



Innovative approach to Education “Baltimore’s MOTOWN”

16 Week Training with JOB AT THE CONCLUSION

Training facility offering Technology (website development, social media management, graphic design, and call center management), Hospitality, and Audio/Visual, and Entrepreneurship, with

GUARANTEED EMPLOYMENT!!!!

4500 Garrison Blvd.

Edward Hill

(888)4-1-BMORE (2-6673)

Cellular: (410)299-0142

VISION:

“Living Classroom” training facility, which develops a viable business that hires the participants and residents of Baltimore City, regardless of background and history.

MISSION:

To create a hub of businesses that employs the community, while training them in the fields of hospitality, audio/visual recording (live streaming), technology (website and social media management), leadership, and entrepreneurship. This hub will serve as our economic engine to fulfill our vision.

BACKGROUND:

BMore Inc. is the culmination of years of preparation to get me to this point. I grew up in the Bronx, where I was exposed to many aspects of urban living. My family migrated from Birmingham Alabama, and like all large families from the south, every family dynamic existed. I grew up with a Christian loving mother, and a hard-working father.

My mother and father always enforced education in our household. I am the youngest of five children, and was afforded the opportunity to attend Syracuse University, and Brooklyn Polytechnic Institute, where I graduated with a B.S. in Mathematics. I started my career as an actuary at Metropolitan Life Insurance Company, but the love of the entertainment field gravitated me to opening Mama’s Kitchen @ Indigo Blues on 46th Street, in Manhattan. I took a hiatus on pursuing a corporate position and opted for the night life full-time.

Fast forward twenty-five years, I’m now in Baltimore Md., where for the past twenty years, I went back to my education roots, and became VP of Technology at Laureate Education, managing technology for seven institutions (campus-based and online), eleven campuses in three countries. I resigned from Laureate Education, Inc. in 2016, purchased 4500 Garrison Blvd. and thus BMore Inc. was born. Currently, I’m still working in the Ed/Tech field, lending my expertise to local Universities, while also pursuing the passion to fulfill my vision, of being able to hire the unemployable.

My idea is simple, not create another organization that focuses on job training, resume writing, and dress for success, but an organization that focuses on entrepreneurship, entertainment, and education. However not education in the traditional sense, education on creating new employment opportunities. The new “Vocational” school, whose main purpose is to create an Enterprise for the people of the community. The business incubator of the neighborhood. We would create our own businesses, within much needed communities, while purchasing the land within those communities. Creating a shared services organization in the fields of Technology, Human Resources, Marketing, and Finance, that will service these businesses, and any business in the community in the need of our services. A training facility that focuses on website and social media management, audio/visual recording, hospitality, leadership, and entrepreneurship, all while employing the community. Finally, an online educational facilitation hub for online students. I believe that many of our high school graduates are unaware of the education opportunities that are afforded to them online. They need a facility and a facilitator, and 4500 will be that location.

Location Current Renovations:



Current Renovations (1st Floor)



Current Renovations (2nd Floor East side of house):



Current Renovations (2nd Floor West side of house):



Computer Lab



Current Renovations (3rd Floor):



Commercial Training Kitchen:



