

MISSISSIPPI SBDC

WEEKLY STAKEHOLDER NEWSLETTER

"Transforming Mississippi One Small Business at a Time"

March 9, 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

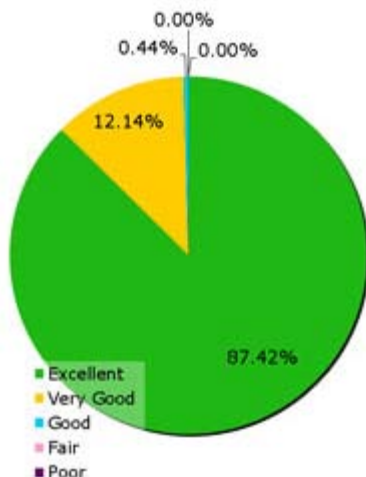
Since October 1, 2010

Counseled Clients	926
- Businesses Started	56
--- Jobs Created	225
--- Jobs Retained	242
- Loans Submitted	34
--- Loans Obtained	42

Total Capital Formation

\$19,486,047

Initial Client Satisfaction



Data compiled since October 1, 2010 Initial

Small Business Spotlight

ASAP 1040 Tax Service



Pictured: Ronald Westbrook (left, counselor) Shelly Whitenton (right, owner)

ASAP 1040 Tax Service

1301 Highway 489, Lake, MS 39092

(601) 775-3038

[E-mail ASAP 1040 Tax Service](#)

Ronald Westbrook, director at ECCC MSBDC, assisted Shelley Whitenton in the start-up phase of her business.

Shelley's business provides tax preparation and book keeping services. Some of the topics that were covered during counseling included developing a business plan, discussing income, expenses, and employees, in addition to selecting the right type of business structure.

Owner, Shelley Whitenton had the following to say regarding her experience with MSBDC services.

"Mr. Ronnie Westbrook was very helpful with me starting this business. He gave me guidance with the business plan and inspiration not to give up. "

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

87.42% Excellent
12.14% Very Good
0.44% Good
0.00% Fair
0.00% Poor

This week's client Evaluation of Services report includes data from **36 MSBDC Counseling Evaluation Forms with 28 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 23 - March 2.

Questionnaire Summary

Were you in business when you came to the MSBDC?

15 Yes

19 No

If yes, how long?

72 0 - 11.9 months

02 1 - 3 years

04 4 - 7 years

02 8 - 15 years

00 15+ years

Was your request for an appointment given prompt attention?

36 Yes

00 No

How long did you have to wait?

12 0 days

06 1 day

01 2 days

01 3 days

05 4 - 7 days

00 8+ days

--- Shelley Whitenton

MSBDC wishes Shelley Whitenton and ASAP 1040 Tax Services best of luck and much success!

Our Clients want our Stakeholders to know...

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

ECCC MSBDC

Had a very positive experience. Very informative.

--- Kim White, Smith Co.

Mr. Westbrook did a great job and was very informative.

--- Donna Boyanton, Jasper Co.

HCC MSBDC

Mr. Jim Harper, Jr was excellent information for my business and myself. He was very informative about my concerns, situation, and about my business needs too.

--- Emily Thomas, Madison Co.

My experience was very informative. There was a lot discussed. I feel I can move forward with what info I received.

--- Catena Thomas, Rankin Co.

I found Mr. Bennett to be very knowledgeable, yet practical and he has helped clear some of the uncertainty of starting my new business venture.

--- David McNeece, Rankin Co.

Mr. Bennett is a wealth of knowledge. We were lost before we met w/ Mr. Bennett. Now we have a great chance of making our dream of becoming business owners coming true. Thank Mr. Bennett!

--- Heather R. McMichael, Hinds Co.

I had many questions regarding starting a new business and Mr. Bennett was outstanding.

--- Mary Kristen White, Rankin Co.

It was great! Helped us so much. We will be back and recommend to all.

--- Kathy Ross, Warren Co.

I got specific instructions. I felt the counselor genuinely cared about helping.

--- Martez Cobb, Hinds Co.

JCJC MSBDC

The counselor understood my needs. She had several good suggestions plus recommendations to direct me too

Did your counselor give you specific recommendations?

36 Yes

00 No

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

36 Yes

00 No

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

36 Yes

00 No

Would you use the SBDC program again?

36 Yes

00 No

Would you recommend the SBDC services to others?

36 Yes

00 No

Please rate the business assistance services you received:

29 Excellent

06 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](#)

class, told me about loan opportunities, let me know who I need to do business.

--- *Robert Jackson, Forrest Co.*

Chrystal was very helpful with my application. I am really looking forward to her helping me finish it and can't wait to see the outcome.

--- *Dawanna Millsap, Jones Co.*

JSU

My experience today was great. He was very helpful and courteous.

--- *Wallace Causey, Hinds Co.*

I felt very comfortable discussing my business ideas with Mr. Brown. When I left his office I had clear goals and was very eager to progress with the next phase of my business.

--- *Jennifer Ward, Hinds Co.*

Mr. Henry Thomas was extremely helpful and encouraging. I look forward to moving on with our plan.

--- *T. David Elkin, Hinds Co.*

Advisor: James Bennett. Services were very informative and efficient. I would highly recommend.

--- *Kimberly Brun, Rankin Co.*

Had a very positive. The instructor was very clear and professional.

--- *Earl Harris, Madison Co.*

My counselor provided me with great information and advice. I look forward to working with him in the future.

--- *Lakecia Blackmon, Madison Co.*

The information was accurate and very helpful. With the assistance of their department I am certainly assured I will attain the service needed to succeed.

--- *Kakeisha O. Holmes, Hinds Co.*

I experience and received clear understanding about how to run my business. I want to thank Sydney Brown with all his help.

--- *JoAnn Lindsey, Hinds Co.*

MSU

I have a service I been doing the last few years off and on. Now I went to step up to the next level. My counselor gave me the information for the next level.

--- *Frederick D. Edmonds, Oktibbeha 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.

UM MSBDC

Mr. Snider was a very intelligent and helpful man. I am far more confident about my business start-up now. I am considering costs that I wouldn't have had I not come.
Thank you!

--- *Jerry Lee Porter, Desoto Co.*

Thank you. Thank you. Great seminars. Great counsel.

--- *Andi Bedsworth, Lafayette Co.*

I was bless and inform.

--- *Robert Cathey, Grenada Co.*

Stressed the importance of a business plan that accurately reflected the goals and methods of reaching goals with realistic numbers.

--- *Kenney E. Taylor, Panola Co.*

Ms. Drewry was most helpful and informative. She informed me as to how I needed to Further my business promotions and marketing â€” a most professional counselor!!

--- *Olen M. Pound, Pontotoc Co.*

Incredible program. Will utilize extremely.

--- *Kyle Cooper, Desoto Co.*

Gulf Coast MSBDC

My experience was very helpful. I will come back.

Joseph Romero, Harrison Co.

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Mississippi Small Business Development Center's Weekly Stakeholder Update

Our mailing address is:
P.O. Box 1848
122 Jeanette Phillips Drive
University, MS 38677

Our telephone:
(662) 915-5001

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