

MISSISSIPPI SBDC

WEEKLY STAKEHOLDER NEWSLETTER

"Transforming Mississippi One Small Business at a Time"

May 30, 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.

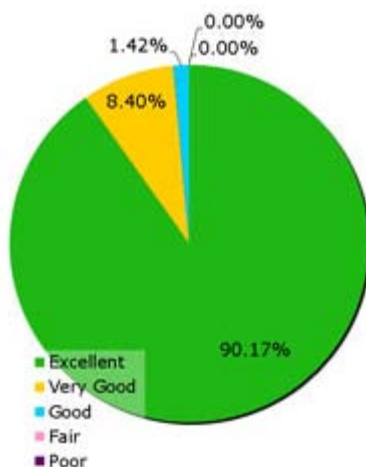
MSBDC Economic Impact Involvement

Since October 1, 2011

Counseled Clients	1438
- Businesses Started	127
--- Jobs Created	321
--- Jobs Retained	574
--- Loans Submitted	55
--- Loans Obtained	64

Total Capital Formation
\$27,636,483

Initial Client Satisfaction



Data compiled since October 1, 2011 Initial

Small Business Spotlight

Happy Catfish



Pictured: Anthony Gatlin (right, owner) Gary Suddith (left, counselor).

Happy Catfish

Owner: Anthony Gatlin

72 Technology Blvd., Ellisville MS, 39437

601-778-4104

www.happycatfish.com

The following comments come from Anthony Gatlin, owner of Happy Catfish, and Gary Suddith, Director at JCJC MSBDC. Directly below, Anthony Gatlin shares his experience with MSBDC services in his own words. Following the comment below, Gary Suddith adds a few comments of his own regarding successes during the consultation period.

"Happy Catfish is a premium web design studio and information technology consulting firm. We worked with the Small Business Development Center to plan our initial launch and determine which markets to target and which services to offer. The SBDC also provided guidance as to

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

90.17% Excellent
8.40% Very Good
1.42% Good
0.00% Fair
0.00% Poor

This week's client Evaluation of Services report includes data from **14 MSBDC Counseling Evaluation Forms with 9 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 May 16-22.

Questionnaire Summary

Were you in business when you came to the MSBDC?

02 Yes
11 No

If yes, how long?

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

Was your request for an appointment given prompt attention?

14 Yes
00 No

How long did you have to wait?

02 0 days
02 1 day
03 2 days
01 3 days
01 4 - 7 days
00 8+ days

how to reach prospective clients and how to generate business early-on, to maintain a positive cash flow. The SBDC has provided ongoing advice and guidance that has helped us avoid pitfalls and maintain steady growth. We are very thankful for the SBDC and the valuable services they provide. We look forward to maintaining our relationship with them well into the future." --- Anthony J. Gatlin

"Anthony Gatlin was "HAPPY" to come home to Mississippi to start his new venture. We helped him prepare a business plan as it was required for acceptance into the Ronald E. Whitehead Advanced Technology Center Business Incubator at JCJC, which is located in the Howard Technology Park. From that start we helped their initial launch, and concentrated on marketing to reach clients. We introduced him to the Mississippi Contract Procurement Center and he successfully obtained a bid to help design and implement a web site at one of our major universities." --- Gary Suddith, Director @ JCJC MSBDC.

MSBDC wishes Anthony Gatlin and Happy Catfish continued success and looks forward to a long-term productive relationship.

Our Clients want our Stakeholders to know...

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

CLCC MSBDC

Mr. Jeff is very knowledgeable and professional. He allowed me to ask questions and I did not feel rushed or pushed for time. This was a great experience and I learned a lot. Thanks.

--- Roshonda M., Walthall Co.

ECCC MSBDC

Mr. Westbrook answered all of my questions and more.

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?

03 Bank

01 SBDC Client

00 Legislator

01 Chamber

09 Other

Please rate the business assistance services you received:

13 Excellent

00 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](#)

He presented me with questions that I should think of and consider. I am glad that I came to this counseling session. I will return.

--- *Ethel T., Newton Co.*

GC MSBDC

It was extremely helpful.

--- *Keith W., Harrison Co.*

JSU MSBDC

My experience with the MS SBDC was very intriguing. Mr. Sydney Brown is a very knowledgeable individual. I am expecting to take the counsel provided today and make it applicable to my future success.

--- *Eddreka A., Rankin Co.*

UM MSBDC

Answered all questions and was very helpful.

--- *Chase W., Lee Co.*

Mr. Carden and Charles Killebrew as so helpful and help me sincerely understanding my business and future goals.

--- *Rodney S., Lee Co.*

I was informed about appropriate licenses, business, professionals, and relationships, that will be need to run my business.

--- *Milton C., Lee Co.*

I was informed about market research helping me to see different options. The research will be very helpful.

--- *Carol F.C., Lee Co.*

Hernando Library.

--- *Arlie W., DeSoto Co.*

I enjoy and its help me a lot.

--- *Deckion H., Tunica Co.*

It was a very enlightening experience. I received information regarding steps necessary to complete in this process of starting a childcare center. The counselors recommended two upcoming seminars to which I was able to be assigned for attendance during my initial visit.

--- *Karmel D., Pontotoc Co.*

This was a very helpful overview of exporting for small businesses and other institutions.

Eric F., Lafayette Co.

SBJA MSBDC

The counselor was prompt, informative, and very helpful.

[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.

She provided a unique perspective on how to market and grow my business.

--- Wayne M., Forrest Co.

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Mississippi Small Business Development Center's Weekly Stakeholder Update

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