

MISSISSIPPI SBDC

WEEKLY STAKEHOLDER NEWSLETTER

"Transforming Mississippi One Small Business at a Time"

February 22, 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.

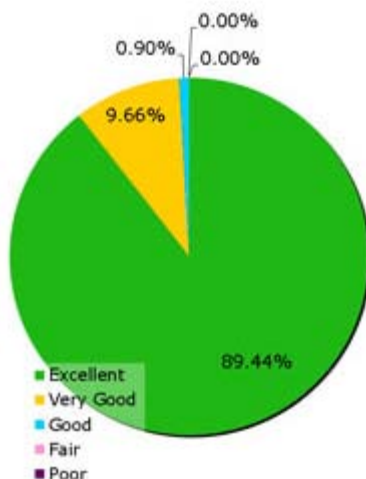
MSBDC Economic Impact Involvement

Since October 1, 2011

Counseled Clients	912
- Businesses Started	67
--- Jobs Created	163
--- Jobs Retained	260
--- Loans Submitted	24
--- Loans Obtained	29

Total Capital Formation
\$9,479,275

Initial Client Satisfaction



Data compiled since October 1, 2011 Initial

Small Business Spotlight

MSBDC Counselor Focus: James Carden



Pictured: James Carden, UM SBDC Director.

MSBDC Counselor Focus: James Carden

UM SBDC Director

The MSBDC would like to use this week's Stakeholder Newsletter to highlight the accomplishment of one of our Center Directors.

James Carden, Director of the UM SBDC successfully completed the training to earn the professional Accredited Business Planning Advisor designation (ABPA). This training began at the 2011 Association of Small Business Development Centers National Conference, and was conducted by advisors trained by The Apogee Center.

The goal of the training was to address alarming future trends in the small business community when many small business owners will seek to sell or leave their businesses. Specific focus was devoted to helping ensure opportunities for business owners selling their businesses while at the same time developing local buyers or successors to keep existing businesses in place. This strategy aims at keeping local businesses alive and providing new opportunities for prospective small business owners that would otherwise

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

89.44% Excellent
9.66% Very Good
0.90% Good
0.00% Fair
0.00% Poor

This week's client Evaluation of Services report includes data from **14 MSBDC Counseling Evaluation Forms with 10 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 2-14.

Questionnaire Summary

Were you in business when you came to the MSBDC?

13 Yes
05 No

If yes, how long?

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

Was your request for an appointment given prompt attention?

13 Yes
00 No

How long did you have to wait?

06 0 days
04 1 day
00 2 days
03 3 days
00 4 - 7 days
00 8+ days

not be available.

The MSBDC adheres to a philosophy of continual professional development. We consider central to our ability to provide high quality and up to date business counseling to our small business clients. Thank you, James Carden, for providing an excellent example of MSBDC counselor continual development.

Our Clients want our Stakeholders to know...

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

ECCC MSBDC

Very impressed, learned much needed advice
-Chris Green, Newton Co.

HCC MSBDC

Mr. Burnett was very knowledgeable and gave us excellent advice. We will be returning to discuss other plans further
----Angie M. Keyes, Rankin Co.

JSU MSBDC

I received priceless insight and information along with experienced guidance that should be very helpful and is essential to me getting my business off the ground and putting my plans into effect.
--- Justin Mayfield, Hinds Co.

This being my first visits it was very helpful for me. All the questions I asked were answered.
--- Jamilah Vaughn, Hinds Co.

Did your counselor give you specific recommendations?

14 Yes

00 No

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

14 Yes

00 No

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

14 Yes

00 No

Would you use the SBDC program again?

14 Yes

00 No

Would you recommend the SBDC services to others?

14 Yes

00 No

Who recommended our services?

02 Bank

01 SBDC Client

02 Legislator

00 Chamber

08 Other

Please rate the business assistance services you received:

11 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](#)

I was very excited after I left my counselor Mr. Holmes. He was knowledgeable and excited about my business. He inspired me to go forward.

--- *Selena Powell, Rankin Co.*

Very informative!

--- *Shannon Williams, Hinds Co.*

UM MSBDC

Everything was great. The Kuwogn that was one going way is great. He made me feel like I have a personal coach. Time well spent.

--- *Tim Bullock, Lee Co.*

I learned to start with the end goal in mind, create a plan, and the plan. It was great advise, and I enjoyed my time here

-*Lance Cummlus.*

Was kind, spoke on same areas I need to help make my business grow

---*Cheryl Alexander, Marshall Co.*

Great help and explaining the Prossuce

----*Maher Alqaxis, Lafayette Co.*

I receiver all the information I requested in a prompt and courteous manner

---*Peaceful Valley Orchard, ITA*

I understand things better when I read them, so Mr. Corden suggested books to help with starting a business

Jordan Morris, Lafayette Co.

JSU MSBDC

Great service, very very helpful!

Marcus Cheathrom, Hinds 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.

[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 .



Mississippi Small Business Development Center's Weekly Stakeholder Update

Our mailing address is:
P.O. Box 1848
122 Jeanette Phillips Drive
University, MS 38677

Our telephone:
(662) 915-5001

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