



# Stepping Out

A publication by the Arkansas Women's Business Development Center

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## Arkansas Women's Business Development Center Opens Helena Office

The Arkansas Women's Business Development Center (ARWBDC), a program of Southern Financial Partners, has opened an office in Helena, Arkansas. Pat Scott is the Helena Program Manager and will assist aspiring and existing business owners in Helena and the surrounding areas.

Ms. Scott comes to the Arkansas Women's Business Development Center from Delta Community Development Corporation, Inc. where she managed the lending and accounting functions and also coordinated workshops and training. She also worked as the Program Coordinator for St. Francis County Mid-South Delta Initiative.

Pat attended East Arkansas Community College with a major in Business Management and Accounting. She is a 1997 graduate of the Community Development Institute at the University of Central Arkansas and a 2000 graduate of the Arkansas State University Regional Leaders Program.

"I am excited about the challenge of helping women in the Helena area either start or expand their business ideas," says Pat. "As a Wynne resident and a native of East Arkansas, I have built solid relationships and I have a vested interest in the area. Plus, I have worked in the area for the 23 years—so I know the people. This is what it will take to be effective in serving the community."

Numerous women have benefited from ARWBDC services since it opened on September 30, 1999 in Pine Bluff. And the program continues to expand to meet a growing demand. "There is such a need in the Helena area and surround-



Pat Scott

ing communities for the services ARWBDC offers," explains Pat.

ARWBDC programs include business counseling, technical assistance, business seminars, entrepreneurship classes and Internet training. By mid 2003, the Helena center will include a business center with SBA periodicals, videos and a computer lab for clients to carry out Internet research.

ARWBDC's Helena office is located at 502 Cherry Street, at the First National Bank of Phillips County in downtown Helena. Pat can also be contacted at 870.816.1120 or via email at [psscott@ehbt.com](mailto:psscott@ehbt.com).

## Expert's Corner

By Dorothy Stuck,

*a partner in Stuck and Snow Resultants, a management and publications firm. She is on the ARWBDC Advisory Board.*



## Getting Into The Consulting Business

You have experience in a particular field and you work a regular job. But, you want something more. Maybe extra income, added prestige, and more opportunities. Or maybe you have recently

retired, and want to turn your knowledge into cash. For people like you, consulting is often an attractive option.

Being a consultant demands a number of skills and characteristics. You must have a marketable skill set and area of expertise that others will pay for. If you don't have business experience it can be challenging to jump into consulting.

As a first step to decide whether consulting is right for you is a self-analysis to determine what skills and knowledge you have that are marketable to others and organizations. A simple exercise of listing on paper the skills one has and describing the knowledge gained in education and practice is a starting point.

Those skills should include:

- good communication skills, both written and oral
- the ability to identify problems and solve them
- organizing and planning strategies
- research and investigating
- time management

In short: "Do I write well and speak effectively? Can I analyze the problems or needs of a client and do the research necessary for solutions and recommendations in a timely fashion?"

Other questions to consider: are you comfortable working alone, tracking down new clients and selling your skills?

If you still think you have what it takes to be a successful consultant, your next step is to prepare a detailed business plan that describes your customer sources, management and marketing activities, and the projected profit or loss. Remember, ARWBDC can help you write your business plan.

# Promotional Strategies For Your Company

By Larry Lefler, Business Consultant, UALR Small Business Development Center

## Why Do You Need a Promotional Mix?

One reason is you are probably still trying to reach new customers as well as retain the ones you have. Using a variety of promotional methods allows you to reach new customers while maintaining your current customers. You can have the best products or service around but your customers must know about them before they can buy them. The various ways you communicate your message is called a promotional mix. Here are five ways to communicate your message:

1. Advertising: Advertising is any paid form of communication using the media, including ads that appear in magazines and newspapers, radio and television announcements, and billboards. Although these media can be very effective, they are impersonal because the seller has no direct contact with the potential customer during the communication process. More information on the best ways to use these media will be discussed in an upcoming marketing conference on April 21. Representatives from the newspaper, radio and TV will explain how their particular media can provide you with the

promotional advertising that can fit your marketing plan.

