

**RUBEN D. GONZALES**  
**BUSINESS PLAN FOR START UP**  
3416 Imperial drive  
High Point, NC 27265

*PRESENTLY - SMALL BUSINESS CONSULTANT*

Work with the N.C. Community College System, Chamber of Commerce, Veteran Centers, and the Council of Governments providing technical assistance on opening a business to individuals and groups.

*CITY OF WINSTON-SALEM, 5/2006 TO 5/2014- RETIRED*  
*BUSINESS DEVELOPMENT DIRECTOR*

Monitor and promote economic development opportunities throughout the City of Winston-Salem. Within these duties I directed a series of related programs in the financial arena including business loans, economic development grants, planning and direction of public improvements, and liaison with community groups. Duties included the administration of HUD program income and EPA Brownfields programs.

*CITY OF WINSTON-SALEM, 1/97 TO 5/2006*  
*M/WBE coordinator/ Small Business Development Specialist*

Work with a variety of programs including coordinating the City's Small Business Loan Program, Winston-Salem's Sister Cities program, and work Community Development Corporations. I have also worked with the City's Coliseum operations.

*Small Business Owner, 6/1977 to 1/1997*

Owned and operated a successful small business

*U.S. Peace Corps – 6/1971 to 5/1977*

*Volunteer and Training Officer, West Africa Region*

*Education:*

UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL  
*Graduate Study in Business, 1979 -1980*  
Awarded Fellowship, *Consortium for Studies in Business Management.*

UNIVERSITY OF NORTH CAROLINA, GREENSBORO  
*Graduate Study in Business, 1978 - 1979*  
Accounting, Business Law, Economics, Statistics, Computer Science

CALIFORNIA STATE UNIVERSITY, LOS ANGELES  
*B.A. Anthropology, Design & Culture, 1971*  
Outstanding Brother, Vice-President, Lambda Chi Alpha Fraternity, 1971

*Technical -* I have had graduate level courses in Architecture & Design, Business Law, Accounting, Statistical Analysis, and Marketing. I have a Finance Development Professional Certificate through the National Development Council, and the Council for Urban and Economic Development in Finance and Community and Business Development.

*Certification –* Certified in Fast Track Entrepreneurial training  
Certified in REAL entrepreneurial training  
Certificate in Municipal Administration  
Certified Finance Development Professional

*Community -* Former Board member Better Business Bureau  
Former Board member BBB Education Alliance  
Liaison – Liberty Community Development Corporation  
Sister Cities Winston-Salem Board  
Community Advisory Board – WFU Innovation Quarter