

## Stepping Out!



A Newsletter for  
Women Making  
Strides  
as Entrepreneurs



## Inspired By Her Children, Author LaTanya Richardson Publishes First Book

**Vital Statistics:** LaTanya Richardson 33, married with 5 children. Author and Publisher, Owner Scratch and Scribble Publishing.

**Start: up:** I licensed the business in January 2001, and have relied on my personal savings to date.

**2001 sales:** My first children's book, "Mama's Got Eyes In The Back Of Her Head" was released in September 2001. 300 copies have sold to date.

**Why this book?:** The funny things that I see my children do when they think that I am not looking and the fact that I thought that my Mother had eyes at the back of her head!

**Advertising and sales:** I have used television, the press and book signing tours in Pine Bluff, Little Rock, Houston and I am headed to Dallas. I personally distribute my books by visiting small independent bookstores, daycares and churches. I also make sales through my website.

**Inspired by:** E. Lynn Harris, (originally from Little Rock). He sold his first book from his truck and is now on the New York Best Seller's List. My family though has been my greatest support.

**Looking forward:** Clenching a major contract and getting on Oprah Winfreys' Children's Reading List.

**To buy a copy:** Visit [www.scratchandscribble.com](http://www.scratchandscribble.com), or write to LaTanya Richardson at P.O Box 2025, Pine Bluff, AR 71613-2025 or by phone at 870-536-6840.



## Tips For Small Businesses

Is your business prepared to weather the current economic climate?

According to UALR's Institute for Economic Advancement, the Arkansas economy has entered an average recession. Forward thinking companies are most likely to come out strongest if they spend some time doing strategic planning for the coming months. Here are some questions that you could ask yourself.

- What will happen to my business if sales decrease by 10, 20 or 30%?
- How can I use economic indicators to predict my sales for the next 6 months?
- What steps can I take now to make sure I will have enough cash to run my business next spring?
- How much should I be spending on marketing?
- Should I consider laying off some of my employees?
- Are my prices too high for an economic recession? If I lower them, what steps can I take to reduce the negative impact on my gross profits?
- Do I need a line of credit to help my cash flow?

If you need help answering these questions, call ARWBDC.

## Free Resources!

### CD-Rom available for Small Businesses

As you prepare to file your taxes for the year 2001, take advantage of a Free CD-Rom that will help you find answers to your tax questions.

In partnership with the IRS, the U.S Small Business Administration has made available: "The Small Business Resource Guide 2001." The CD-Rom provides:

- All business tax forms with filing instructions.
- A listing of required tax records for businesses at start-up, expansion, selling or closing stages.
- The latest updates and changes in tax regulations with an option to subscribe for an e-newsletter.

A single free copy is available by calling 1-800-829-3676 or by visiting [www.sba.gov](http://www.sba.gov) and clicking on "Online Library" then "Publications."

## 15 Graduate From FastTrac Business Program

ARWBDC staff congratulates 15 women who graduated from the FastTrac First Step Business Training Program.

"FastTrac is a tough class" says Tina Powis-Dow, ARWBDC's Management Consultant and Trainer. ARWBDC staff will continue to follow up with the class to help them finalize their business plans and make loan applications.



### Start-Up Guides For Small Businesses

#### "How to start a Medical Claims Billing Service"

Consider starting a Medical Claims Billing Service and earn a healthy income managing claims for doctors and other health-care specialists. Start-up costs are minimal when compared with many other businesses. You will need a computer, a printer, a modem, and claims billing software.

#### "How to start a Crafts Business"

If you are creative and enjoy working with your hands, a crafts business could be your path to financial independence. Turn your hobby into a fun, money making business and make a profit from doing what you love most.

#### "How to start an Automobile Detailing Business"

If you like cars, auto-detailing is just the business to get your motor running! Start-up costs are minimal, and you can make money in two ways: detailing for individuals or for car dealers, or both!

These and many more Start-Up Guides are available at ARWBDC's Business Information Center.

## Are You Mentoring Material? Join P.O.W.E.R.

Graduates of ARWBDC's Woman-to-Woman Business Mentoring Program have partnered to start an exciting Women's Networking Group. P.O.W.E.R stands for "Partnership of Women Entrepreneurs" and the name denotes *unity* and *self-empowerment* for business women in the Delta.

