

# ARWBDC

Arkansas Women's Business Development Center

Volume 2, Number 2

## Stepping Out!



A Newsletter for  
Women Making Strides  
as Entrepreneurs



## Business Information Center Hosts Grand Opening

A grand opening celebration was held for the Business Information Center (BIC) on August 29.

Distinguished guests included U.S. Senator Blanche Lincoln; U.S.

Congressman Mike Ross; Clifton Toulson, Associate Administrator for Business and Community Initiatives of the U.S. Small Business Administration; Joe Foglia,

Director of the Arkansas District Office of the U.S. Small Business Administration; and Dutch King, Pine Bluff Mayor. In addition, the Pine Bluff Chamber of Commerce, representatives from various state economic development agencies and local entrepreneurs attended the event.

The BIC is a one-stop small business planning and resource center. The great news for existing and aspiring business owners is that you no longer have to spend endless hours creating business materials from scratch.

The center offers more than 2,000 small business planning tools including: a resource library of more than 500 business publications, CD-ROMs and videos; Internet access for market research; eight computer workstations loaded with a variety of business software; fax, scanner, copy machines, color and laser printers; and free business counseling services.

“The BIC is a beneficial service for small businesses in Arkansas and Pine Bluff,” says Miriam Karanja, director of the ARWBDC. “The research tools and invaluable advice

can help a new business get off the ground or help an existing business grow.”

Located in the ARWBDC office at 2304 W. 29th in Pine Bluff, the BIC is open weekdays from 8 a.m. until

5 p.m. and evenings by appointment. Men and women who are in business or are interested in starting a business can use the BIC as often as they wish at no charge. For some individuals, visits to the BIC may be frequent, as they do the research necessary to make a decision to start a business. Existing business owners may use the BIC less frequently, but will find many resources aimed at business growth.

For more information, call Katosha Magsby at (870) 535-6233 or toll-free at (888) 323-6233. Or you can e-mail us at [arwbdc@ehbt.com](mailto:arwbdc@ehbt.com) or visit us at 2304 W. 29th Avenue in Pine Bluff.

- 8 state-of-the-art computers loaded with software and Internet access
- Fax and copy machines
- Television and VCR
- Scanner
- Color and Laser printers
- Business planning publications and software
- Sample business plans



U.S. Senator Blanche Lincoln, U.S. Congressman Mike Ross, Arkansas SBA Director Joe Foglia, ARWBDC Program Director Miriam Karanja, and the Pine Bluff Chamber of Commerce cut the ribbon of the new Business Information Center located at ARWBDC.

## ARWBDC Client Recognized as Outstanding Business Owner

Brenda Brown, an ARWBDC client, was recognized during the 13th Annual Minority Enterprise Development (MED) Week Awards. The awards ceremony was held at the Little Rock Regional Chamber of Commerce on September 4, 2001. Ms. Brown was one of 5 business owners recognized for their outstanding progress and contribution to the small business arena.

Brown graduated from ARWBDC's Woman-to-Woman Business Mentoring program in July 2000. She also received technical assistance through ARWBDC's partnership with alt.Consulting. Her day-care center business has grown from 15 children to a 24-hour childcare

center with capacity for 65 children. Brenda is also an active participant of ARWBDC's roundtable in Little Rock. Other partners in Brenda's success include Metropolitan Bank, and the U.S. Small Business Administration's Little Rock office.



Brenda Brown, owner of Grandma's House Learning Center in Little Rock, proudly shows her Minority Enterprise Development Award.

## Want To Start A Small Business?

Starting and managing a business takes motivation, desire and talent. It also takes research and planning.

But how do you start researching your small business? Or, do you need information that is SPECIFIC to your small business?

With Entrepreneur's Magazines' Start-up Guides you can't go wrong. ARWBDC has over 75 manuals that contains a wealth of information and walk you through every aspect of how to start and run your own business.

If you are Internet savvy, we recommend the Ultimate Business Planner. The software's easy-to-use, step-by-step approach makes business planning fast and simple. Developed

Entrepreneur's Magazines' Start-up Guides walk you through every aspect of the how to start and run a business.

We have over 75 guides to choose from. Each one offers you a comprehensive understanding of everything involved in starting a specific business.

- How to start a gift basket business
- How to become a bridal consultant
- How to start a mail order business
- How to start a crafts business
- How to start a lawn care business
- How to start a childcare center
- ... and many many more.

for entrepreneurs by small-business experts and small-business owners, Ultimate Business Planner walks you through every step using "plain-English" instructions and simplifies the process of writing a business plan. It also gives you expert advice, tips, and hints based on proven business practices.

Plus, Ultimate Business Planner comes jam packed with hundreds of business start-up resources to help you along the way. If you are ready to make your business dreams a reality this is the way to start.

For these and more resources contact an ARWBDC office near you.