2. Sales promotions: In store demonstrations, displays, contest, price incentives (50% off, or buy-one-get one free) are all examples of sales promotional techniques.

3. Public Relations: Any activity your company is involved in to promote a positive image or generate publicity with the intent of increasing sales. Examples would be participating in a special event or sponsoring a charity.

4. Direct Marketing: This form of advertising is aimed directly at a target customer. It is designed to get the customer to take some sort of action, place an order, call a number, or visit a store. Examples are catalogs, coupons, brochures and newsletters. (You are reading a form of direct marketing.)

5. Personal Selling: This is face-to-face communication between the buyer and seller. Though not necessarily considered a promotional tool, it is a marketing tool.

*Our next issue we will highlight ways to determine your Promotional Mix.*

## Our Feature Customer 🐾 Wauketa Jones

**Exclusive Designs Printing and Copy Center, 2509 W. 28th Street Pine Bluff, 870.535.1100**

Pine Bluff has a new printing and copy center. Exclusive Designs Printing and Copy Center provides high quality printing and copying services as well as a full range of promotional advertising services.



Wauketa Jones, Owner, Exclusive Designs Printing and Copy Center

“The mission of our business is to provide services that deliver superior value, offer outstanding quality, the best price and provide highly personalized solutions specifically

designed for the needs of each customer,” says Wauketa Jones, owner. ARWBDC assisted Ms. Jones in writing her business plan.

Exclusive Designs Printing and Copy Center is located at 2509 W. 28th Street, next to Mimi Nails. They offer a broad range of services including:

- Typesetting
- Full Color Production
- Copy Services/Fax Service
- Layout/Design/Logo Development
- Wedding/Misc. Stationery
- Business Cards and Forms
- Promotional Products/Advertising
- Signs and Nameplates
- Rubber Stamps/Embossing

## 2003 Arkansas Women's Business Directory Now Online

The new 2003 Arkansas Women's Business Directory is now available online at: [www.southernfinancialpartners.org](http://www.southernfinancialpartners.org). Just click on the *SFP Publications* link.

This year's directory lists over 250 women-owned business in Arkansas. We encourage you to use the businesses and services listed in the directory and help women entrepreneurs in Arkansas grow to their fullest potential.

And remember that our Business Information Center has computers with Internet access, so stop by and visit us if you don't have access to the Internet.

You can request a hard copy by calling us at 870.535.6233 or 888.323.6233.

## Receive Stepping Out Electronically

Now you can have your copy of the Stepping Out newsletter E-mailed to your home or office. Plus you'll get advance notice of upcoming classes, workshops and small business tips that can help you work smarter.

You also can view the newsletter online at [www.southernfinancialpartners.org](http://www.southernfinancialpartners.org). Just click on the *SFP Publications* link.

It's easy to subscribe. Just E-mail us at [arwbdc@ehbt.com](mailto:arwbdc@ehbt.com) and tell us you'd prefer to receive your quarterly newsletter electronically.

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ARWBDC has nominated Ms. Jones to receive a \$5,000 grant from the Ms. Foundation's Fairy Godmother Fund, a fund that awards a grant to a 100 percent women-owned business in its start-up phase of development.

# Training & Workshops

## How To Start a Home-Based Business—Pine Bluff

Highlights: 6 weeks, every Tuesday night. How to start a home-based business and make sure that it's profitable.

Cost: \$30

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

Date	Time	Class
1/14/03	6-8:30 pm	Orientation & feasibility
1/28/03	6-8:30 pm	Understanding your market
2/4/03	6-8:30 pm	Understanding financials
2/11/03	6-8:30 pm	Small business loans
2/18/03	6-8:30 pm	Taxes
2/25/03	6-8:30 pm	Wrap-up

## How To Start a Home-Based Business—Helena

Highlights: 6 weeks, every Thursday night. How to start a home-based business and make sure that it's profitable.

