

# MISSISSIPPI SBDC

## WEEKLY STAKEHOLDER NEWSLETTER

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

**October 19, 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.

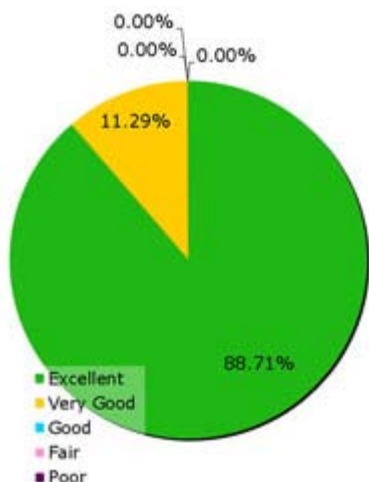
### MSBDC Economic Impact Involvement

Since October 1, 2011

Counseled Clients	195
- Businesses Started	6
--- Jobs Created	14
--- Jobs Retained	32
--- Loans Submitted	1
--- Loans Obtained	3

**Total Capital Formation**  
**\$415,600**

### Initial Client Satisfaction



Data compiled since October 1, 2011 Initial

### Small Business Spotlight

Peacock Gallery & Exquisite Expressions



*Pictured: Darrenda Plainer (left, owner), Freda Price (center, owner), Mitch McDowell (right, counselor).*

#### Peacock Gallery and Exquisite Expressions

**Owners: Darrenda Plainer & Freda Price**

**303 Delmas Avenue #B, Pascagoula, MS 39567**

**(228) 202-1491**

[Peacock Gallery and Exquisite Expressions on Facebook.](#)

Mitch McDowell, counselor at the Gulf Coast MSBDC, assisted Darrenda Plainer and Freda Price in the planning structure, and formation of their new business venture, Peacock Gallery & Exquisite Expressions.

Peacock Gallery & Exquisite Expressions is a boutique and gift shop that specializes in pre-made and personalized gift baskets, on site AVON products, floral arrangements, clothing, lingerie, jewelry and other specialty gift items for men, women and children. The business is located in the new Anchor Square complex in downtown Pascagoula, Mississippi. Anchor Square is an innovative business development project, sponsored by the City of

**Rating for the Year:  
Since October 1, 2011**

88.71% Excellent  
11.29% Very Good  
0.00% Good  
0.00% Fair  
0.00% Poor

This week's client Evaluation of Services report includes data from **30 MSBDC Counseling Evaluation Forms with 25 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 October 5-11.

**Questionnaire Summary**

Were you in business when you came to the MSBDC?

12 Yes  
16 No

If yes, how long?

04 0 - 11.9 months  
06 1 - 3 years  
02 4 - 7 years  
00 8 - 15 years  
00 15+ years

Was your request for an appointment given prompt attention?

30 Yes  
00 No

How long did you have to wait?

08 0 days  
03 1 day  
01 2 days  
03 3 days  
04 4 - 7 days  
01 8+ days

Pascagoula, that hosts a collection of 16 Mississippi Cottages arranged around a charming boardwalk and town green. The cottages are home to an eclectic mix of shops, restaurants, galleries, and studios.

Below, Darrenda Plainer shares her experiences starting a new business and gives her thoughts regarding the role of MSBDC services in the formation of her business.

"From September 2010, through April 2011, I enrolled into business courses at the MS Small Business Development Center in Biloxi MS, where Mr. Mitch McDowell was the instructor. For years I dreamed of starting a small business but never knew all the resources or information needed to obtain this. These courses, seminars, online webinars and business certifications I've taken for the past several months has helped me tremendously in starting this small business. By Faith, there was a TV ad back in August 2010, that stated in 2011 the city of Pascagoula would be developing a small anchor retail cottage and displayed a number to call for more information. I called not thinking that this was actually for me but after researching more about the Anchor Square project I found out that this venture was within my budget to possibly conquer. With expertise help from Mr. Mitch with his extremely helpful and informative business courses, this allowed me to apply for the business cottages with the Pascagoula Development and I presented them with a 23 page business proposal showing them my business expertise and marketing and how I would become a great asset to the development of Anchor Square.

On March 11th 2011, after several months of online courses, business certifications, webinars, and most importantly the MS Small Business development courses that Mr. Mitch instructed allowed me to achieve my success for this small business. In June of 2011, I decided to merge my business with a great business partner, Freda Price. Mr. Mitch gave me great counselor and advice for a business partnership as well. We are now co-owners of Peacock Gallery and Exquisite Expressions gift shop and boutique LLC, which is located in the new Anchor Square Retail cottage past downtown Pascagoula MS, (228 202-1491) that has an array of personalized and pre-made gift baskets, on site AVON products of many kinds, floral arrangements, clothing, jewelry and much more for men, women and children.