The group has the following objectives:

- To provide mentoring support to upcoming women business owners
- To reach out to small business owners that are not part of any formal network of women business owners
- To create a pool of money that can be used for peer lending for those women that cannot get money from banks and lending institutions
- To provide relevant training and marketing support to small and micro-women-owned businesses within Pine Bluff area.

Spearheading the project are Sheila Waddell of Sheila's Designs and Brenda Kearney of Kearney's Cleaners.

### Upcoming activities for P.O.W.E.R

- Networking Night: January 22, 2002 from 6 to 7pm.
- Women's Conference: April 23, 2002, Little Rock.

For more information call ARWBDC or Sheila Waddell at 870.575.0302.

Back row, from left to right: Beverly Blair, Rita Conley, Connie Stevens, Vivian Williams, Ovella Bankston, Christy Davis.

Seated: Jeanette Bunting, Betty Tyson, Patricia Tyson, Cyndi Dickerson, Katosha Magsby, Eric Dorn.  
Kneeling: Tina Powis-Dow.

# Training & Workshops

## QuickBooks Pro Bootcamp (Only 8 spaces available! Call now)

Highlights: 5 classes on how to set up and use QuickBooks 2001

Cost: \$50

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

Date	Time	Class
1/10/02	6-9 pm	Introduction to QuickBooks
1/17/02	6-9 pm	Easy Step Interview
1/24/02	6-9 pm	Set-up customers, sales tax and invoicing
1/31/02	6-9 pm	Vendors, invoicing, & accounts payable
2/7/02	6-9 pm	Generating Financial Statements

## Woman-to-Woman Business Mentoring Program

*Pine Bluff Cycle*

"This program delivers a Return On Investment unlike any other."

Highlights: Advanced business training for women who want to take their small businesses to the next level.

Cost: \$120

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

1/22/02	Week 1:	Orientation
1/29/02	Week 2:	Goal setting
2/05/02	Week 3:	Marketing
2/06/02	Week 4:	Taxes
2/13/02	Week 5:	Direct and indirect costs
2/20/02	Week 6:	Pricing
2/27/02	Week 7:	Profit and loss statements
3/06/02	Week 8:	The balance sheet
3/13/02	Week 9:	Financing business growth
3/20/02	Week 10:	Graduation

## The Business Side of Childcare

*Forrest City Cycle*

Highlights: Starting a profitable childcare or daycare center

Cost: \$50

Location: East Arkansas Community College

Date	Time	Class
2/07/02	6-8:30 pm	Orientation
2/14/02	6-8:30 pm	Marketing
2/21/02	6-8:30 pm	Licensing
2/28/02	6-8:30 pm	Nutrition
3/07/02	6-8:30 pm	Financials
3/14/02	6-8:30 pm	Financing
3/21/02	6-8:30 pm	Legal Issues
3/28/02	6-8:30 pm	Graduation

Register by calling 888.323.3266 or Delta CDC at 870.633.9112

## The Business Side of Childcare

*Pine Bluff Cycle*

Highlights: Starting a profitable childcare or daycare center

Cost: \$50

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

Date	Time	Class
3/04/02	6-8:30 pm	Orientation
3/11/02	6-8:30 pm	Marketing
3/18/02	6-8:30 pm	Licensing
3/25/02	6-8:30 pm	Nutrition
4/01/02	6-8:30 pm	Financials
4/08/02	6-8:30 pm	Financing
4/15/02	6-8:30 pm	Legal Issues
4/22/02	6-8:30 pm	Graduation

Register by calling Katosha Magsby at 888.323.6233.

*We women don't care too much about getting our pictures on money as long as we can put our hands on it!*

— Ivy Baker Priest, U.S. Treasurer

## Snapshot of Business Results in 2001

**Clients Trained: 270**

**Clients Counseled: 160**

**Technical Assistance to Businesses: 20**

**Financing Accessed: \$440,600**

# ARWBDC

Arkansas Women's Business Development Center

ARWBDC's mission is to create income and assets for residents of the Delta by helping them start and grow their own small and micro-businesses. ARWBDC provides entrepreneurial skills training, technical assistance, one-on-one business counseling and business development resources through its public access computer lab and library.

## 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, Delta CDC in Forrest City, and First National Bank of Phillips County in Helena.

## 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."



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