

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: The Small Business Development Centers  
November 2003 Issue  
Director: Greg Butler

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1. Welcome From The Director
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Welcome to the November 2003 newsletter from the Small Business Development Center at Jones County Junior College. Business Development Week was a great success. We had over 200 participants attend the nine free workshops. I would like to thank our partners: EDA of Jones County, Covington County Chamber of Commerce, Wayne County Chamber of Commerce, and the Mississippi Development Authority and the local banks that contributed for refreshments: AmSouth, BancorpSouth, Bank of Jones County, Citizens National Bank, Community Bank, First National Bank of the Pine Belt, and Trustmark. I would also like to thank the speakers that shared some excellent information with us. And finally, I would like to thank all of the participants that attended.

This month I would like to introduce or re-introduce to you what the Small Business Development Center can do for you.

---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. Introducing the Small Business Development Centers  
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The Mississippi Small Business Development Centers (MSBDC) help build businesses in Mississippi. Statistics show that small businesses account for approximately 98 percent of all businesses in Mississippi today. Small business has become big business for employment, economic growth, and wealth creation for the citizens of Mississippi.

Your local Mississippi SBDC is a one-stop resource center for a variety of counseling, workshops and information services for existing businesses and start-ups. Business counseling is the most requested form of assistance. Business owners and entrepreneurs seek help in improving their prospects for success in today's complex business environment. MSBDC helps businesses

- develop and update business plans
- create marketing strategies
- identify and access sources of capital
- improve managerial skills
- analyze financial records
- other business services as required

Workshops are conducted throughout the state at locations convenient to the general population and small business community. Topics are designed to address the many aspects of operating and maintaining a small business profitably. Topics may include:

- starting a small business
- taxes for small business
- record keeping

- doing business with the government
- financial management
- special topics

There are ten Small Business Development Centers in Mississippi. The JCJC Small Business Development Center serves Clarke, Covington, Greene, Jones, Perry, and Wayne Counties. Call 601-477-4235 or e-mail sbdc@jcjc.edu for an appointment. To find the location of the other centers in Mississippi, call 1-800-725-7232 for the location and phone number of the SBDC nearest your home or business or visit [www.olemiss.edu/depts/mssbdc/location.html](http://www.olemiss.edu/depts/mssbdc/location.html) to see the list of locations.

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### 3. Starting A Small Business

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If you are interested in starting your own business, you are not alone! This year one in every 25 adults in the U.S. will actively investigate the possibility of owning their own business. Starting a new business can be an exciting and rewarding experience; however, the road in which you embark is filled with challenges and obstacles.

The U. S. Small Business Administration estimates that 50% of all new businesses fail within five years and 80% fail within ten years. According to Dun & Bradstreet research, approximately 98% of business failures are related to managerial weaknesses. Common managerial mistakes that lead to business failure include:

- Starting a business without doing adequate research, particularly on the target market and competition;
- Failing to identify and promote an appropriate competitive advantage;
- Choosing a poor location;
- Failing to **aggressively and consistently** promote the business;
- Falling into one or more of the common "financial traps"
- Underpricing products or services in relation to costs
- Underestimating operating expenses or failing to control them
- Underestimating the time it will take to build a market
- Starting with too little working capital
- Failing to keep adequate accounting records.

The Mississippi Small Business Development Centers can assist you in meeting these challenges and obstacles and help you plan for the success of your business.

\*\*\*\*\*If you don't plan for success, plan on failing.\*\*\*\*\*

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4. Workshop Schedule  
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**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.

11/17

12/15

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

11/11

12/9

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

11/5

12/3

**SERVSAFE CERTIFICATION TRAINING**

- *Regina Kitchens, Presenter*

(JCJC Campus, Community Services Building)

Nov 11 – 13            9:00 a.m. - 4:30 p.m.

Dec 9 – 11            9:00 a.m. - 4:30 p.m.

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

- *Greg Butler, Presenter*

November 18            6:00 p.m. - 9:00 p.m.

(Collins Chamber of Commerce)

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

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