



The Fox School of Business and Management

News Release
FOR IMMEDIATE RELEASE

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**Temple SBDC Celebrates Award-Winning
Entrepreneur Ursula Augustine's Two Year Anniversary**

PHILADELPHIA, May 11- This time three years ago, Ursula Augustine came to the Temple University Small Business Development Center (SBDC), she showed up without a business plan, financing objectives, or even a logo. All she had was an idea for her start up venture. After receiving the assistance of the Temple SBDC, Augustine is now an award-winning entrepreneur and owner of a minority woman-owned small firm, Ursula's About Phace Make-Up Studio, which specializes in makeup artistry, utilizing nature-based cosmetics composed of anti-oxidant vitamins and mineral. On May 20, 2009 the Temple SBDC and special invitees will be celebrating Augustine's second year of business in the Rittenhouse Square section of Philadelphia.

Small businesses are critical to the economic health of this country and are a very real part of the daily life of families and communities in Pennsylvania. As the current recession has affected a number of businesses resulting in countless layoffs, bankruptcies and business closures, it is small businesses like Ursula's About Phace that are thriving and contributing to the revival of the local economy.

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“I started with them from ground zero,” Augustine says. “They really helped me to put my business plan into context and that was the most important part for me. I wouldn’t have had such a successful opening if I didn’t go to the SBDC.”

Crediting the Temple SBDC for her success, since the opening of her studio, Augustine has been featured in several Philadelphia newspapers, magazines, appeared on CN8, has won several awards, and this year was the 2009 Rising Star Nominee for Beauty Entrepreneur of the Year. Even with her high level of achievement, Augustine recently expanded her studio and continues to receive assistance from the Temple SBDC. “Even a year in a half later, I was still calling the SBDC for help,” she said. “It’s all taking off and I’m very thankful.”

Please join the Temple SBDC and Ursula Augustine as we recognize and celebrate one of the small businesses on Philadelphia that has greatly benefitted from the services provided by the Center. The event will take place on Wednesday May 20, 2009 at 1700 Samson Street-Suite 201, Philadelphia, PA 19103 from 4:00P.M. to 7:00P.M. Keynote invitees include State Senator Lawrence Farnese, State Representative Babette Josephs, Councilwoman at Large Blondell Reynolds Brown, Chapter Chair of SCORE Philadelphia Mark Maguire, and others. For more information or inquiries please call 215.204.7282.

The Temple University Small Business Development Center (SBDC) is part of a network of university and college centers providing a wide range of services to small

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businesses. Established in 1983, the Temple SBDC is part of the Temple University Fox School of Business and Management, ranked #1 in “Value for Money” among U.S. public-urban universities and the only U.S. school ranked in the top ten in all global categories by *Financial Times 2006*. For more information, please visit the Temple SBDC website at www.temple.edu/sbdc.

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