childcare facilities ~ from someone's family home, to a facility and to a center ~ and have been fascinated with all of the work that goes on behind the scenes of making sure that children in this state are accounted for and taken care of properly, “ says Michael Duez, an MBA Candidate at WVU. “It has been an eye-opening experience working on this childcare issue.”

Ahmad Almutairi, a Civil Engineer MBA Candidate also enjoyed the work, saying “I’m honored to be part of this group and to work on this project. I think our financial management tool will be very beneficial to the region’s childcare future.”

Other FASTER WV collaborative partners include the WV Small Business Development Center, BridgeValley Community & Technical College, Unlimited Future, Inc., and The Wyoming County Economic Development Authority, manager of the revolving loan fund. Major funding for the FASTER WV program is provided by the Appalachian Regional Commission, and the Claude Worthington Benedum Foundation, with additional support from the Greater Kanawha Valley Foundation, Unlimited Future, Inc, Truist, and the USDA.

To register for the upcoming FASTER WV Webinar How to Start a Child Care Business in Advantage Valley, please go to <https://advantagevalley.com/faster-wv-initiative> or call Advantage Valley at 304-541-9657.

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ADVANTAGE VALLEY builds economic vibrancy in the Charleston-Huntington region by attracting new businesses, retaining existing businesses and promoting business start-ups.