

JONES COUNTY JUNIOR COLLEGE  
SMALL BUSINESS DEVELOPMENT CENTER  
A MEMBER OF THE MISSISSIPPI SMALL BUSINESS  
DEVELOPMENT CENTER (MSBDC) NETWORK.  
MSBDC has assisted Mississippi businesses since 1981

SPECIAL NEWSLETTER

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Special edition on:  
Business Development Week  
Special Issue Newsletter  
Director: Greg Butler  
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1. Welcome From The Director  
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The JCJC Small Business Development Center and the Area Development Partnership are hosting Business Development Week in Hattiesburg. Business Development Week is being held in conjunction with the Small Business Administration's Business Appreciation Week and is scheduled for April 25 - 28 at the Lake Terrace Convention Center. A schedule of the workshop is listed below or you can visit my website at [www.jcjc.edu/sbdc.html](http://www.jcjc.edu/sbdc.html). We have some great topics and excellent speakers lined up for this week. Please take advantage of this opportunity to get FREE help to start your business or improve and grow your existing business. You can attend all of the sessions or pick and choose which ones are best for you. Please call 601-477-4235 to register.

---Greg Butler

NOTE:  
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and respect your privacy. If at any time you wish to cancel your subscription, simply type 'remove' in your return email address.

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## 2. Business Development Week

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What is Business Development Week?

If you're a budding entrepreneur, a successful businessperson, or a small business with ambitions to grow, Business Development Week can provide you with the answers you need to help you prosper in your business.

Business Development Week is a program designed to provide technical training and support for businesses. We have 9 FREE workshops scheduled for the week.

Workshops to be presented are:

- How to Start Your Own Business
- Legal Issues for Issues for Business
- Improving Customer Service in Your Business
- Getting the Most from Your Advertising Dollar
- Taxes for Small Business
- Employment Tax and Sales/Use Tax Issues for Small Business Owners
- Show Me the Money: Profit Focused Financial Management
- Doing Business with the Government
- Where's the Money? Funding Sources for Your Business

The descriptions and times of the workshops are listed in the next section or at my website at [www.jcjc.edu/sbdc.html](http://www.jcjc.edu/sbdc.html). All of the workshops are FREE and will be held at the Lake Terrace Convention Center in Hattiesburg.

Business Development Week is sponsored by the Small Business Development Center at Jones County Junior College and the Area Development Partnership.

Please contact Janie Boykin at the JCJC SBDC for reservations by calling (601) 477-4235 or e-mail [sbdc@jcjc.edu](mailto:sbdc@jcjc.edu).

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## 3. Business Development Week Schedule

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\*\*\*\*\*MONDAY, APRIL 25, 2005\*\*\*\*\*

### HOW TO START YOUR OWN BUSINESS

9:00 a.m. – 12:00 noon

Presented by: Greg Butler  
Small Business Development Center  
Jones County Junior College

A “must attend” workshop for anyone wanting to start their own business. This is the first step for anyone interested in starting their own business. This workshop will save you hundreds of wasted hours and thousands of wasted dollars. I will cover the steps that you should take to prepare to start your business.

### LEGAL ISSUES FOR BUSINESS

1:00 p.m. – 4:00 p.m.

Presented by: John Hanbury  
Hanbury & Dvorak, P.C.  
Attorneys at Law

Are you using the right business entity? Are your contracts bulletproof? Are you sure your operations aren't creating a lawsuit? Are you complying with employment laws? Do you have a plan to minimize your legal exposure? If you can't answer “yes” to these questions, you should educate yourself about these and other important legal issues for your business by attending this workshop.

\*\*\*\*\*TUESDAY, APRIL 26, 2005\*\*\*\*\*

### IMPROVING CUSTOMER SERVICE IN YOUR BUSINESS

9:00 a.m. – 12:00 noon

Presented by: Lori Niezgoda  
Owner  
Communications!

