

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

NEWSLETTER

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Special Edition on: COMMON SENSE

June 2004 Issue

Director: Greg Butler

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1. Welcome From The Director
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Dun & Bradstreet estimates that 98% of business failures are due to managerial weaknesses. In other words businesses don't fail because they're doing the wrong business, they failed because they were doing business wrong. The JCJC Small Business Development Center is going to begin offering a program called COMMON SENSE. This program is a structured approach to helping business owners to achieve success in their business operations by doing business the right way. Below I give more details about this program.

Please check our Workshop Schedule for upcoming workshops. Also, look for our new website. I will send you more information on it in the future.

Call us at 601-477-4235 to get more information about the COMMON SENSE Program or to register for a workshop.

---Greg Butler

NOTE:

Our subscriber list is NOT made available to other companies or individuals. We value every subscriber and respect your privacy. If at any time you wish to cancel your subscription, simply send me an e-mail with the message: "Remove from newsletter."

Please feel free to forward this newsletter to friends or business associates that may be interested.

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2. COMMON SENSE

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The COMMON SENSE Program is built around the widely acclaimed and SBA-approved Strategic Management Learning System. It is a modular approach designed to help you help yourself. The program consists of twelve management workbooks. The twelve topics are:

1. Cash Flow – The Eight Steps
2. Forecasting – The Seven Steps
3. Management Control – The Four Steps
4. Target Marketing – The Eight Steps
5. Time Management – The Seven Steps
6. Financing – The Six Steps
7. Human Resource Management
8. Inventory Control
9. Marketing Communications
10. Credit and Collections
11. Strategic Analysis
12. Knowledge Management Systems

Each workbook focuses on a critical strategic area of business management in a way designed to strengthen and develop your skills. COMMON SENSE is designed to help you think systematically about your business management process, plan your course rather than drift at the mercy of the fates, and take active control over your future rather than react to whatever comes along. You are the person best qualified to make important decisions about your business responsibilities. You're investing the time, effort and money to succeed, and COMMON SENSE provides the proven knowledge for sound business management practices.

COMMON SENSE delivers the conceptual framework, practical knowledge, applicable worksheets, real-world case histories and qualified references to ensure your learning. Most importantly, this learning system provides proven management techniques that help you and your business succeed and prosper.

Remember the old adage: Give a man a fish, you've given him a meal – but teach him to fish and you've fed him for a lifetime. I believe the moral of this story is still valid. COMMON SENSE will help you help yourself.

We will meet individually and cover one workbook each month with the business owner. There is a charge for the COMMON SENSE material of \$5.95 per workbook. Contact the Small Business Development Center at Jones Junior College at (601)477-4235 or at sbdc@jcdc.edu for more information.

3. Quote of the Month

“Whether you think you can or think you can't – you are right.”

--Henry Ford

4. Workshop Schedule

SO YOU WANT TO START YOUR OWN BUSINESS

- Greg Butler, Presenter

(JCJC Campus, Forestry and Life Science Building, Room 206)

Monday, 1:30 - 4:30 p.m.

7/19

8/16

9/20

Tuesday, 6:00 p.m. - 9:00 p.m.

7/13

8/10

9/14

Wednesday, 9:00 - 11:30 a.m.

7/7
8/4
9/1

SERVSAFE CERTIFICATION TRAINING
(JCJC Campus, Community Services Building)
-Kathy St. Amant, Presenter

July 27 – 29 9:00am – 4:30 pm
August 24 – 26 9:00 am – 4:30 pm
September 20 – 24 5:00 pm – 9:00 pm

RETIRMENT PLAN SOLUTIONS FOR YOUR BUSINESS
- John and Rita Stumph, Presenters
(JCJC Campus, Forestry and Life Science Building, Room 206)

July 20 6:00 pm. – 9:00 pm.

IRS Tax Workshop for Small Business
-Greg Butler, Presenter
(JCJC Campus, Terrell Tisdale Library Projection Room)

September 28 9:00 am – 4:00 Pm

To register for any of these workshops, please call us at (601) 477-4235 or e-mail us at sbdc@jcjc.edu.

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5. Subscription Management
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You will continue to receive the Small Business Development Center Newsletter automatically. You may unsubscribe at any time by simply sending a reply with the message: "Remove from newsletter." Or if you received this newsletter from a friend or associate and want to sign up, simply send a reply with the message: "Please sign me up for your newsletter."

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6. Contact Information
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A member of the Mississippi Small Business Development
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Helping to Develop the Pinebelt One Business at a Time!

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 partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions, or services. SBA programs are extended to the public on a non-discriminatory basis. This material is based on work supported by the U.S. Small Business Administration. Any opinions, findings, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. 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.