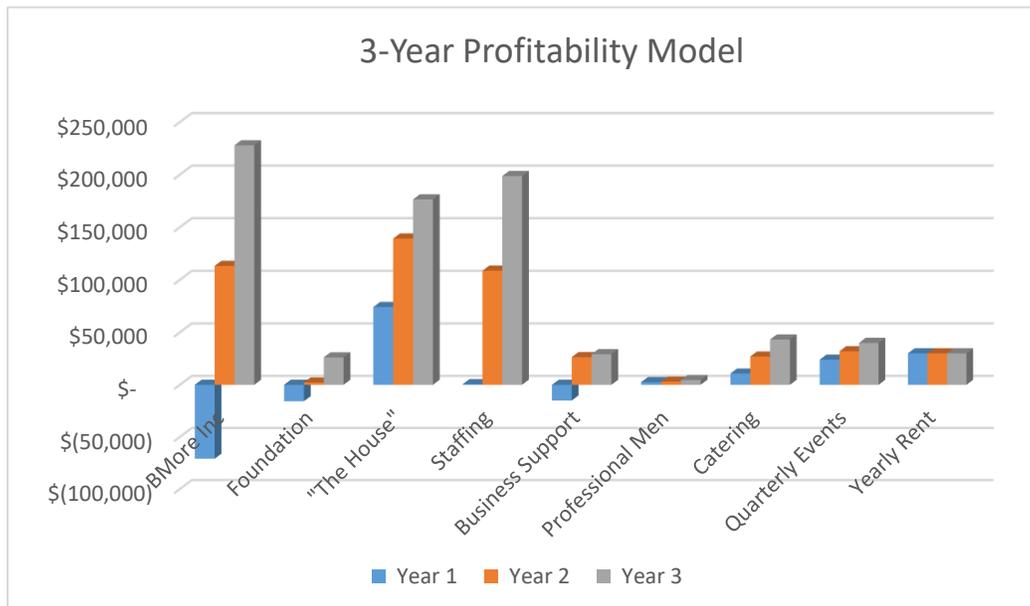
We are working to upgrade the kitchen facility to provide culinary training, catering for events, and culinary training.

Financial Overview:

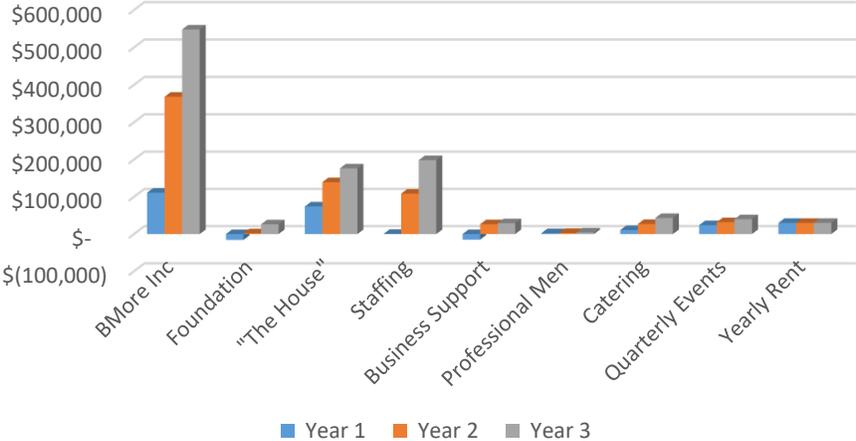
The Organization currently has eight revenue streams and a Foundation to support the education/training portion of BMore Inc.

The revenue streams are:

- “The House” – a location where hands-on training in the fields of Technology, Hospitality, Event Planning, Leadership, Entrepreneurship and Audio/Visual recording occurs. “The House” generates funds from productions, and the housing of the Foundation.
- Staffing – Business organization that provides trained staffing to local businesses.
- Business Support – Business organization that provides technology support, finance, marketing, and human resource support for a nominal fee.
- Professional Men Organization, providing the much-needed mentoring, and opportunities.
- Online Education Facility Hub. 24x7 access with a facilitator, and collaboration of individuals pursuing a degree online. Payments from online schools to support recruiting efforts and increase student retention.
- Catering
- Quarterly events
- Non-Profit Organization Office Rental



3-Year Revenue Projections



APPENDIX I (Background)



