

# MISSISSIPPI SBDC

## WEEKLY STAKEHOLDER NEWSLETTER

*"Transforming Mississippi One Small Business at a Time"*

**June 8, 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.

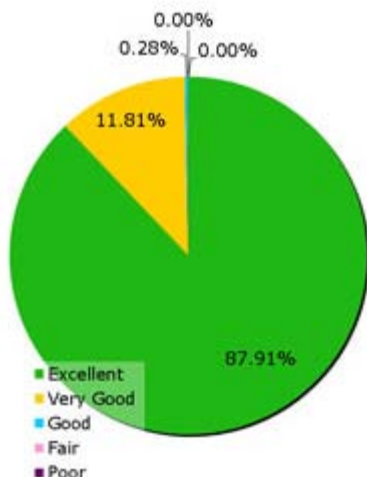
### MSBDC Economic Impact Involvement

Since October 1, 2010

Counseled Clients	1357
- Businesses Started	93
--- Jobs Created	343
--- Jobs Retained	329
- Loans Submitted	58
--- Loans Obtained	68

**Total Capital Formation**  
**\$25,189,530**

### Initial Client Satisfaction



Data compiled since October 1, 2010 Initial

### Small Business Spotlight

The Cookie Store



*Pictured: David A. Neeley (left, owner) James Bennett (right, counselor )*

**The Cookie Store**

**Owner: David A. Neeley**

**North Park Mall, Ridgeland, MS; Bonita Lakes Mall, Meridian MS, Metro Center, Jackson MS.**

**(601) 720-5863**

[www.thecookiestore.net](http://www.thecookiestore.net)

When interested in purchasing 3 franchise locations The Cookie Store, David A. Neeley consulted with James Bennett counselor at HCC MSBDC. Together they went through the process of creating a business plan, financial projections and more. Mr. Neeley had the following remarks regarding his experience with MSBDC services.

"James Bennett helped me with my business plan and financial projections. He also helped me with my corporation formation. The Small Business Development Center is a very valuable resource in helping small businesses with their planning and financial projections. I would recommend anyone who is interested in starting a

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

87.91% Excellent  
11.81% Very Good  
0.28% Good  
0.00% Fair  
0.00% Poor

This week's client Evaluation of Services report includes data from **8 MSBDC Counseling Evaluation Forms with 4 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 May 25-31.

**Questionnaire Summary**

Were you in business when you came to the MSBDC?

00 Yes  
08 No

If yes, how long?

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

Was your request for an appointment given prompt attention?

08 Yes  
00 No

How long did you have to wait?

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

business visit the SBDC before they start."

--- David A. Neeley

MSBDC wishes Mr. Neeley and The Cookie Store continued success and will be here for any future assistance he may need.

**Our Clients want our Stakeholders to know...**

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

**CLCC MSBDC**

The experience I had at CLCC was very educational and informative. It helped me to open my eyes on what direction I need to go in. I was very pleased.

--- Valarie J. Coleman, Pike Co.

**MSU MSBDC**

It was very helpful.

--- Rebekah Koehn, Noxubee Co.

**UM SBDC**

Mr. Carden was helpful to my specific business by reorganizing strategies for research. His program was well organized and well presented.

--- Dennis Dye, Panola Co.

I was very pleased with Mrs. Drewery and the information she provided. She was very helpful and I would strongly recommend her services to anyone.

--- Ralph Stallings, Prentiss Co.

**Gulf Coast SBDC**

I would advice anybody starting a business that needs help to come here. Great!

--- Kevin L. Dorsey, Harrison Co.

*Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.*

Did your counselor give you specific recommendations?

08 Yes

00 No

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

08 Yes

00 No

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

08 Yes

00 No

Would you use the SBDC program again?

08 Yes

00 No

Would you recommend the SBDC services to others?

08 Yes

00 No

Please rate the business assistance services you received:

06 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](#)

The Mississippi Small Business Development Center Program (MSBDC) 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](http://www.mssbdc.org) or call our toll free number (MS only. Area codes 662 601 and 228)  
**1-800-725-7232** .

Thank You.

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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