

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:  
Business Development Week  
October 2004 Issue  
Director: Greg Butler  
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1. Welcome From The Director  
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Once again we are hosting Business Development Week in Laurel. Business Development Week is scheduled for October 18 – 21 at the Laurel Train Depot. Business Development Week is co-sponsored by the Jones County Junior College Small Business Development Center and the Economic Development Authority of Jones County. 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). Please call 601-477-4165 to register.

---Greg Butler

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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 8 FREE workshops scheduled for the week. In addition, we are beginning QuickBooks Level 2 training as part of Business Development Week. This training will consist of 4 consecutive Monday night sessions beginning October 18 at 5:00 p.m. on the JCJC campus. The cost is \$75 per person.

Workshops to be presented are:

- How to Start Your Own Business
- Improving Customer Service in Your Business
- QuickBooks Level 2
- Taxes for Small Business
- Employment Tax and Sales/Use Tax Issues for Small Business Owners
- Getting the Most from Your Advertising Dollar
- Developing a Better Understanding of Most Financial Statements
- Doing Business with the Government
- Minority Business Certification

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 Laurel Train Depot located at 230 N. Maple Street in Laurel unless noted otherwise.

Business Development Week is sponsored by the Small Business Development Center at Jones County Junior College, EDA of Jones County.

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 18, 2004\*\*\*\*\*

**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.

**IMPROVING CUSTOMER SERVICE IN YOUR BUSINESS**

1:00 p.m. – 4:00 p.m.

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.

**QUICKBOOKS LEVEL 2**

5:00 p.m. – 8:00p.m. (Four Consecutive Mondays)

Presented by: Dianne McCoskey

Cost: \$75.00

Location: Jones County Junior College

Prerequisite: QuickBooks Level 1 or already working with QuickBooks

In this class you will be trained in all areas of recordkeeping of a business including invoicing, inventory management, purchase orders, payroll, etc. This workshop will be held for four consecutive Mondays.

\*\*\*\*\*TUESDAY, OCTOBER 19, 2004\*\*\*\*\*

## TAXES FOR SMALL BUSINESS

9:00 a.m. to 12:00 noon

Presented by: Dale Harris, C.P.A.  
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, C.P.A.  
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 requirements.

\*\*\*\*\*WEDNESDAY, OCTOBER 20, 2004\*\*\*\*\*

## GETTING THE MOST FROM YOUR ADVERTISING DOLLAR

9:00 a.m. – 12:00 noon

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

Promoting your business is one of the most important aspects of having a successful business, but it can be expensive, especially if done incorrectly. 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.

## DEVELOPING A BETTER UNDERSTANDING OF MOST FINANCIAL STATEMENTS

1:00 p.m. – 4:00 p.m.

Presented by: William F. Horne, Jr., CPA, FHFMA

Horne CPA Group

Mr. Horne will discuss the components of most financial statements including the balance sheet and income statement. In addition, the presentation will also include a discussion on applying analytical techniques in order to gain a better understanding of the operating results or financial condition of a business as presented in the financial statement.

\*\*\*\*\*THURSDAY, OCTOBER 21, 2004\*\*\*\*\*

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!

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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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