Edward Hill, Baltimore, MD

Ed Hill has over 30 years of experience in the field of Technology. Mr. Hill graduated from Syracuse University with a Bachelor of Science in Mathematics. Mr. Hill worked five years as a Systems Analyst for Metropolitan Life Insurance Company, before moving to Baltimore. Mr. Hill opened a restaurant while starting his career at Laureate Education (formerly Sylvan Learning Systems, Inc.). Mr. Hill worked at every level within the organization, from start-up afterschool programs, to GED and Workforce Programs until finally becoming Vice President of Technology, managing Campuses and Online Universities in California, Santa Fe, Florida, Chicago, New Zealand, Switzerland and Italy. Mr. Hill currently works as a Technology Executive, providing Tech/Ed solutions to Maryland Institutions of Higher Education, while pursuing his passion of establishing BMORE Inc. (Baltimore Organization for Revitalizing Entrepreneurship, Education, Entertainment, and Employment)

The New York Times

\$25 and Under | Eric Asimov

Here's a secret, a theater district secret, which makes it especially nice. Walk over to 46th Street between Eighth Avenue and Broadway, a block east of Restaurant Row. Look for the entrance, under a marquee, to the Edison Hotel. Between the marquee and an Italian restaurant is a white door that looks more like a closet than an entrance. Go through that door and walk one flight down to a reception desk in front of a glass-block wall. You are now entering Indigo Blues, a nightclub that is also the home of Mama's Kitchen, which calls itself the "Rolls-Royce of Southern Cuisine."

The pot of gold at the end of this rainbow is sumptuous platters of down-home food that may evoke the glorious excess of a Rolls-Royce but are strictly subcompact in price, \$6.95 to \$9.50 for main courses with two side dishes. The styling? Well, with light blue neon ceiling lights, bright blue patterned carpeting and a pastel Caribbean mural behind the nightclub stage, Mama's is more homemade hot rod than motorcar. But this is Broadway; glitzy is good.

If the world has been slow to take notice of Mama's, that's all right with Ed Hill, who opened the restaurant about eight months ago. Mr. Hill, a former systems analyst with Met Life, said he was so successful moonlighting as a caterer that he decided to go into the restaurant business full time. And of course, he had a secret weapon.

"The chef is actually my mama," he said.

That is Margaret Hill, who, when she is not

Mama's Kitchen

221 West 46th Street, Manhattan, (212) 221-0033.

Best dishes: Oxtails, chicken, pork chops, barbecued chicken, meatloaf, collard greens, macaroni and cheese, candied yams, Hoppin' John, sweet potato pie.

Price range: \$7 to \$12.

Credit cards: All major cards.

Hours: Noon to 8 P.M. Fridays through Tuesdays; to 11 P.M. Wednesdays and Thursdays.

Wheelchair access: Restaurant is one long flight of steps down.

overseeing the preparation of the dishes she learned to cook in Birmingham, Ala., is associate executive director of clinical services at North Central Bronx Hospital.

Mrs. Hill's food is not delicate by any means, but it is rich and filling, flavored with robust gravies and tender in the way characteristic of a cuisine that makes less-than-choice ingredients palatable. Choose among dishes like oxtails (\$6.95), chicken (\$7.95) and pork chops (\$9.50), all fork tender and bathed in peppery brown gravy. They fight for space on the plate with side dishes like superbly piquant collard greens, real candied yams, macaroni and cheese that got the ultimate accolade — "better than Kraft" — and Hoppin' John, a blend of rice and peas that was cooked just right, not too

dry and not too mushy.

Barbecued chicken (\$7.95) was still moist, basted with a deliciously tangy, almost citrusy sauce. The sauce also came on barbecued spareribs (\$9.50), which were good but without the real barbecue flavor that comes from cooking over wood. Meatloaf (\$6.95) was better, a blend of pork and beef in a portion large enough that it begged to be taken home for sandwiches. Fried chicken (\$7.95) came with a delicate and well-seasoned crust, but the crust separated too easily from the meat, which seemed more stewed than fried.

Dishes come with a choice of not-too-sweet corn bread (just right to me) or buttery layered biscuits that taste canned. For dessert, sweet potato pie (\$2.50) is airy and fresh, though if you've had the candied yams it may be overkill.

