

Where Small Business Grows©

LOGLINE

“Where Small Business Grows” is a documentary series exploring the grit and creativity needed to grow a small business. This series features just a few of the more than 24 million small businesses in America trying to make a difference for their communities and their families in an often hostile environment.

View [HERE](#)





TIP SHEET

RATING:	G
GENRE:	Documentary series
CREATOR:	Shelah Johnson Christopher J. Stephens
PRODUCTION STUDIO:	TrailerChix Productions
DIRECTED BY:	Shelah Johnson
EXECUTIVE PRODUCER:	Hitha Prabhakar-Herzog
PRODUCED BY:	Shelah Johnson
NARRATED BY:	Joshua Mackey
DIRECTOR OF PHOTOGRAPHY:	Christopher J. Stephens
CAST:	N/A
DISTRIBUTION:	Self Distribution
SCREENING:	Pilot series aired on selected Fox network affiliate
MEDIA RESOURCE:	www.wheresmallbusinessgrows.com
GUEST APPEARANCES:	<i>Beat Street</i> Ronald Crump, Brand Manager, Intel, Corp. Janine Popick, CEO, Vertical Response Mike Volpe, CMO of HubSpot Samantha Albery, Director, MicroMentor.org
PRODUCTION BUDGET:	\$137,500 season
AVAILABLE RIGHTS:	All
HOLDBACKS:	None
TERRITORIES AVAILABLE:	All
EXTRAS:	Over 100 short clips for use in social media and advertising Market tested content and production quality: 98% audience approval 89% advertiser approval

Where Small Business Grows© was created and produced by TrailerChix Productions, LLC.

604 SE Water AVE
Portland Oregon 97214 USA
www.wheresmallbusinessgrows.com
503.207.6105

Season One Synopsis

Ep	Run Time	Featured Business	Featured Business	Beat Street	View Trailer
1	22:28:29	Two college friends team up to build a unique hand crafted standup electric scooter that is putting commuter scooters in the forefront of innovative transportation.	Rev Nat's Hard Cider moves from a basement operation to commercial space that supports six employees and big distribution network – watch out he has his first forklift!	A small independent coffee shop asks how to create buzz that will reach her audience. Ronald Crump, from Intel, Corp., talks about how technology can be a fast channel to her audience in a fun way!	
		Works Electric	Reverend Nat's Hard Cider		
2	20:51:17	A couple who likes to “push boundaries” embraces the tiny house trend and create the world’s first tiny house hotel in an urban setting. What will the neighbors think? Caravan: The Tiny House Hotel	Some scoffed at two guys who put their business plan together with “a spiral notebook and a pencil.” Find out how their one basic rule for success is also the key to growing their business beyond their expectations.	A young business man at a HipHop dance studio needs to take his Facebook “likes” to “buys”. To his delight, he gets some quick tips from a seasoned expert, Janine Popick the CEO of Vertical Response	
			Portland Wine Storage		
3	20:22:22	The Great Recession leads one man back to the skills he learned in his father’s business. It’s a risky business but with a few changes to his father’s model, he thrives and sees the rewards of his hard work.	A young woman who wanted her own business “Went for it!” With a good mentor she learned the ropes along the way and found a niche in a covered market and made friends out of competitors.	A seasoned retailer gets help growing his business from Mike Volpe, CMO of HubSpot , who gives him three quick tips for generating more leads.	
		Flying Fish Company	Yarnia		
4	19:41:22	Once again, necessity proves to be the mother of invention. One man turns his desire to tame his unruly facial hair into a world-wide	A community minded entrepreneur builds a fast food restaurant that not only gives back to the neighborhood but	A small business owner seeks the best way to find a qualified mentor and looks to Samantha Albery the Director of	

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business.

[The Bearded Bastard](#)

also offers ownership opportunities to employees.

[Taco Sisters](#)

MicroMentor.org, who gives him some great tools for finding the right fit for his needs.

5 20:15:11

3D printing might still sound a little space age to many, but to a group of business owners, it's a whole new way to build a business today, and to push the design envelope by helping to create a prosthetic hand for a young man.

[RapidMade](#)

Being civic minded and profitable don't always align. But one company tries to find a way to balance community and building a profitable business through music and dance.

[Hip Hop Soulsation Academy](#)

One small business owner asks a question pondered by many owners, "How do I know my marketing is working?" This time he gets some straight answers from **Mike Volpe, CMO of HubSpot.**



6 20:22:11

What happens when a wife tells her metal artist husband that she's expecting their first child and that he needs to step-up? You start an amazing business based on your enormous creativity of course!

[Modfire](#)

Turning back the clock is impossible, unless you're talking about Main Street. Just ask the women business owners on Main Street La Porte, who are opening up one door at time of little southern town.

[La Porte](#)

Understanding Google rankings can often make one's eyes glaze over, but one small business gets some simple solutions from industry expert, **Mike Volpe, CMO of HubSpot.**



7 19:12:25

After a year of haggling with the city, these guys were finally on their way to bringing fresh and healthy options to a neighborhood that had long been underserved while providing a new retail outlet for dozens of other local small businesses.

[Wet Whistle](#)

Sometimes changing your direction is the only way to stay profitable, just ask this textile designer who goes from wholesale to retail without letting go of her passion.

[Kate Troyer Design](#)

A small business owner who relies on email for communicating with her customers is puzzled as to the best time to send them.

Janine Popick, the CEO for Vertical Response has some great tips that will help get a better response rate.



8 20:49:16

Sometimes it takes more than a good idea and common sense to make a sale. Big businesses customers want proof. But what do you do when you are a startup with very little capital and a big idea that can help change the

For over 67 years stars and celebrities like Ralph Lauren, Bruce Willis and Robert Patrick, have been the proud owners of some great leather from this small family business whose whole

A small business owner looks for better marketing ideas, other than the standard trade shows and pay per clicks, to help him grow his business.



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world one data center at a time?

[IT Aire](#)

goal is to stay small and produce “**The World's Finest Motorcycle Garments.**”

[Langlitz Leather](#)

Mike Volpe, CMO of HubSpot shares some ideas that are trending well and producing great results.

9 21:05:05

Building sustainable businesses come easy for some serial entrepreneurs, but getting customers to understand a new concept can be time consuming and costly.

[Fish People](#)

You may be surprised at the number of places one can find a business partner. These two people found each other on a dating site but soon realized they were better suited for developing a world-wide business.

[Digital Pour](#)

Sometimes building and growing a Facebook community can be a little complicated and time consuming, but **Janine Popick, CEO of Vertical Response** help remove some of the mystery and provides some great tips.



10 21:38:17

SEASON FINALE:

Turning your passion into a business.

A childhood passion becomes an adult obsession for two guys who each responded to a Craigslist ad, but rather than try and out bid each other, they teamed up. You will be amazed at what happens next. And you thought Legos were just for kids!

[Bricks and Mini Figs](#)

A business owner asks; Can you grow your business if you're not tech savvy?

Mike Volpe, CMO of HubSpot shares some valuable ideas that support the tech challenged.

