

MISSISSIPPI SBDC

WEEKLY STAKEHOLDER NEWSLETTER

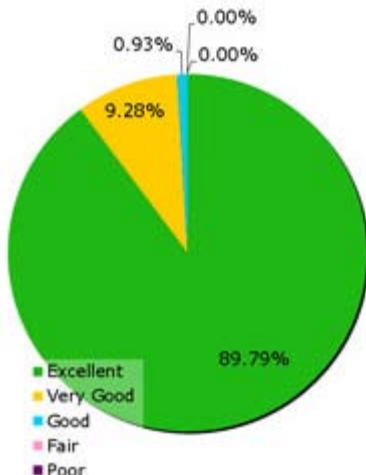
"Transforming Mississippi One Small Business at a Time"

February 15, 2012

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	
<u>Since October 1, 2011</u>	
Counseled Clients	866
--- Businesses Started	64
--- Jobs Created	149
--- Jobs Retained	248
--- Loans Submitted	24
--- Loans Obtained	27
Total Capital Formation	
	\$9,391,220

Initial Client Satisfaction



Data compiled since October 1, 2011 Initial

Small Business Spotlight

Renfroe Country Store



Pictured: Ronald Westbrook (left, counselor) Bob Swinney, Jr. (right, owner).

Renfroe Country Store

Owner: Bob Swinney, Jr.

1429 Hwy 25, Carthage MS 39051

601-267-0043

Bob Swinney, Jr. contacted the MSBDC at East Central Community College for assistance and information on purchasing an existing business. Ronald Westbrook, Director at the ECCC MSBDC was able to assist Mr. Swinney with planning the purchase of the business and afterwards focused counseling time towards the day to day management of the store.

Below is a comment from Mr. Swinney, stating his satisfaction with MSBDC services.

"As a first time store owner, Mr. Westbrook has been very helpful to me. His sharing of knowledge has been instrumental in my day to day business and in helping me meet my long term goals. Also, as a first time business owner I would recommend using MSBDC ECCC."

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

89.79% Excellent
9.28% Very Good
0.93% Good
0.00% Fair
0.00% Poor

This week's client Evaluation of Services report includes data from **24 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 February 1-7.

Questionnaire Summary

Were you in business when you came to the MSBDC?

09 Yes
14 No

If yes, how long?

01 0 - 11.9 months
04 1 - 3 years
03 4 - 7 years
00 8 - 15 years
01 15+ years

Was your request for an appointment given prompt attention?

24 Yes
00 No

How long did you have to wait?

08 0 days
05 1 day
03 2 days
00 3 days
03 4 - 7 days
00 8+ days

--- Bob Swinney, Jr.

MSBDC wishes Bob Swinney, Jr. the new owner of Renfroe Country Store best of luck in the coming years and will continue to be a source of assistance and support.

Our Clients want our Stakeholders to know...

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

CLCC MSBDC

Ronnie was very informative and answered my questions. Very professional!
---Jamie R. Nance---Newton Co.

ECCC MSBDC

Mr. Westbrook was very informative and helpful. Opened my eyes to new thoughts and opinions.
Debbie Walker, Leake Co.

I visited Mr. Ronnie Westbrook and he enlightened me on some very important information about starting a business. I enjoyed the information. He was very honest on the information. I would recommend him to everyone. I am very glad I came to him
Alberta Ragsdale, Leake Co.

I came to my interview with very little knowledge about starting a small business and left much better informed and with a new knowledge resources
Justin Moore, Neshoba Co.

Did your counselor give you specific recommendations?

24 Yes

00 No

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

24 Yes

00 No

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

24 Yes

00 No

Would you use the SBDC program again?

24 Yes

00 No

Would you recommend the SBDC services to others?

24 Yes

00 No

Who recommended our services?

02 Bank

02 SBDC Client

00 Legislator

01 Chamber

16 Other

Please rate the business assistance services you received:

22 Excellent

01 Very Good

01 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!

[Copenh-Lincoln Community College](#)

Mr. Westbrook was very nice. He was very patient and informative

William Manning Jr. , Neshoba Co.

HCC MSBDC

Everyone was very nice and knowledgeable. They really shared great information and the assistant was fine!

---John Lamberson, Hinds Co.

JCJC MSBDC

Learned a lot.

Yvette Cutrer, Marion Co.

I was very impressed with the yes you can attitude. Ms. Nail was very informative and I felt as she was very sincere in helping me

Jo Ann Reynolds, Jones Co.

He was very helpful and informative. He provided great information on everything I needed to know.

Tina McCarty, Wayne, Co

A pleasant and helpful experience.

-Chris Davis, Wayne Co

JSU MSBDC

Very professional and Courteous.

---John Walker, Hinds Co.

Gained a lot of information.

---Jennifer Green, Hinds Co.

I received a lot of information and helpful ideas as to promote my business. How to get up my business plan along with strong message on the location of the business.

---George H. Johnson, Jr., Hinds Co.

MSU MSBDC

This was a very informative session.

---Wayne Cook, Lauderdale Co.

UM MSBDC

It was a learning experience as well as where to or how to go about getting started to learn the proper ways to conduct business.

---Deadrick Newson, DeSoto Co.

I found the workshop very helpful and informative. Mr. Carder was very patient and knowledgeable and made me feel that my business can make it.

---Alex M. Turner, Grenada Co.

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

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 .

The information discussed today with James Carden was extremely helpful. This will put me in the right direction to make better decisions with my business.

---Charles Weatherly, Tallahatchie Co.

Gulf Coast MSBDC

It was a great experience. I learned a lot more and it open my eyes a lot more. She was wonderful.

---Aaron Bryant, Harrison Co..

My experience was great. I really felt good and at ease when talking to Mr. Mitch. He was and is very helpful I would recommend him to anyone.

---Anita Baham, Harrison Co.

It was a great experience. I learned a lot more and it open my eyes a lot more. She was wonderful.

---Aaron Bryant, Harrison Co..

Willie Rogers had an enjoyable experience, learned a lot. Time well spent.

---Willie Rogers, Harrison Co.

I Alice Powell really learn a lot today from C.Whitt. She explained a lot to me and made since. I understand the business of becoming a business owner.

---Alice Powell, Jackson, MS

I was absolutely everything I expected and need to move forward with my potential business plans. I will be coming back and referring colleagues.

--- Nathan Cyr, Harrison Co.

As a small business owner, it is helpful to have a place to ask the questions I need to ask to make my business operate well and profitable. Thank You!

---Angela Grajeda, Harrison Co.

Very knowledgeable and helpful.

---Darrell Walley, Jackson, MS

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Mississippi Small Business Development Center's Weekly Stakeholder Update

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