The menu occasionally promises more than it delivers. On two visits dishes called sweet potato pone, Louisiana-style gumbo and the cobbler of the day were not available. And while the menu suggests that you look at "our extensive wine list," a request was met with the answer, "There's red or white."

Be warned, Mama's serves only until 8 p.m. nights and until 11 P.M. on Wednesdays and Thursdays, when there is comedy and music at Indigo Blues. Still, there are few better deals in the theater district. And very few secrets.

THE SUN



Baltimore, Maryland

Old Site

Cade's Cafe
By J. Arthur Merritt



Remember Baltimore's first black-owned and operated comedy club, Monique's? The attractive space that once housed it is now the home of this city's new, soul-food restaurant. Cade's Cafe offers a full menu of southern delights.

Not much has physically changed from the previous owner, but the table settings and bright lights add a much-needed elegance to the space. Our waitress introduced herself with a wide grin, and proceeded to rally off the day's specials:

We began our meal with a cup of seafood gumbo and miniature crabcakes for appetizers. The gumbo was chunky and bursting with a medley of vegetables and fish. Unfortunately, it wasn't bursting with flavor. It was tasty, but, by comparison, the miniature crabcakes soared with flavor, chock full of fresh crabmeat and Old Bay Seasoning. The twist, a secret ingredient that sweetened the pot, I think it was honey, but that assumption was unconfirmed by the staff with a stiff "No comment."

For the main dishes, we had fried catfish surrounded by sweet potatoes and rice collard greens, and smothered chicken, deliciously deep-fried and covered in mushroom and chicken gravy, seasoned with onions and red peppers. The catfish stole the show. Flaky and fried to perfection, it was fresh and light with every bite. All the side dishes were magnificent, and Cade's makes the creamiest, best tasting macaroni and cheese in Baltimore City. No exceptions.

This place is worthy of several "Baltimore's Best" classifications, including their stellar version of apple cobbler. It was sweet, rich and thick. Perfect with a heaping scoop of your favorite ice cream.

Cade's is great. Make it your choice for an evening out on the town to celebrate the holiday season. It's the perfect gift for anyone.

Cade's Cafe
225 Liberty Street
410-244-5231

All major credit cards accepted.
Lunch: Monday-Sunday, 11 a.m.-3 p.m.
Dinner: Monday-Sunday, 5 p.m.-1 a.m.

PHOTO BY J. ARTHUR MERRITT

The Baltimore Press Features Page

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MARCH 30, 1999

AN INDEPENDENT NEWSPAPER

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Gravy is Gravy, Greens are Greens at Cade's Cafe

By Cathy Adams

Cade's Cafe on Liberty Street specializes in authentic Southern cooking; gravy is gravy, and greens are greens, with pork of course.

Being partners in a restaurant is almost like being married, it requires negotiations, compromises and agreements about subjects held most dearly, especially food. Even the name can be the subject of much debate. The four initial partners of Cade's Cafe, when faced with a definite deadline finally came up with idea of taking the initial of their first names (Christopher Brooks, Alonzo Chester, Derrick Greene and Edward Hill) and Cade's it became.

Side dishes are an important part of the Southern table and Cade's does justice to everyone's favorite: candied yams, macaroni and cheese, string beans, mashed potatoes, potato salad and collard greens. Greens provoke the most passionate debate, with Derrick lobbying for greens made

