

# MISSISSIPPI SBDC

## WEEKLY STAKEHOLDER NEWSLETTER

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

**December 14, 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.

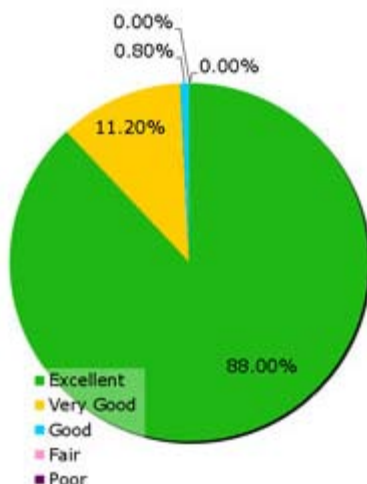
### MSBDC Economic Impact Involvement

Since October 1, 2011

Counseled Clients	540
- Businesses Started	34
--- Jobs Created	81
--- Jobs Retained	175
--- Loans Submitted	13
--- Loans Obtained	17

**Total Capital Formation**  
**\$6,971,925**

### Initial Client Satisfaction



Data compiled since October 1, 2011 Initial

### Small Business Spotlight

Primary Eyecare & Optical of Meridian



*Pictured: Doc Braswell (left, counselor), Dr. Thi Bui (center, owner)  
Dr. Minh Duong (right, owner).*

**Primary Eyecare & Optical of Meridian**

**Owner: Dr. Thi Bui Dr. & Minh Duong**

**4721 26th Ave. Meridian, MS 39305**

**(601) 485-2020**

[Visit the Primary Eyecare & Optical of Meridian Website!](#)

After having conducted extensive research, Dr. Thi Bui and Dr. Minh Duong were looking to open their business in the Meridian area. They decided to contact the MSBDC and worked with MSU SBDC counselor, Doc Braswell to help them make a strong start with their new business venture. Here is what one of the owners, Dr. Minh Duong had to say about MSBDC services.

"We have always known that we wanted to be business owners. How successful? That was a chance we took in Meridian, MS. After elaborate research, we felt confident in our plan, but we needed an expert to initiate the process. Doc Braswell was the expertise, who helped us so much. We gave him our calculations, which he

**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 **29 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 November 29 - December 6.

**Questionnaire Summary**

Were you in business when you came to the MSBDC?

14 Yes

11 No

If yes, how long?

04 0 - 11.9 months

02 1 - 3 years

00 4 - 7 years

01 8 - 15 years

00 15+ years

Was your request for an appointment given prompt attention?

28 Yes

00 No

How long did you have to wait?

14 0 days

05 1 day

01 2 days

01 3 days

02 4 - 7 days

00 8+ days

extrapolated crucial numbers for our business plan. We felt reassured of our business venture after meeting with Doc Braswell. We were so grateful that this type of service was available to help us achieve our goal. After several years of being opened, we are still growing and are dedicated to helping our community. That is success."

--- Dr. Ming Duong

MSBDC wishes Dr. Bui and Dr. Duong much luck and continued success. We look forward to seeing Primary Eyecare & Optical of Meridian continue to flourish, and will be there to provide any further assistance if needed.

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

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

**ECCC MSBDC**

Mr. Westbrook was very willing to answer any questions that I had and was knowledgeable of the first steps that I should take.

--- Rusty Walton, Newton Co.

**HCC MSBDC**

Mr. Bennett was very helpful and I will recommend him to my friends. He answered all my questions.

--- Valerie Graham, Hinds Co.

Mr. Bennett is very excellent, helpful and thoughtful. He gave experienced input for me to explore my idea of opening a themed fine dining restaurant. Mr. Bennett gave me a template for my business plan. Excellent service.

--- Venkata Goli

Very knowledgeable about business, will visit again. Thanks.

--- Russell F. Lyon, Rankin Co.

Very informative.

--- Matt Phillips, Rankin Co.

Mr. Bennett was very insightful. He was willing to give advice and help me develop my business. I really appreciate him for his time and effort.

--- Lamanda McFarland, Madison Co.

I spoke with Mr. Bennett, I strongly thank him for the information. I look further for more of the learning

Did your counselor give you specific recommendations?

28 Yes

00 No

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

28 Yes

00 No

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

29 Yes

00 No

Would you use the SBDC program again?

29 Yes

00 No

Would you recommend the SBDC services to others?

29 Yes

00 No

Who recommended our services?

01 Bank

04 SBDC Client

01 Legislator

02 Chamber

15 Other

Please rate the business assistance services you received:

28 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](#)

information.

--- *Shantalena Moore, Rankin Co.*

This was a very helpful and informative experience. Thank you so much for this service.

--- *Allyson Johnson, Rankin Co.*

#### JSU MSBDC

I entered Mr. Holmes office with a clip board and a dream. He gave me the confidence to go forth with my dream and now I see it as a reality. I can start my own business.

--- *Valencia Robinson, Hinds Co.*

I learned a great deal of informative information that I can use to move forward with my business.

--- *Coretta Frazier, Hinds Co.*

#### MSU MSBDC

It was very informative. Mr. Hamp gave me important information I needed to help start my business. I will take his advice and incorporate into my business.

--- *Louis Vaughn, Clay Co.*

Great visit, learned a lot.

--- *Keith Shields, Monroe Co.*

It was great working with Doc Braswell and I would recommend him and this program to many other people.

--- *Thaddeus Smith, Harrison Co.*

#### UM MSBDC

Was the best thing I've done so far. There were a lot of thing I did not know. But Rick was great.

--- *Garfield Carter, DeSoto Co.*

Rick Schneider was very informative and thorough. I appreciate his advice and experience he shared.

--- *Christopher Smith, Desoto Co.*

It was very informative. James is very knowledgeable on business plans. I will register for another MSBDC course soon.

--- *Eric Holman, Desoto Co.*

James has a good sense for what a business needs in order to be a success.

--- *Charles Hyneman, Lafayette Co*

I really enjoyed it. He was very knowledgeable and the speaker Mr. Rick Schneider is very motivating. Thank you.

--- *Tasa Jackson, Desoto Co.*

I could not be happier with what I learned today in

[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.

regards to starting my own business. James did a wonderful job of explaining the process in laymans terms and helping me to feel confident about my new venture. He took the time to understand my business idea and was very eager to help me get started.

--- Stacey Cash, Lafayette Co.

I was able to know about the different options available to me as a future business owner.

--- Thomas M. Herrington, Lafayette Co.

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#### **Gulf Coast MSBDC**

Connie was very helpful and assisted me very well. She explained everything clearly. I rate her A+++ . Thanks.

--- Sandy Heflin, Harrison Co.

My appointment today was very informative and stress-free. I would definitely refer this service to other people.

---- Natasha Barkley, Harrison Co.

The meeting was very informative and will love to know what they are available when needed. I will be attending workshops.

--- Teresa Danko, Hancock Co.

Very helpful, excited to come back and get more help.

--- JoVana Fairley, Harrison Co.

Everyone has been very supportive especially Ms. Patty, Mr. Mitch, and Mr. Mel, and have steered me in the right direction. I am very glad I came here first before I started this all by myself.

--- David Borkowski, Harrison Co.

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Mississippi Small Business Development Center's Weekly Stakeholder Update

Our mailing address is:  
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