I truly thank Mr. Mitch for his expertise help and assistance for the past several months throughout my business endeavor and I would highly recommend any small business owner to take these informative courses with the MS Small Business Development prior to pursuing your small business endeavor."

Did your counselor give you specific recommendations?

30 Yes

00 No

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

30 Yes

00 No

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

30 Yes

00 No

Would you use the SBDC program again?

30 Yes

00 No

Would you recommend the SBDC services to others?

30 Yes

00 No

Who recommended our services?

02 Bank

00 SBDC Client

00 Legislator

04 Chamber

09 Other

Please rate the business assistance services you received:

26 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](#)

--- Darrenda Plainer

The MSBDC wishes Darrenda Plainer & Freda Price best of luck with their new business, Peacock Gallery & Exquisite Expressions. The MSBDC looks forward to seeing their busuiness grow and will be there for any future assistance.

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

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

### CLCC MSBDC

The program is great and very informative! I am excited about my next session to learn more.

--- Monique Sartin, Lawrence Co.

### ECCC MSBDC

My experience was a very good one. It was very helpful and I look forward to working with Mr. Westbrook in the future.

--- Peggy Calloway, Scott Co.

### HCC MSBDC

The knowledge of legal forms and requirements is extremely important. Mr. Bennett made sure we know what to have and how to handle changes to stay compliant. This center is a valuable resource.

--- Ronald E. Mendenhall, Rankin Co.

Insights and advice were valid, relevant and helpful. Services such as MSBDC are crucial to success of small business in MS.

--- Joshua Welch, Hinds Co.

The assistance and advice I received today was incredibly helpful as I develop my small business and I look forward to continuing the relationship.

--- James E. Owens, Hinds Co.

The advice was normal. The atmosphere was very professional.

--- Shaunette L. Walter, Copiah Co.

Hinds Community College at the Raymond Campus. Mr. Harper is wonderful, and I look forward to working with him.

--- Georgia Petrosino, Hinds Co.

### JSU MSBDC

[East Central Community College](#)  
[Hinds Community College](#)  
[Jackson State University](#)  
[Jones County Junior College](#)  
[Mississippi State University](#)  
[The University of Mississippi](#)

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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.

Very informative.

--- *Ferlon VanBuren, Hinds Co.*

Today was my first visit and it was very informative and I can't wait to come back.

--- *Johnny Markham, Copiah Co.*

The experience was very helpful and gave me a solid blue print to follow.

--- *Cornelius Martin, Hinds Co.*

It was a wonderful experience, Mr. Holme was great as well as informative. In my opinion it's a good program.

--- *Sandra Mongum, Hinds Co.*

Iron was a great help to me and my idea!

--- *Jarekus Singleton*

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#### **MSU MSBDC**

Very informal, straight forward information given. Friendly, yet very professional.

--- *Greisha Naylor, Lauderdale Co.*

It was very enjoyable and I learn a lot. Mr. Beatyy was a very nice man and he was good in explaining everything to me.

--- *Doris Jones, Clay Co.*

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#### **UM MSBDC**

It was very informative.

--- *Venita Bolden, Desoto Co.*

Advised to approach business growth rather than sales, which allows me to grow more efficiently long-term.

--- *Brian Hayden, Lafayette Co.*

It was a great first step in the business process. I can't wait to come back and get more information.

--- *James Colin Johnstone, Lafayette Co.*

He was amazing and helped answer all of our questions. So glad this center is here.

--- *Christy Coleman, Lafayette Co.*

Mr. Carden was extremely helpful in identifying & presenting the needs of my business. He gave me step-by-step instruction on how to proceed and put me in touch with another entity to help assess the things he wasn't qualified to help me with (legal).

--- *Karyn, Jankowski, Lafayette Co.*

You may know someone that knows how to do something and someone that knows how to sell something, but find the businessman that can manage both.

--- *Adam Skoog, Lafayette Co.*

Everything was an eye opener and very important to the

business that I am operating.

--- *Melvin McKinney Sr., Tunica Co.*

Mr. James Carden, listen to our needs very attentively, and gave us some vital information, that I was very unaware of before this meeting. He made everything clear and understandable.

--- *Yvonne McKinney, Tunica Co.*

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#### **Gulf Coast MSBDC**

Mitch has been very helpful to get me started in the right direction on my business plan and gave suggestions on financing. Very helpful.

--- *Debbie K. Gurley, Harrison Co.*

It was very informative!

--- *Milton Burgess.*

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*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.*

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#### Mississippi Small Business Development Center's Weekly Stakeholder Update

Our mailing address is:  
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