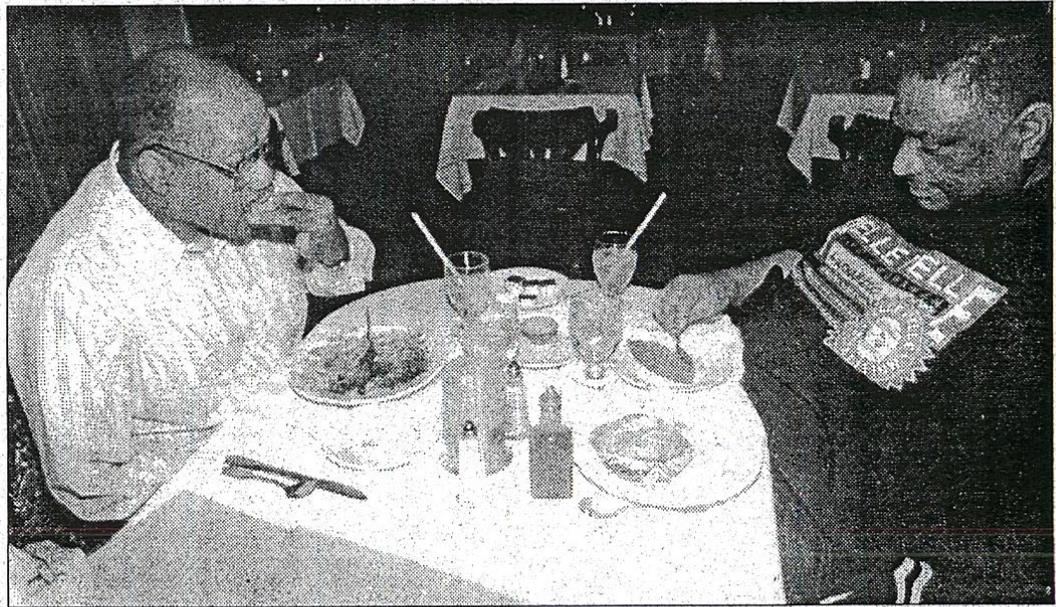


Photo by Irving Web Phillips, III

Diners enjoying Cade's Cafe's southern cuisine.

at Cade's Cafe

◀6 without pork or maybe with smoked turkey as a compromise. "A new millennium is coming," he said. But Alonzo and Darl Parham, the chef, looked skeptical, shook their heads and said "but it wouldn't have that.... OOMPH!"

But Derrick did get his way by adding pasta dishes, including a hearty vegetarian lasagna.

The seafood gumbo, made with crab, shrimp, oysters, chicken and beef sausage has both okra and filé powder to give it that "good stickiness." A regular customer told Alonzo a real gumbo "should look like you almost don't want to eat it."

The list of entrees reads like Sunday dinner at home. Smothered chicken or pork chops come with Mama's gravy, catfish rolled in cornmeal and deep fried, fried chicken, meatloaf, BBQ baby back ribs or chicken, and pan-fried rainbow trout. All come with cornbread and a choice of 2 sides. (A side order sampler is available for those who can't limit their choices to any 2). The recipes come from Mrs. Hill, Ed Hill's mother. She spent 3 months training Parham and still comes up from her New York restaurant to do quality control.

Homemade peach or apple cobbler and sweet potato pie round out the meal.

Cade's is also trying to invigorate downtown's live jazz scene with Friday and Saturday performances in the main dining room upstairs. Cade's, which opened 8 months ago, is located in the site that was previously Churchill's and Monique's. They have retained the old-fashioned, ornate bar and light fixtures downstairs and the sweeping staircase to the second floor dining rooms, which are comfortable and attractive without being fussy. "For a bunch of men I guess we did all right," joked Alonzo.

TABLE TALK

Jazz, poetry, chicken and pork chops

By ELIZABETH LARGE
FOOD RESTAURANT CRITIC

Live jazz, poetry readings on Wednesday nights, fried chicken and smothered pork chops — Cade's Cafe at 25 N. Liberty St. has it all. Not to mention that Gospel Sundays should be starting up sometime soon.

The restaurant is an offshoot of Indigo Blues and Mama's Kitchen in New York City. The specialty is Southern food from a catfish sandwich at lunch to ribs, collard greens and candied yams at dinner. Most of the recipes are from the mama in question, Margaret Hill, the mother of one of the owners.

