

MISSISSIPPI SBDC

WEEKLY STAKEHOLDER NEWSLETTER

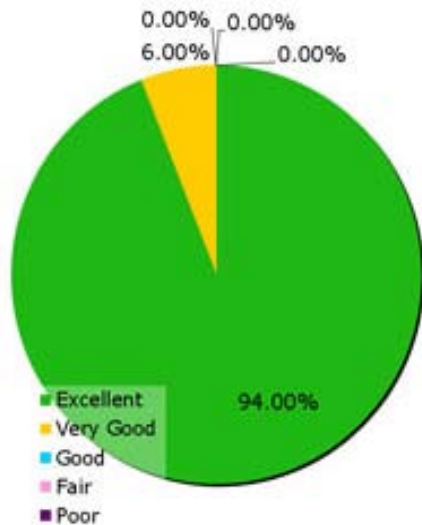
"Transforming Mississippi One Small Business at a Time"

October 31, 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, 2012</u>	
Counseled Clients	187
- Businesses Started	7
--- Jobs Created	42
--- Jobs Retained	30
--- Loans Submitted	11
--- Loans Obtained	11
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Total Capital Formation	\$4,391,506

Initial Client Satisfaction



Data compiled since October 1, 2012 Initial Counseling Forms.

Small Business Spotlight

MSBDC Professional Development Bulletin



During the 2012 Association of Small Business Development Centers (ASBDC) National conference, the MSBDC took the opportunity to send nineteen staff members (Directors, Counselors and State Office), through a one-day training program with Profit Mastery.

Profit Mastery is a training program designed to assist businesses and business advisors by helping them develop new ways of understanding business finance. It is a highly structured program with multiple tools to take the current financial system used by a business and bring it to a new standard of excellence. For more information on Profit Mastery, click [here](#) to visit their website.

For the MSBDC, the training is part of our commitment to continued counselor development and training. Profit Mastery training has helped to equip our counselors with more knowledge and tools to assist established small business clients with what is often a gap in their business knowledge. It also drives home the importance of having a good financial foundation for beginning business, in order to make use of more advanced financial training and knowledge in the future. In addition, training with Profit Mastery helps the MSBDC strengthen multiple core competencies as identified by the ASBDC.

Rating for the Year:
Since October 1, 2012

94.00% Excellent
6.00% Very Good
0.00% Good
0.00% Fair
0.00% Poor

This week's client Evaluation of Services report includes data from **18 MSBDC Counseling Evaluation Forms with 13 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 October 17-23.

Questionnaire Summary

Were you in business when you came to the MSBDC?

08 Yes
10 No

If yes, how long?

04 0 - 11.9 months
02 1 - 3 years
00 4 - 7 years
00 8 - 15 years
02 15+ years

Was your request for an appointment given prompt attention?

18 Yes
00 No

How long did you have to wait?

10 0 days
06 1 day
01 2 days
00 3 days
01 4 - 7 days
00 8+ days

Did your counselor give you specific recommendations?



Visit the MSBDC Facebook [Page!](#)



See MSBDC [training videos](#) on YouTube!

Our Clients want our Stakeholders to know...

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

HCC MSBDC

This experience was most informative. I came in with an idea and plan but gained information on tax laws and other information. This has been a wonderful experience.
--- **LaShanna M., Hinds Co.**

Mr. Bennett was extremely helpful. He gave me loads of information to get my business started on the right foot.
--- **Michael S., Rankin Co.**

Mr. Bennett was very helpful during our first meeting. He gave me several websites for research and gave me a starting point. I am very pleased.
--- **Hope S., Rankin Co.**

JSU MSBDC

Information provided was very thorough and insightful. It actually "answered" questions that I had not planned on asking.
--- **Cynthia M., Rankin Co.**

18 Yes
00 No

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

18 Yes
00 No

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

18 Yes
00 No

Would you use the SBDC program again?

18 Yes
00 No

Would you recommend the SBDC services to others?

18 Yes
00 No

Who recommended our services?

03 Bank
01 SBDC Client
00 Legislator
01 Chamber
16 Other

Please rate the business assistance services you received:

18 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](#)
[East Central Community College](#)
[Hinds Community College](#)

My experience was very informal and the overall quality was outstanding.

--- **Taneasha R., Lafayette Co.**

UM MSBDC

Extremely useful, practical information. Thank you!!

--- **Tammy C., Lee Co.**

Very well informed and was very helpful to me. Answered all questions and gave me info to carry with me.

--- **Wayne P., Lafayette Co.**

James was extremely knowledgeable and patient. It was a very informative session and we have already scheduled our next meeting!

--- **James C., Desoto Co.**

Very informative.

--- **Taylor S., Tate Co.**

Very helpful and gave good advice.

--- **James N., Prentiss Co.**

I truly enjoyed speaking with Mr. Killebrew as he gave me valuable information to get me on the right track to open my business. He was wonderful.

--- **Brenda P., Alcorn Co.**

Great explanation of financial projections and business plan structure.

--- **Travis E., Lee Co.**

Very helpful and insightful. I now have a better grasp of what my business idea needs to become a reality.

--- **Parker B., Lafayette 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.

[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

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