# Training & Workshops

## Business Consulting Services

Cost: Free

Highlights:

- How to starting a small business
- Applying for a small business loan
- Writing a business plan
- Help with financial projections

Where:

Pine Bluff

Arkansas Women's Business

Development Center

2304 West 29th

9.00am to 4.00pm.

Forrest City

Delta CDC

335 Broadway

Thursdays, from 10am - 2.00pm

Helena

First National Bank of Phillips

County

502 Cherry Street

Thursdays from 2.00pm to 5.00pm.

To make an appointment, please call Katosha Magsby at 870-535-6233 or 888-323-6233.

## Training Programs

### The Business Side of Childcare

Highlights: Starting a profitable childcare or daycare center.

Cost: \$40

Date	Time	Class
10/18/01	6-8 p.m.	Orientation
10/25/01	6-8	Feasibility
11/01/01	6-8	Licensing & Nutrition
11/08/01	6-8	Financial 1
11/15/01	6-8	Financial 2
11/29/01	6-8	Loans
12/6/01	6-8	Legal Issues
12/13/01	6-7:30	Graduation

### Quick Books Boot Camp

Highlights: How to set up and use QuickBooks 2001

Cost: \$50

Date	Time	Class
10/13/01	9am-12n	Introduction QuickBooks
10/20/01	9am-12n	Easy Step interview
10/27/01	9am-12n	Set-up customers, sales tax and invoicing
11/3/01	9am-12n	Vendors, invoicing and accounts payable
11/10/01	9am-12n	Generating Financial Statements

## Computer Training (FREE)

### Basics of Typing a Business Plan

Highlights: How to use the keyboard, key pad and Microsoft Word.  
Cost: Free

Every Tuesday and Thursday from 1:30 to 3:00pm Arkansas Women's Business Development Center. Call Katosha at 888.323.6233 or 535.6233 to sign up.

## Workshops

### How Smart Women Finish Rich

Highlights: Investing basics for women  
Cost: Free

Date: October 18, 2001 from 6 to 9:00 pm

Co-sponsors: IDA program, Edward Jones Investments

Where: Good Faith Fund  
2304 West 29th, Pine Bluff

Registration: Call Katosha at 888.323.6233 or 535.6233

### How to start and succeed in the Catering Business

Cost: \$10

Speaker: Jeannette Bradshaw, Elegant Traditions by Jeanette

Dates: October 12 at the East Arkansas Community College

October 26 at Good Faith Fund, 2304 West 29th, Pine Bluff.

Registration: Call Katosha at 888.323.6233 or 535.6233

## Mentoring and Roundtables

Highlights: Networking and training for women business owners—at their own pace!

Cost: You only pay for your dinner.

Where:

### Little Rock Roundtable

The Golden Coral, Little Rock from 6:00 - 8:00pm

Dates:

September 29, 2001

October 27, 2001

November 24, 2001

### Pine Bluff Roundtable

Inspirations on Main  
700 South Main Street  
from 6-7.30pm

Dates:

September 21, 2001

October 26, 2001

November 23, 2001

For more information or to register, call Katosha at 870.535.6233 or 888.323.6233

# ARWBDC

Arkansas Women's Business Development Center

ARWBDC's Mission is to create ladders out of poverty for women in south and east Arkansas by helping them start and grow their own small businesses. ARWBDC will provide innovative entrepreneurial training, financing, technical assistance, one-on-one counseling and business information.

## Free Services

Stop by during office hours or call us to schedule evening hours for free use of our computer lab and business library. Business counseling is available by appointment at Good Faith Fund in Pine Bluff and Delta CDC in Forrest City.

## ARWBDC Regional Offices

Pine Bluff  
Good Faith Fund  
2304 West 29th Avenue  
Pine Bluff, AR 71603  
870.535-6233 or toll-free  
888.323-6233

Forrest City  
Delta CDC  
335 Broadway Street  
Forrest City, AR  
870-633-9112

Helena  
First National Bank of Phillips  
County  
502 Cherry Street  
Helena, AR

e-mail: [arwbdc@ehbt.com](mailto:arwbdc@ehbt.com)  
visit us on the web at:  
[www.arenterprise.org](http://www.arenterprise.org)

"ARWBDC is partially funded by the US Small Business Administration's Office of Women's Business Ownership (OWBO) under Cooperative Agreement Number -99-012.). The Office of Women's Business Ownership is established to help women become full partners in economic development through small business ownership. The Women's Business Ownership homepage is: [//www.sba.gov/womeninbusiness](http://www.sba.gov/womeninbusiness). The ARWBDC is a public private partnership of the U.S. Small Business Administration and Good Faith Fund, a program of Arkansas Enterprise Group. Arkansas Enterprise Group is the non-profit affiliate of Southern Development Bancorporation. SBA's cooperation does not constitute or imply its endorsement of any opinions, products and/or services. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance. All SBA programs are extended to the public on a nondiscriminatory basis."



2304 West 29th Avenue  
Pine Bluff, AR 71603