

(For Immediate Release)

## **Free Enterprise Campaign Hosted by the U.S. Chamber of Commerce Recognizes Small Business Coaching Firm Charting Dreams**

*Sam Maropis and Jen McGahan state what “free enterprise means to them” as part of a growing group of American small business owners featured on the Free Enterprise website.*

**San Antonio, TX, December 3, 2009** – As soon as the ad appeared on television, the owners of the small business-coaching firm **Charting Dreams** knew they wanted to be a part of it. The celebration of free enterprise in America [www.freeenterprise.com](http://www.freeenterprise.com) is part of a motivational campaign by the U.S. Chamber of Commerce to create one million new jobs over the next decade.

“We’re happy to be a part of a message we believe in, and it’s heartening to see the other small business owners championing the same principles,” Maropis said yesterday.

Sam Maropis and Jen McGahan founded their small business and entrepreneurial coaching firm with the belief that business owners in America have always been the driving force for prosperity. As the economy continues to slide and unemployment rises, both the emergence of new small businesses and the ability to act freely without debilitating government constraints are more important than ever.

Small businesses accounted for over 67% of all new jobs in the United States over the last 15 years, according to the Small Business Association. Now many longtime corporate workers who have been laid off are looking to re-enter the workforce as their own boss, usually with the intention of employing people with their new business.

Unfortunately about 30% of new small firms fail within the first two years of being in business, and that percentage increases to half in the first five years. Furthermore, the costs per employee are far greater for a business employing less than 20 people than they are for large companies; 45 - 67% more, due to federal regulations, tax policies and economic regulations.

“Survival for new businesses often depends on a strong start as they enter the markets,” states McGahan. “There’s only so much wiggle room before the money runs out. Business owners need to become profitable very quickly as competition among small businesses increases. That means making the most of your start up dollars and often making difficult first decisions.”

Maropis adds, “It’s an exciting time to start a business. A down economy shouldn’t deter anyone with the drive to succeed. Ironically, slow growth in the larger picture actually helps the little guy.”

Charting Dreams coaches new entrepreneurs as they begin their small businesses, focusing on helping them capture their first sales and quickly increase them so that they achieve profitability and stay afloat throughout the first important years. The firm also helps business owners attract new markets with new product lines and creative diversification. For more information, visit [www.chartingdreams.com](http://www.chartingdreams.com) or contact them at [info@chartingdreams.com](mailto:info@chartingdreams.com).