Customer service has become an essential part of today's competitive market. No matter what your business is, customers are vital to the success of that business. This presentation defines exceptional customer service, identifies four crucial elements of customer service, and offers practical suggestions on developing and implementing a successful customer service program. Practical steps for involving your entire staff in the customer service process are included. A brief review of communication skills will also be included.

## GETTING THE MOST FROM YOUR ADVERTISING DOLLAR

1:30 p.m. – 4:30 p.m.

Presented by: Dr. Cheryl Dale

William Carey College

Promoting your business is one of the most important aspects of having a successful business, but it can be expensive. Learn the techniques to get the most of your advertising dollar. We will help you create an effective and powerful marketing plan that will bring customers through the door.

## SHOW ME THE MONEY: PROFIT-FOCUSED SMALL BUSINESS MANAGEMENT

6:00 p.m. – 9:00 p.m.

Presented by: Greg Butler

Small Business Development Center

Jones County Junior College

Mr. Butler will teach business owners and managers how to earn maximum profits in their business. The program will demonstrate how to “read the numbers” on simplified financial statements, how to understand the effect of costs on operations, and how to use this information to achieve maximum earnings.

\*\*\*\*\*WEDNESDAY, APRIL 27, 2005\*\*\*\*\*

## TAXES FOR SMALL BUSINESS

9:00 a.m. – 12:00 noon

Presented by: Dale Harris

Horne CPA Group

Taxes can be one of the most challenging aspects of owning your own business. Mr. Harris will present a survey of income tax-related topics pertinent to starting and operating a small business. This includes federal and state forms to be filed, recordkeeping requirements, and business income and deductions. Helpful tips and ideas will be incorporated in the discussion.

## EMPLOYMENT TAX AND SALES/USE TAX ISSUES FOR SMALL BUSINESS OWNERS

1:00 p.m. – 4:00 p.m.

Presented by: Dale Harris

Horne CPA Group

Mr. Harris will continue his presentation on tax issues for small businesses. In this session he will present a summary of federal and state filing requirements for employers as well as Mississippi sales and use tax requirements. Topics to be covered

include employees, independent contractors, quarterly and annual forms to be filed, documentation requirements, self-employment taxes, and state sales and use tax filing requirements.

\*\*\*\*\*THURSDAY, APRIL 28, 2005\*\*\*\*\*

#### DOING BUSINESS WITH THE GOVERNMENT

9:30 a.m. – 11:30 a.m.

Presented by: Marcia McDowell

South MS Contract Procurement Center

Federal, state, and local governments are the largest purchaser of goods in the nation. Ms. McDowell will show businesses how to sign-up and use the system of the Mississippi Contract and Procurement Center to take advantage of this huge market.

#### WHERE'S THE MONEY? FUNDING FOR YOUR BUSINESS

1:30 p.m. – 4:30 p.m.

This workshop will have several different speakers discussing the various funding sources available for businesses in the Pine Belt area. Marcus Robinson will discuss loans that are available from commercial banks and what bankers look for. Gary Reed will discuss the loan programs available from the Small Business Administration. Kim Richardson will discuss the loan programs available through the Southeast Mississippi Community Investment Corporation. Monica Walker will discuss the loan programs available through the Southern Mississippi Planning and Development District. Jim Lowery will discuss venture capital and angel investors. Greg Butler will discuss government grants.

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4. Subscription Management  
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5. Contact Information  
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A member of the Mississippi Small Business Development  
Center Network

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Helping to Develop the Pinebelt One Business at a Time!

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Jones County Junior College Small Business Development Center is a member of the Mississippi Small Business Development Centers (MSBDC) network. MSBDC has assisted Mississippi businesses since 1981. MSBDC is a program supported by the U.S. Small Business Administration and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions, or services of any external parties or activities. This information is compiled by the Small Business Development Center at Jones County Junior College and was obtained from sources believed to be reliable at the time it was prepared. The information in this newsletter is intended to be used for general planning purposes only and should not be construed as tax, legal, accounting, or other professional advice.

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