

# MISSISSIPPI SBDC

## WEEKLY STAKEHOLDER NEWSLETTER

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

July 20, 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.

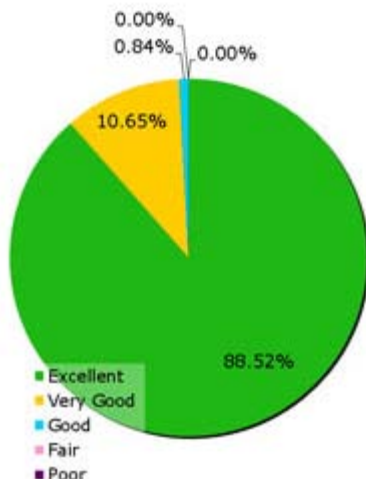
### MSBDC Economic Impact Involvement

Since October 1, 2010

Counseled Clients	1570
- Businesses Started	116
--- Jobs Created	462
--- Jobs Retained	511
- Loans Submitted	67
--- Loans Obtained	80

**Total Capital Formation**  
**\$28,374,720**

### Initial Client Satisfaction



Data compiled since October 1, 2010 Initial

### Small Business Spotlight

Signatures Florist and Gifts



*Pictured: Mitch McDowell (left, counselor) Brenda Cowart Moore (right, owner).*

**Signatures Florist and Gifts**

**Owner: Brenda Cowart Moore**

**511 Main Street, Lucedale, MS 39452**

**(601) 947-1060**

After the recent relocation and expansion of her business, Brenda Cowart Moore, owner of Signatures Florist and Gifts was looking for assistance in making her operation more efficient and additional financing. Mitch McDowell, counselor at the Gulf Coast MSBDC met those needs and assisted Brenda in taking another step forward with her business.

Owner, Brenda Cowart Moore, describes her experience with MSBDC services and details how she was assisted by the counselor.

"I decided to contact the Small Business Development Center after relocating and expanding my business. I

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

88.52% Excellent  
10.65% Very Good  
0.84% Good  
0.00% Fair  
0.00% Poor

This week's client Evaluation of Services report includes data from **17 MSBDC Counseling Evaluation Forms with 16 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 July 6-12.

**Questionnaire Summary**

Were you in business when you came to the MSBDC?

07 Yes  
10 No

If yes, how long?

06 0 - 11.9 months  
00 1 - 3 years  
00 4 - 7 years  
00 8 - 15 years  
00 15+ years

Was your request for an appointment given prompt attention?

17 Yes  
00 No

How long did you have to wait?

07 0 days  
04 1 day  
00 2 days  
00 3 days  
02 4 - 7 days  
00 8+ days

needed someone to help me obtain additional financing for my expansion, get my business efficiently organized and act as a sounding board for some of my ideas. My business Counselor, Mitch McDowell, discussed various financing options and helped me put a loan package together. Mitch even formatted my resume so I could turn it in with my application. In addition, Mitch gave me good advice on how to step up a bookkeeping system that incorporates a point of sale and inventory management system. I think that the services provided by the MSBDC are excellent and are an efficient use of tax payer dollars."

--- Brenda Corwart Moore

MSBDC looks forward to seeing Signatures Florist and Gifts continue to grow and succeed. As an organization, the MSBDC is prepared to be an ongoing source of assistance for any small business well past their initial start-up phase. Just like with Signatures Florist and Gifts, the MSBDC can help find ways to improve the overall organization and efficiency of a small business long after their doors have opened.

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

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

**CLCC MSBDC**

I found Mr. Waller to be very knowledgeable about business development. He was very thorough in the presentation of information our conversations made my aware of the pros and cons of starting a business, and the information provide made it very clear what is required of me to start the process to open business and make it a success.

--- *Takia Jordan, Adams Co.*

**ECCC MSBDC**

I meet with Mr. Ronnie I found him to be very knowledgeable about what I need to be thinking about if I go into business and what to expect when going to the Banks for a loan.

--- *Debra Smith, Newton Co.*

**JCJC MSBDC**

A great place for a novice to start to gain insight into business establishment in a free atmosphere. Suggestions and questions the new business owner would need to

Did your counselor give you specific recommendations?

17 Yes

00 No

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

17 Yes

00 No

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

17 Yes

00 No

Would you use the SBDC program again?

17 Yes

00 No

Would you recommend the SBDC services to others?

17 Yes

00 No

Please rate the business assistance services you received:

15 Excellent

01 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](#)

present to CPA as well as to sell were brought to light. A must for all potential business owners to help them ID what they face!

--- *Jospeh R. Doss, Lamar Co.*

#### **JSU MSBDC**

I spoke to a counselor in MSBDC and his information guided me to some very resourceful business concerns. MSU Extension Office is also very skilled with ELG| Resources| and Trainings.

--- *Shetonica V. Horton, Leake Co.*

The visit was great. Very helpful information about my start-up business.

--- *Christine Maffett, Hinds Co.*

I learned a lot of helpful information from the counselors. I will be back to revisit once I complete the tasks given to me today.

---- *Marcus Moffett, Hinds Co.*

Very informative and eye opening about my business.

--- *Crystal Stanfield, Hinds Co.*

Helpful insight and advice.

--- *Chauncey Wilson, Hinds Co.*

#### **MSU SBDC**

Mr. Braswell was very helpful. We talked about things I had not thought about.

--- *Belinda Kennedy, Clarke Co.*

#### **Gulf Coast SBDC**

Mitch McDowell is very impressive very helpful and very knowledgeable. Would refer anyone in need of help starting a small business. We are very happy with our counselor.

--- *William Hack, Hancock Co.*

Mitch was very helpful! He gave us great guidance and information which will help us greatly in the future.

--- *Becky Meadows, Jackson Co.*

It was a very enlightening experience. I was given an abundance of information about starting a small business. The information given was very detailed and pointed me in the right direction.

--- *Dora L. Cooper, Harrison Co.*

Extremely informative and knowledgeable about every aspect of our concerns.

--- *Kayla M. Lee, Hancock Co.*

I am pleased with the service and information provided by MSBDC.

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**.

--- *Vanessa Crear, Jackson Co.*

Great experience. I appreciate Mr. McDowell's help very much.

--- *Narguita Pettis Harrison Co.*

Ms. Connie was very helpful in offering tools and techniques I could use in marketing my business. She researched my business and became familiar with the products in order to better advise me. I appreciate the attention she has given me.

--- *Rekeicha Brown, Harrison Co.*

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Mississippi Small Business Development Center's Weekly Stakeholder Update

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