Cost: \$30

Location: Phillips Community College, Helena

Date	Time	Class
2/6/03	6-8:30 pm	Orientation & feasibility
2/13/03	6-8:30 pm	Understanding your market
2/20/03	6-8:30 pm	Understanding financials
2/27/03	6-8:30 pm	Small business loans
3/6/03	6-8:30 pm	Taxes
3/13/03	6-8:30 pm	Wrap-up

## IRS Tax Workshop

Highlights: Are you worried about your business taxes? State, Federal and Payroll taxes for small businesses are covered in this workshop.

Cost: Free

Where & When:

**Forrest City:** Enterprise Community, January 16, 6-7:30 p.m.

**Helena:** Phillips Community College, January 23, 6-7:30 p.m.

## How to Get a Government Contract

Highlights: How a small business can access state or federal contracts. Sponsored by the Arkansas Department of Economic Development.

When: February 19, from 11:30 a.m. until 1 p.m.

Cost: Free

Location: Good Faith Fund, Pine Bluff

## Computer Training

Introduction to computers, Microsoft Word, Microsoft Excel, Introduction to the Internet and e-mail. Computer training is available by appointment. Cost is \$20 per session.

## Next Step Business Training Program—Pine Bluff

"This program delivers a Return On Investment like no other."

Highlights: Advanced business training for women who are already in business and want to grow their small businesses.

Cost: \$100

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

Date	Class
3/4/03	Week 1: Orientation
3/11/03	Week 2: Goal setting
3/18/03	Week 3: Marketing
3/25/03	Week 4: Taxes
4/1/03	Week 5: Direct and indirect costs
4/8/03	Week 6: Pricing
4/15/03	Week 7: Profit and loss statements
4/22/03	Week 8: The balance sheet
4/29/03	Week 9: Financing business growth
5/1/03	Week 10: Graduation

## The Truth About Loans and Grants

Highlights: Free seminars open to the public, will be presented by the SBA and Southern Financial Partners. Small business owners needing loans for their businesses and those interested in financing the start-up or purchase of a small business are encouraged to attend. Seating for the seminar will be limited, so advance registration is recommended.

Cost: Free. A light lunch will be served.

Time: 11:30 a.m. to 12:30 p.m.

Where & When:

**Pine Bluff:** Good Faith Fund, Feb 5, April 2

**Stuttgart:** Industry Partners, March 2

**Forrest City:** East Arkansas Enterprise Community, Jan. 15, March 19

**Helena:** First National Bank, Feb. 19, April 16

## Business Counseling

Highlights: Free one-on-one business counseling is available to aspiring women entrepreneurs or women business owners.

Cost: Free

Time: Call to schedule an appointment

Locations:

**Pine Bluff:** Good Faith Fund, 2304 W. 29th

**Helena:** First National Bank, 502 Cherry St.

**Forrest City:** By Appointment

## To Register:

To register for training, workshops or business counseling call:

Pine Bluff: ARWBDC at 888.323.6233 or 870.535.6233

Helena: Pat Scott at 870.816.1120

Forrest City: Pat Scott at 870.816.1120

# ARWBDC

Arkansas Women's Business Development Center

ARWBDC's mission is to create income and assets for women of the Delta by helping them start and grow their own small and micro-businesses.

## How Can You Help?

ARWBDC relies in part on financial contributions from individuals, corporations, and foundations to provide funding for our much needed programs and

services. Contributions enable us to expand these programs and offer our services to more people each year.

Making a financial contribution to ARWBDC is easy and is a wonderful way to give back to your community. As a program of Southern Financial Partners, a 501(c)3 tax exempt non-profit organization, your donation to ARWBDC is tax deductible to the fullest extent allowed by law.

For more information about making a financial contribution to ARWBDC, please contact Miriam Karanja at 870.535.6233, or via e-mail at [arwbdc@ehbt.com](mailto:arwbdc@ehbt.com).

## 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

By Appointment  
Contact Pat Scott  
870.816.1120  
[pscott@ehbt.com](mailto:pscott@ehbt.com)

### Helena

First National Bank of Phillips  
County  
502 Cherry Street  
870.816.1120

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

ARWBDC is partially funded by the U.S. 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). ARWBDC is a public private partnership of the U.S. Small Business Administration and Southern Financial Partners, a 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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