

MISSISSIPPI SBDC

WEEKLY STAKEHOLDER NEWSLETTER

"Transforming Mississippi One Small Business at a Time"

February 23, 2011

As part of our commitment to provide you with information that may enhance the effectiveness of your important leadership efforts, we are pleased to deliver this report about our activities on behalf of Mississippi Small Business.

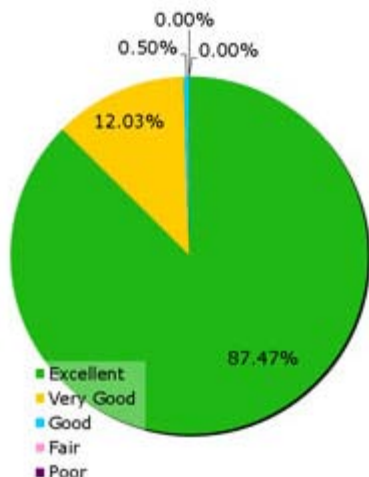
MSBDC Economic Impact Involvement

Since October 1, 2010

| | |
|----------------------|-----|
| Counseled Clients | 855 |
| - Businesses Started | 53 |
| --- Jobs Created | 206 |
| --- Jobs Retained | 225 |
| - Loans Submitted | 33 |
| --- Loans Obtained | 40 |

Total Capital Formation
\$19,076,047

Initial Client Satisfaction



Data compiled since October 1, 2010 Initial

Small Business Spotlight

Hoops



Pictured: Natalie Karlak(left, owner) Mitch McDowell (right, counselor).

Hoops

2409 Pascagoula, MS, 39567

(228) 712-9000

<http://www.goulahoops.com/>

Hoops opened its doors on October 18, 2010 at 3:00 pm in Pascagoula, MS. The owners, Simon Lara, Natalie Karlak and Mark Plough all grew up in the New Orleans metropolitan area. They decided to bring the taste of New Orleans to the Mississippi Gulf Coast with their Hoops cafe. Hoops offers New Orleans style beignets and chicory coffee, in addition to assorted doughnuts, coffee and espresso specialty drinks. Hoops provides a family friendly atmosphere with free X Box 360, Wii games and Wi-Fi internet. Hoops cafe also offers delivery, catering, birthday party hosting and a drive-thru window.

One of the owners, Mark Plough had the following to say regarding his experience with MSBDC services.

"My Partners, Simon Laura and Natalie Karlak, and I came to the Small Business Development Center to get help

**Rating for the Year:
Since October 1, 2010**

87.47% Excellent
12.03% Very Good
0.50% Good
0.00% Fair
0.00% Poor

This week's client Evaluation of Services report includes data from **19 MSBDC Counseling Evaluation Forms with 15 comments by First Time Clients** after their initial counseling session.

**Mississippi Client
Evaluation of
Services**

To help the MSBDC improve our services and to better meet the needs of our clients, we ask them to complete the following questionnaire. These are the results of the questionnaires received between the dates of Feb 9-15.

Questionnaire Summary

Were you in business when you came to the MSBDC?

13 Yes
06 No

If yes, how long?

02 0 - 11.9 months
03 1 - 3 years
00 4 - 7 years
04 8 - 15 years
01 15+ years

Was your request for an appointment given prompt attention?

19 Yes
00 No

How long did you have to wait?

02 0 days
01 1 day
01 2 days
03 3 days
03 4 - 7 days
00 8+ days

with starting our business - Hoops. The Business Counselor, Mitch McDowell, helped us with our business plan and cash flow projections. Mitch also helped us formulate a game plan for getting the financing we needed. This was no easy task because the traditional lenders didn't seem interested in funding our project. The most valuable assistance we received from SBDC came in the form of statistical data. Mitch ordered market research that provided us with a competitor's, ring analysis, demographics on Jackson County, and numbers to determine our cost of goods sold for our various products. We truly appreciate the services offered by the SBDC and are glad to have them on our team."

- Mark Plough

The MSBDC wishes each of the owners of Hoops much success, and best of luck in their new small business endeavor.

Our Clients want our Stakeholders to know...