If the location sounds familiar, it's because the space has housed any number of restaurants before this, including Churchill's and Peercé's.

Cade's is open Wednesdays through Sundays for lunch and dinner. Dinner entrees range in price from \$9.99 to \$24.99.



The source: Margaret Hill of Birmingham, Ala., provides most of the Southern recipes at Cade's. Photo by [unreadable]



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Edward Hill

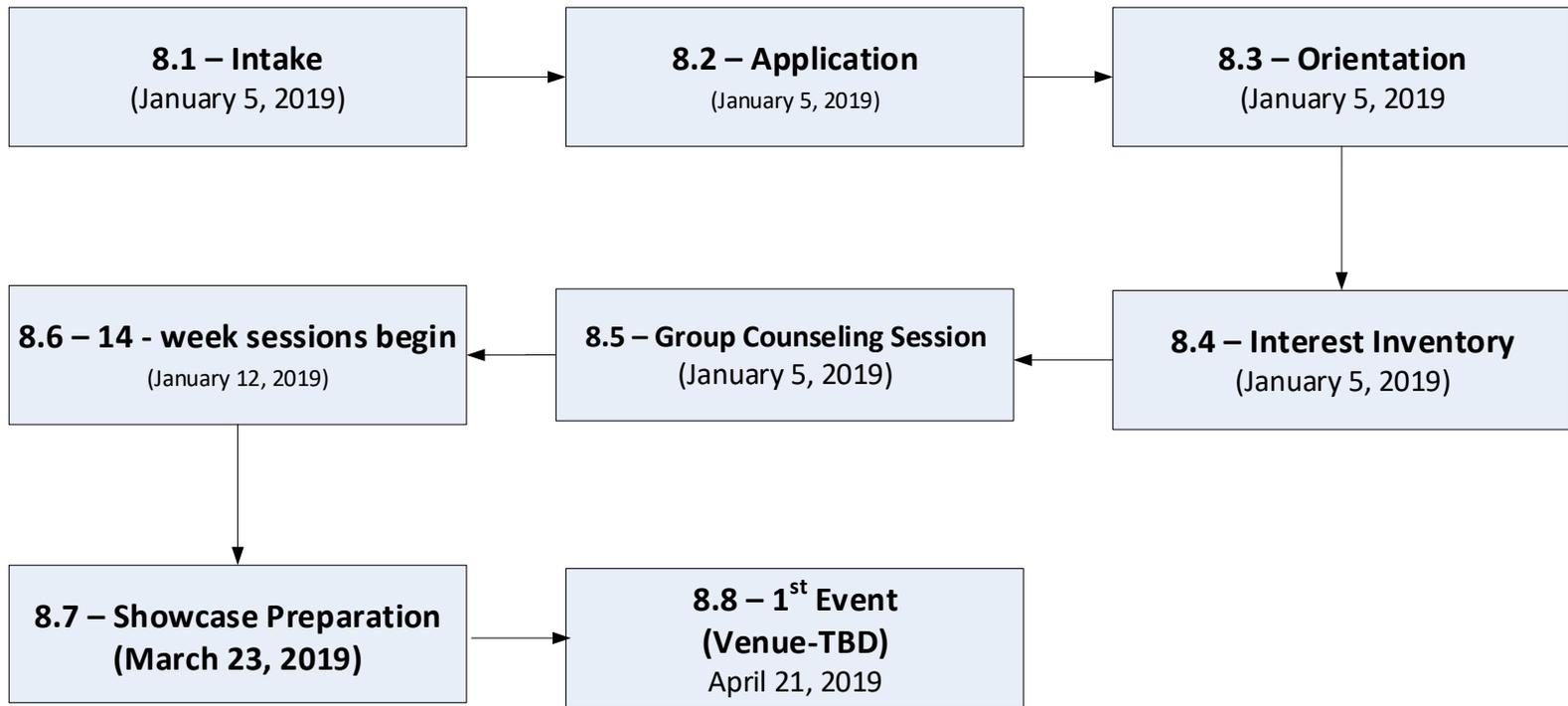
Vice President Business Unit - IT

 **Laureate Education, Inc.**

 Baltimore, Maryland,
UNITED STATES

PROGRAM OVERVIEW

8. Program Flow



PROGRAM DETAIL

Technology:

There are two primary aspects to this course. The first is learning how to build websites and prepare the various elements that comprise them. The second is understanding the concepts behind computers in general and the Web in particular.

