

# MISSISSIPPI SBDC

## WEEKLY STAKEHOLDER NEWSLETTER

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

**December 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.

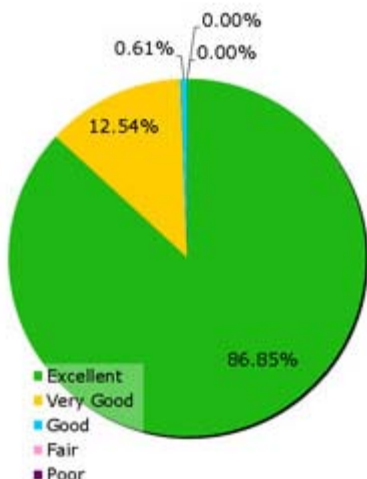
### MSBDC Economic Impact Involvement

Since October 1, 2011

Counseled Clients	485
- Businesses Started	29
--- Jobs Created	71
--- Jobs Retained	165
--- Loans Submitted	12
--- Loans Obtained	13

**Total Capital Formation**  
**\$4,366,925**

### Initial Client Satisfaction



Data compiled since October 1, 2011 Initial

### Small Business Spotlight

Matthew Print and Apparel Company



*Pictured: Connie Whitt (left, counselor), Christian Matthew (right, owner).*

**Matthew Print and Apparel Company**

**Owner: Christian Matthew**

**500 Courthouse Rd., Suite C 39507**

**Gulfport, Mississippi**

**(228) 313-8218**

After working as a master screen printer for two previous employers, Christian Matthew felt comfortable in his abilities and had built a client base to follow him, so decided to seek advice for opening a business at the Gulf Coast MSBDC.

Gulf Coast MSBDC Counselor, Connie Whitt, showed Christian how to prepare a business plan and discussed financial projections to determine feasibility of opening a business. With his business plan and financial projections,

Christian was able to secure financing needed to get started. GC MSBDC Counselor, Mitch McDowell, assisted Christian with information on LLC's, sales tax ID, and EIN number. Mitch also assisted Christian with adjustments to

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

86.85% Excellent  
12.54% Very Good  
0.61% Good  
0.00% Fair  
0.00% Poor

This week's client Evaluation of Services report includes data from **10 MSBDC Counseling Evaluation Forms with 6 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 November 22-28.

**Questionnaire Summary**

Were you in business when you came to the MSBDC?

02 Yes  
06 No

If yes, how long?

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

Was your request for an appointment given prompt attention?

10 Yes  
00 No

How long did you have to wait?

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

his financial projections to assist him in obtaining lease for his equipment. Christian Matthew is now open and enjoying a busy screen printing business.

Mr. Matthew had the following comments regarding his experience with MSBDC services.

"Mitch and Connie collectively made the process of Matthew Print & Apparel Co. infinitely easier than I had expected. They offered solutions to every problem I had as well as solutions to problems I didn't know I had." ---  
Christian Matthew

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

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

**CLCC MSBDC**

I greatly enjoyed the one on one experience with great answers and detailed explanations of program that could help my business.

--- *Frank Perret, Lincoln Co.*

Counselor did a great job! Very knowledgeable and explains well.

--- *Angela Athinson*

**HCC MSBDC**

Very enlightening onto the steps and procedures our business needs to comply for 8A certification. Thank you Mr. Jim Harper for your help.

--- *Michelle Goodloe, Madison Co.*

**UM MSBDC**

It was informative and pointing in right direction.

--- *Michael K. Russell, Yalobusha Co.*

O.K.

--- *Donna M. McElhaney,*

**Gulf Coast MSBDC**

Mitch McDowell helped me today, he gave me very good advice and helped me understand how to develop a business plan.

--- *Carter Benefield, Harrison Co.*

Great information.

--- *David Borkowski, Harrison Co.*

**SBJA**

Very good useful information.

Did your counselor give you specific recommendations?

10 Yes

00 No

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

10 Yes

00 No

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

10 Yes

00 No

Would you use the SBDC program again?

10 Yes

00 No

Would you recommend the SBDC services to others?

10 Yes

00 No

Who recommended our services?

01 Bank

01 SBDC Client

00 Legislator

01 Chamber

05 Other

Please rate the business assistance services you received:

08 Excellent

02 Very Good

00 Good

00 Fair

00 Poor

--- Terry Waltman, Hancock 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.*



[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](#)

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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.

Mississippi Small Business Development Center's Weekly Stakeholder Update

Our mailing address is:  
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