

JONES COUNTY JUNIOR COLLEGE  
SMALL BUSINESS DEVELOPMENT CENTER  
NEWSLETTER

Special edition on:  
Business Development Week  
October 2003 Issue  
Director: Greg Butler

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1. Welcome From The Director

Welcome to the inaugural newsletter from the Small Business Development Center at Jones County Junior College. Each month I will send you a newsletter with information and/or announcements of upcoming events that hopefully will be helpful to your business. This month the SBDC, EDA of Jones County, Covington County Chamber of Commerce, Wayne Country Chamber of Commerce, and Mississippi Development Authority are sponsoring Business Development Week. Business Development Week includes 9 FREE workshops to assist small businesses. I hope to see you at some of the workshops.

---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 type 'remove' in your return email address.

## 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, make available various capital resources, and help local communities establish effective economic development plans to assist new and existing businesses. We have scheduled 9 FREE workshops for the week.

Workshops to be presented are:

- Taxes for Agricultural Businesses
- Taxes for Cosmetologists and Restaurants
- Improving Customer Service in Your Business
- Customers Rule
- Show Me the Money: Profit-focused Small Business Management
- Energy Savings Tips for Businesses
- Basics of Exporting for Businesses
- Doing Business with the Government
- Minority Business Certification

The descriptions and times of the workshops are listed in the next section. All of the workshops are FREE and will be held at the Laurel Train Depot located at 230 N. Maple Street in Laurel.

Business Development Week is sponsored by the Small Business Development Center at Jones County Junior College, EDA of Jones County, Covington County Chamber of Commerce, Wayne County Chamber of Commerce, and Mississippi Development Authority.

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, OCTOBER 20, 2003\*\*\*\*\*

#### TAXES FOR AGRICULTURAL BUSINESSES

9:00 a.m. – 12:00 noon

Presented by: Troy Haase,  
Internal Revenue Service

Taxes are one of the most challenging issues for a farm. To help you understand these rules, the Internal Revenue Service is presenting a workshop to help owners of agricultural businesses understand the tax issues unique to their business.

#### TAXES FOR COSMETOLOGISTS AND RESTAURANTS

1:00 p.m. – 4:00 p.m.

Presented by: Sammy Liddell  
Internal Revenue Service

If you own, are employed by, or handle the bookkeeping for a beauty salon, barbershop, nail salon, bar, or restaurant, this workshop is for you. Learn about the most important tax issues for the cosmetology and restaurant industries, such as: determining whether workers are employees or independent contractors, tax rules for tips, deductible business expenses, record keeping and making federal tax payments.

\*\*\*\*\*TUESDAY, OCTOBER 21, 2003\*\*\*\*\*

#### IMPROVING CUSTOMER SERVICE IN YOUR BUSINESS

9:00 a.m. – 12:00 noon

Presented by: Regina Kitchens  
Jones County Junior College

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 examines the difference between customer service and customer satisfaction, identifies six factors essential to good customer service, how to know your customers' basic needs, and how attitude plays a crucial role. The three A's of "The Sale" will be discussed, as well as the "Moments of Truth." A brief review of communication skills will also be included.

#### CUSTOMERS RULE

1:00 p.m. – 3:00 p.m.

Presented by: William C. Smith, D.B.A.  
Marketing Professor  
University of Southern Mississippi

Are the ground rules of business shifting? What is the role of the small business in today's economy? Where should a small business focus when everything is changing at Mach speed? The first answer is small business has significant advantages and can prosper in times like these. We'll put these developments into perspective and provide some answers for the dilemmas business owners face competing in today's fast-paced business world. You'll also learn some low- cost methods of gathering important information and how to make sure your employees understand their role in your organization's success.

#### 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, OCTOBER 22, 2003\*\*\*\*\*

#### ENERGY SAVINGS TIPS FOR BUSINESSES

9:00 a.m. – 12:00 noon

Presented by: Donald E. Thompson, P.E., C.E.M.  
Staff Engineer – Energy Division  
Mississippi Development Authority

Mr. Thompson will show small business owners and managers ways to reduce energy costs in their businesses. He will discuss cost-saving strategies in lighting, heating and air conditioning, insulation, windows, and hot water heaters and ways to reduce “infiltration” to your building. He will also discuss financial assistance that is available to help you minimize your energy costs.

#### BASICS OF EXPORTING FOR BUSINESSES

1:00 p.m. – 4:00 p.m.

Presented by: Adam Murray  
International Trade Center  
Hinds Community College

Mr. Murray will demonstrate to businesses the basics of exporting their product or service. He will answer questions, such as: “Is your product or service exportable?” “Where can

you find international buyers?” “How do you get your product there?” and “Will you get paid?” These questions and many more will be answered for you. To be successful in the global marketplace, you need the skills and knowledge to identify real business opportunities and know how to follow through in delivering your product or service to a foreign buyer.

\*\*\*\*\*THURSDAY, OCTOBER 23, 2003\*\*\*\*\*

**DOING BUSINESS WITH THE GOVERNMENT**

9:30 a.m. – 11:30 a.m.

Presented by: Bill Mabry

MS Contract & Procurement Center

Federal, state, and local governments are the largest purchaser of goods in the nation. Mr. Mabry 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.

**MINORITY BUSINESS CERTIFICATION**

1:00 p.m. – 3:00 p.m.

Presented by: Alice Doss

Small Business Administration

This workshop will cover the eligibility requirements, definitions, certification application, review process and documentation checklist required to become a Certified Minority Business. This certification allows minority-owned small businesses to take advantage of special bid opportunities in doing business with the federal, state, and local governments, as well as, special loan opportunities.

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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!