This track will also leverage your skills in Social Media, and apply them to the successful implementation for business success.

Course Schedule

Week	Topic	Assignments
1	Understanding my Path	<ul style="list-style-type: none">• Interest Inventory• Work Ethics (attendance, how to get along, what's expected of you)• Interdependencies of job functions• Understanding of your Goals• Initial identification of your projects
2	On the right Track	<ul style="list-style-type: none">• Track identified• Goals Established• Understanding the Track, you are on• Project sign-off Complete• Project Plan completed• Review with teams
3	Project	<ul style="list-style-type: none">• Implementation of Project Plan
4	Project	<ul style="list-style-type: none">• Implementation of Project Plan• Identification of Event
5 - 14	Event Planning	<ul style="list-style-type: none">• Event Planning
15	Live Event	<ul style="list-style-type: none">• SHOW TIME!!!!

Audio/Visual:

Students learn the basics of media production using the media tools of photography, film, video, audio production, and interactive media. Students apply these fundamentals by participating in hands-on group projects

Upon completion of this track students will learn:

- Introductory principles of photography.
- Introductory principles of filmmaking.
- Introductory principles of audio production.
- Introductory principles of video production

Course Schedule

Week	Topic	Assignments
1	Understanding my Path	<ul style="list-style-type: none">• Interest Inventory• Work Ethics (attendance, how to get along, what's expected of you)• Interdependencies of job functions• Understanding of your Goals• Initial identification of your projects
2	On the right Track	<ul style="list-style-type: none">• Track identified• Goals Established• Understanding the Track, you are on• Project sign-off Complete• Project Plan completed• Review with teams
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5 - 14	Event Planning	<ul style="list-style-type: none">• Event Planning
15	Event	<ul style="list-style-type: none">• SHOW TIME!!!!

Hospitality:

The industry of providing customer service to travelers or strangers. **Hospitality professionals** generally work in a service-based environment, and they are responsible for the operations and success of an establishment, such as a hotel or restaurant.

This track will begin the training in wait-staff, busboy, bartending, and overall customer service.

Upon completion of this track you will have the initial understanding of how to properly work in a restaurant as a hostess, wait-staff, and busboy. If you choose to become a bartender, we will provide the basics, and work with the local bartending school to have you certified.

Course Schedule

Week	Topic	Assignments
1	Understanding my Path	<ul style="list-style-type: none">• Interest Inventory• Work Ethics (attendance, how to get along, what's expected of you)• Interdependencies of job functions• Understanding of your Goals• Initial identification of your projects
2	On the right Track	<ul style="list-style-type: none">• Track identified• Goals Established• Understanding the Track, you are on• Project sign-off Complete• Project Plan completed• Review with teams
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4	Project	<ul style="list-style-type: none">• Implementation of Project Plan• Identification of Event
5 - 14	Event Planning	<ul style="list-style-type: none">• Event Planning
15	Event	<ul style="list-style-type: none">• SHOW TIME!!!!

Culinary:

The Culinary Basic Skills Class provides 200 hours of training for people interested in finding work in entry-level kitchen positions. We introduce students to culinary basics as well as how to safely work within a professional kitchen. Through lecture and hands-on kitchen experience, students will learn about:

- Basic knife skills
- Personal hygiene & sanitary work habits
- How to read and convert recipes & basic kitchen math
- Identifying common kitchen tools & equipment
- Preparation and organization prior to cooking
- Basic cooking methods
- Cooking food to the correct doneness

Upon completion of this track you will take the SafeServ Certification exam.

