

MISSISSIPPI SBDC

WEEKLY STAKEHOLDER NEWSLETTER

"Transforming Mississippi One Small Business at a Time"

August 31, 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.

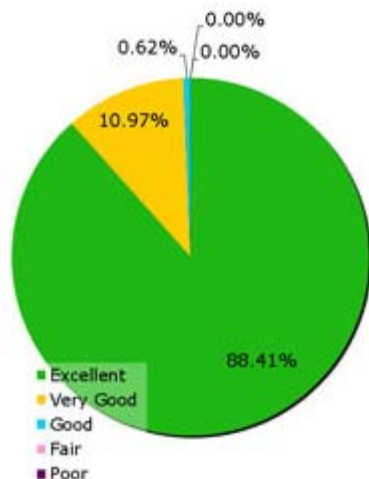
MSBDC Economic Impact Involvement

Since October 1, 2010

| | |
|----------------------|------|
| Counseled Clients | 1780 |
| - Businesses Started | 137 |
| --- Jobs Created | 546 |
| --- Jobs Retained | 611 |
| - Loans Submitted | 83 |
| --- Loans Obtained | 96 |

Total Capital Formation
\$43,930,065

Initial Client Satisfaction



Data compiled since October 1, 2010 Initial

Small Business Spotlight

Unique Touch Salon



Pictured: Crystal Moore (left, owner) Queenesia Davis (center, owner) Connie Whitt (right, counselor).

Unique Touch Salon

Owner: Crystal Moore and Queenesia Davis

1966 Pass Road Suite C, Biloxi, MS 39531.

(228) 207-4817

Crystal Moore and her partner, Queenesia Davis, were working for a hair salon and had built up a loyal client base that would follow them. Crystal came to the Gulf Coast Small Business Development Center and was assisted by Connie Whitt GC SBDC counselor. Important topics for a beginning small business were covered during the counseling process, such as license information, insurance, LLC information, and what consider when negotiating a lease. After speaking with Connie Whitt and Mitch McDowell at the GC SBDC, Crystal was able to negotiate a lease with a month and half free rent while she prepared her hair salon. They opened for business on May 3, 2011 and are now enjoying a very busy salon of their own.

Here are a few comments from one of the owners

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

88.41% Excellent
10.97% Very Good
0.62% Good
0.00% Fair
0.00% Poor

This week's client Evaluation of Services report includes data from **18 MSBDC Counseling Evaluation Forms with 11 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 August 17-23.

Questionnaire Summary

Were you in business when you came to the MSBDC?

07 Yes
10 No

If yes, how long?

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

Was your request for an appointment given prompt attention?

18 Yes
00 No

How long did you have to wait?

02 0 days
04 1 day
01 2 days
02 3 days
03 4 - 7 days
02 8+ days

regarding her experience with MSBDC services.

"Having been a stylist for 13 years, it has been my desire to own my own salon. My partner, Queenesia Davis, and I were put in contact with the Small Business Development for assistance in starting our own hair salon. The business counselor, Connie Whitt, listened to what I wanted to accomplish and pointed me in the right direction. She gave me information on forming an LLC, insurance, and what to look for in negotiating a lease. We really appreciate the help of the Small Business Development Center."

--- Crystal Moore

MSBDC wishes both the owners of Unique Touch Salon much success in their new small business venture. Should any continued or future assistance be needed in the development of the business, the MSBDC will be more than happy to assist.

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

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

CLCC MSBDC

I was very impressed with the friendliness of my counselor. Very professional could understand the process of my business plan.

--- Mayelle Walker, Lawrence Co.

JCJC MSBDC

Ms. Nail was very pleasant and helpful answering all of my questions and giving advice and information to complete my business plan completely.

--- Tracy L. Williams, Perry Co.

JSU MSBDC

I am very pleased with the help and information I was given. They assist with purpose for start up my business.

--- Hattie Gooseberry, Hinds Co.

UM MSBDC

Rick was great. He was patient and answered all questions. He addressed all of my concerns.

--- Teneisha Robinson, Desoto Co.

Was very helpful. I really appreciate the service Ole Miss has provided. It will help me reach a lot of the goals I have started, but were unable to finish because of lack of knowledge, resources, and support. I am grateful this will

Did your counselor give you specific recommendations?

18 Yes

00 No

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

18 Yes

00 No

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

18 Yes

00 No

Would you use the SBDC program again?

18 Yes

00 No

Would you recommend the SBDC services to others?

18 Yes

00 No

Please rate the business assistance services you received:

14 Excellent

04 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](#)

be the help I'm looking for. Thank you.

--- *Carolyn McDale, Tate Co.*

It was very helpful. The counselor was able to answer all of my questions and offer assistance for other questions!

--- *Armanda Morris, Desoto Co.*

I was advised on my business plan. I was assisted and will be assisted on getting it put together.

--- *Lisa C. Hart, Lafayette Co.*

Gulf Coast MSBDC

I have got a lot of information I need. I'm very glad I stop by today.

--- *Chenda Madison.*

Very good putting me on the right track.

--- *Willie Powe, Jackson Co.*

Very good information. Easy to understand. Put me on the right track getting started.

--- *John C. Walker, Newton Co.*

I enjoyed the time and the counselor was very open to listen, suggest.

--- *Cindy A. Criddle, 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.



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 or call our toll free number (MS only. Area codes 662 601 and 228)
1-800-725-7232 .

Mississippi Small Business Development Center's Weekly Stakeholder Update

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