

# MISSISSIPPI SBDC

## WEEKLY STAKEHOLDER NEWSLETTER

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

September 7, 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.

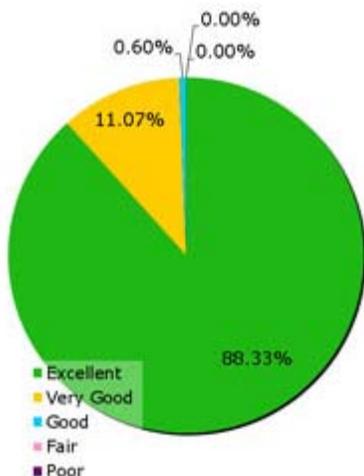
### MSBDC Economic Impact Involvement

Since October 1, 2010

Counseled Clients	1812
- Businesses Started	141
--- Jobs Created	564
--- Jobs Retained	650
- Loans Submitted	84
--- Loans Obtained	101

**Total Capital Formation**  
**\$47,329,565**

### Initial Client Satisfaction



Data compiled since October 1, 2010 Initial

### Small Business Spotlight

Raspberry Beret



*Pictured: Ronald Westbrook (left, counselor) Sara Chapman (right, owner).*

#### Raspberry Beret

Owner: Sara Chapman

<http://www.facebook.com/pages/The-Raspberry-Beret/115126191896852>

503 North Church Ave, Louisville, MS 39339

(662) 437-9000

After attending a First Steps to Starting a Business workshop given by Ronald Westbrook, Director at the ECCC MSBDC, Sara Chapman later scheduled a follow up visit to request further assistance in starting her business.

Business owner Sara Chapman has chosen to share the following comments regarding her experience with MSBDC services.

"My mother and I attended a "First Steps" workshop in Louisville to find out what was needed to start my consignment store. We found the information to be very useful and later, made an appointment to meet with Mr.

## Rating for the Year:

Since October 1, 2010

88.33% Excellent

11.07% Very Good

0.60% 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 August 24-30.

#### Questionnaire Summary

Were you in business when you came to the MSBDC?

09 Yes

09 No

If yes, how long?

00 0 - 11.9 months

02 1 - 3 years

01 4 - 7 years

03 8 - 15 years

02 15+ years

Was your request for an appointment given prompt attention?

18 Yes

01 No

How long did you have to wait?

06 0 days

05 1 day

00 2 days

01 3 days

02 4 - 7 days

00 8+ days

Westbrook to discuss my business idea further.

Mr. Westbrook was very patient and open minded as I outlined my second-hand consignment store. He answered all my questions and even offered some ideas that I hadn't thought about. Since I opened my business on March 5, 2011, Mr. Westbrook has stopped by to check in on us and see how things are going, and I appreciate that. What a great service the ECCC MSBDC provides. THANK YOU!"

--- Sara Chapman

MSBDC wishes Sara Chapman and the Raspberry Beret best of luck. We are glad to provide assistance for many different types of start-up businesses all across Mississippi. We stand by our work with start-ups by continuing to provide professional assistance for small businesses throughout all stages of their development.

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

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

#### CLCC MSBDC

I had a wonderful experience with Mr. Waller he was very thorough when presenting information and very attentive to what I had to say and or ask and answered all questions very professionally. He definitely enlightened me on the first stages of preparing to open a business. Job well done Mr. Waller.

--- Ellen D. Edwards, Adams Co.

Before today I was not knowledgeable about what entails starting a business. Mr. Waller was very thorough in presenting this information to me. I'm looking to a follow up assist so in no that I can start my new business venture.

--- Sonja E. Grager, Adams Co.

Mr. Jeff Waller was the person whom advised me with information on starting a small business. His information was explained in a way that I could understanding all the do's and don'ts. In starting a small business. When I came into his office I thought it was easy than I thought but after listening to Jeff I realized that if I do everything that is required I could start a small business. This information was explained in the professional manner that I have been looking for someone to do so that I could understand all the aspects in starting a small business. In learning the information made me believe that I can achieve what I came for. I thank Jeff for his time and patience that and look forward to continue to work with him, I will recommend other friends that have come to a

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:

16 Excellent

03 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](#)

point where they can no longer understand all what is needed in starting business. When I leave this office I know that that it was truly worth my time in coming.

--- *Wilma Hall, Claiborne Co.*

#### **ECCC MSBDC**

I was pleasantly surprised with knowledge Ron had about business. Every question made us think about things we had not considered. Thank you for this service.

--- *Roy C. Brookshire, Winston Co.*

Mr. Westbrook gave me good advice as how to run a business and wise advice I really appreciate that.

--- *Tommy Lee Williamson, Winston Co.*

Very informative and thought provoking.

--- *Becky Burkes, Neshoba Co.*

#### **JCJC MSBDC**

Gary is awesome and very well rounded in every area. I will certainly recommend this service to others.

--- *Vickie Wilberding, Lamar Co.*

#### **JSU MSBDC**

Truly showed me the right way to go with my business idea. Everyone was really helpful.

--- *Stephanie Wilkerson, Hinds Co.*

The information provided was informative. My counselor was really engaging in what my concerns were. He was knowledgeable and honest.

--- *Stacy J. Spencer, Madison Co.*

Our counselor was extremely professional, knowledgeable, courteous, patient and personable. We were given specific information on how to move forward.

--- *Kim Kern, Hinds Co.*

#### **UM MSBDC**

Good exercise. I got what I came for. I learned some of what I need to go for.

--- *Guy Farmer, Union Co.*

#### **Gulf Coast MSBDC**

Mitch was an enormous help. He answered all of my questions and gave me some really great ideas. Well refer everyone to SBDC.

--- *Simone Agee.*

A very helpful and useful tool in business development.

--- *Danny Vince, Marion Co.*

Very helpful! Useful information and guidance.

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 .

--- Christy Wallace, Hancock Co.

Extremely thorough and informative. Was able to answer my many questions. I appreciate him taking so much time with me. Thank you.

--- Amanda Graskin, Stone Co.

Mitch has been excellent in helping me get my finances and business plan in order to present to the bank. He made many suggestions to help get my business finances and alleviate my concerns as well.

--- Melissa . Fischer, Harrison Co.

Most helpful! Thanks for your time.

--- William Monti, Hancock Co.

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Mississippi Small Business Development Center's Weekly Stakeholder Update

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