Course Schedule

Week	Topic	Assignments
1	Understanding my Path	<ul style="list-style-type: none">• Interest Inventory• Work Ethics (attendance, how to get along, what's expected of you)• Interdependencies of job functions• Understanding of your Goals• Initial identification of your projects
2	On the right Track	<ul style="list-style-type: none">• Track identified• Goals Established• Understanding the Track, you are on• Project sign-off Complete• Project Plan completed• Review with teams
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15	Event	<ul style="list-style-type: none">• SHOW TIME!!!!

Entrepreneurship (Business Ownership):

A course designed to expand your knowledge of business/marketing principles related to ownership and management of a business, traits and characteristics of successful entrepreneurs, and strategies of business management and marketing. The development of a business plan related to the area of your entrepreneurial interest.

Students will learn the following:

Character

- All about entrepreneurship
- Is entrepreneurship right for you?
- Explore ideas and opportunities.

Economics

- Entrepreneurs satisfy needs and wants.
- How economic decisions are made
- What affects price?

Business plans

- Why a business plan is important?
- What goes into a business plan?
- How to create an effective business plan.
- Decide to purchase, join, or start a business.
- Choose a legal form of business.
- Legal issues and business ownership.
- Choose a location, space, and design of physical layout

Marketing

- Identify your market.
- Research the market.
- Know your competition.
- Develop a marketing plan.
- Product
- Price
- Distribution
- Promotion
- Selling and promoting

Finance and Accounting

- Financing your business.
- Pro forma financial statements.
- Recordkeeping for businesses.

Human Resource Management

- Identify your staffing needs.
- Staff your business.
- Direct and control human resources.

Global Markets and Ethical Issues

- Growth strategies.
- Ethical and social issues.
- Global trends and opportunities.

Course Schedule

Week	Topic	Assignments
1	So you want to be an Entrepreneur?	<ul style="list-style-type: none"> • Characteristics of an entrepreneur • Exploration of Business Opportunities • High-level Financial Needs • Business Plan Outline
2	Who is your audience?	<ul style="list-style-type: none"> • Target Market • Competitors • Product Review
3	How to reach your audience	<ul style="list-style-type: none"> • Final Product Review • Marketing Strategy • Sales Strategy
4	Project	<ul style="list-style-type: none"> • Implementation of Project Plan • Identification of Event
5 - 14	Event Planning	<ul style="list-style-type: none"> • Event Planning
15	Event	<ul style="list-style-type: none"> • SHOW TIME!!!!
16	Human Resource Needs	<ul style="list-style-type: none"> • Staffing requirements
17	Financial Needs	<ul style="list-style-type: none"> • Financials
18	Licensing	<ul style="list-style-type: none"> • Create Legal entities
19-20	Final Business Plan	<ul style="list-style-type: none"> • Business Plan completion 2-weeks

Event Production:

Overview of the event management industries. Techniques and procedures required for producing successful and sustainable events.

Based upon these learning outcomes, this course will contribute to each student's ability to:

- Understand the core composition of various events
- Explain the variety of event management venue facilities
- Demonstrate skills and processes in event planning
- Identify and describe event attendees needs and wants
- Research event fundamentals; destinations options, food, beverage, venue décor, and entertainment
- Create an innovative event

Course Schedule

Week	Topic	Assignments
1	Understanding my Path	<ul style="list-style-type: none">• Interest Inventory• Work Ethics (attendance, how to get along, what's expected of you)• Interdependencies of job functions• Understanding of your Goals• Initial identification of your projects
2	On the right Track	<ul style="list-style-type: none">• Track identified• Goals Established• Understanding the Track, you are on• Project sign-off Complete• Project Plan completed• Review with teams
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