**All comments are direct quotes from first time clients.*

CLCC MSBDC

Mr. Jeff Waller was most informative and knowledgeable. His eagerness to help me was outstanding and the information priceless. If everyone was as helpful as Mr. Waller; MS would be better off than any other state. Thank you.

--- Charles L. Harrell, Jr., Lincoln Co.

This is a very informative and useful program with a knowledgeable counselor and excellent material.

--- Tommy Childress, Lincoln Co.

JSU

Mr. Thomas was very helpful. He is very knowledgeable about how a business can be successful. I look forward to the continuing working with your agency. Mr. Thomas is also very friendly. You all are people persons!!

--- Beulah Greer, Holmes Co.

I received very informative information to aid in the operation of our business.

--- Cassandra Summers, Hinds Co.

This meeting was very informative and I learned a lot today I will recommend this to anyone considering starting their business.

--- Tiffany Baker, Hinds Co.

Did your counselor give you specific recommendations?

19 Yes

00 No

Did your counselor have the skills needed to advise you or did the counselor make an appropriate referral?

19 Yes

00 No

Did the counselor give you enough time to express your business concerns?

19 Yes

00 No

Would you use the SBDC program again?

19 Yes

00 No

Would you recommend the SBDC services to others?

19 Yes

00 No

Please rate the business assistance services you received:

17 Excellent

02 Very Good

00 Good

00 Fair

00 Poor

[Find Training Events in your Area!](#)

[Find your local MSBDC counselor!](#)
[International Trade Questions?](#)
[Inventor Assistance Help](#)

We would like to recognize our host institutions!

[Copiah-Lincoln Community College](#)
[East Central Community College](#)
[Hinds Community College](#)
[Jackson State University](#)
[Jones County Junior College](#)
[Mississippi State University](#)
[The University of Mississippi](#)

MSU

My experience was great with very precise detail in the area that we needed insight on.

--- *Shaun & Rhonda Gordon, Lauderdale Co.*

I was very satisfied with my experience today. The counselor was very knowledgeable and was extremely helpful.

--- *Jill Williams, Lauderdale Co.*

Mr. Doc Braswell is an excellent advisor! He is a great asset to this establishment. "Doc" is a caring, considerate, kind and patient individual. We really appreciated this opportunity to visit him.

--- *James Watson, Lauderdale Co.*

It was very good; very informative and professional.

--- *Donny Fitz, Lauderdale Co.*

Received very good advice, will be putting in effect immediately.

--- *Donnie Smith, Lauderdale Co.*

Hamp, was very helpful, full of energy, had lots of ideas, comments and insights to the problem or issue I can in about. I enjoyed my session with Hamp.

--- *Vincent Epps, Oktibbeha Co.*

UM MSBDC

Entering more confused than enthusiastic, but now I can leave with a plan and confidence. Thanks.

Tim Summers Jr., Lafayette Co.

It was very helpful to me in my business. Mrs. Katie was great explaining everything to me.

--- *Sherry Allen, Tishomingo Co.*

It's a wonderful learning experience for me. Mr. James Carden is very knowledgeable. He not only answered our questions, but also he gave us great advice and suggestions on your business plan. In addition, what is very helpful is he made us realized some problems that we need to pay attention in the future. We will highly recommend MSBDC to your friends.

--- *Ping Emily Zhang, Lafayette Co.*

I had a very good talk with Mr. James Carden from 1:00pm æ" 3:00pm, and learned a lot from him. His suggestions are very valuable for your business. Thanks a lot!

--- *Xiaoho Chao, Lafayette Co.*

The Mississippi Small Business Development Center Program (MSBDC) - headquartered at the University of Mississippi School of Business - provides free one-on-one, confidential counseling and training to Existing, Start-Up, and Pre-Venture small businesses. Extensive reports, comprehensive training resources, and valuable videos designed to help individuals pursue their entrepreneurial dreams are available to all Mississippians through the [MSBDC website](#).

Contact a local counselor or register for a workshop via the MSBDC website www.mssbdc.org or call our toll free number (MS only. Area codes 662 601 and 228) 1-800-725-7232.

Thank You.

Gulf Coast MSBDC

Great experience. Was a great help.

--- Lanny Beach.

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Mississippi Small Business Development Center's Weekly Stakeholder Update

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