



# Stepping Out

A publication of Good Faith Fund's Arkansas Women's Business Development Center

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## Psychiatrist Expands Practice To Meet Demand

Seniora Matthews, MD, MPH, opened her first private practice, Hope Healing Behavioral Healthcare, in Helena, Arkansas in 2000.

The practice is a private, full-service mental health company that specializes in psychiatric care for children, adolescents, adults, and the elderly. Services include medication management as well as marital, family, substance abuse, and Christian counseling.

Dr. Matthews is the first African American female psychiatrist in the Eastern Arkansas area in private practice, making her services highly sought after by women and people of color. She goes beyond traditional medicine and also provides Christian counseling by educating patients on the importance of balancing the mind, body, and soul. She also helps clients by stressing the psychiatric benefits of exercising, eating right, and managing their finances properly.

In 2001, Dr. Matthews graduated from the Arkansas Women's Business Development Center's First Step FastTrac business training program. She also worked with alt.Consulting and received technical assistance in the areas of financial and personnel management

"I really learned a lot from the class and from working with a consultant," says Dr. Matthews. "One thing I needed was a feasibility study. I wanted to understand the East Arkansas market before expanding my practice.



I also learned a lot about legal issues, marketing, and cash flow management," she said.

Due to high demand for her services, she recently opened an additional location in Marianna. Her client load has grown from 20 to 200, a limit she has established in order to maintain the highest standard of patient care.

Dr. Matthews was recently named the 2004 Minority "Service Provider of the Year" during the Minority Enterprise Development (MED) Week luncheon held at the Little Rock Regional Chamber of Commerce. MED Week is sponsored by the U.S. Department of Commerce's Minority Business Development Agency and the U.S. Small Business Administration.

Dr. Matthews is actively involved in civic and community services. She often accepts speaking engagements at health fairs, churches, and community centers. She is a member of the Arkansas Medical Society and the Arkansas Psychiatry Society and is a board member of the Lee County Cooperative Clinic. She recently served for three months in Operation Iraqi Freedom.

**Seniora Matthews, MD, MPH**  
**Hope Healing Behavioral Healthcare**  
**Phone: 870.338.8283**  
**Offices:**  
**504 Pecan Street, Helena**  
**116 Mulberry, Marianna**

## Beware of Work-At-Home Schemes

You've probably seen the ads on telephone poles and in the classified section of newspapers. You know the ones—work-at-home and make big money working part-time.

In reality, many are fronts for scams. They can include envelope stuffing, jewelry assembly, and medical billing

or claims processing. Before you invest any money or get your hopes up, check it out. Visit the Federal Trade Commission site at <http://www.ftc.gov/bcp/menu-fran.htm> for information on scams. Or talk to us at the Arkansas Women's Business Development Center.

## Record Keeping For Profit

As the end of the year approaches, it's time to think about what your tax liability to the IRS will be. A successful business rests on sound record keeping practices and a



solid cash flow. Without good records it is impossible to determine the financial condition or profitability of your business.

Complete and accurate record keeping is crucial to the success of your business for a number of reasons:

- Good records provide the financial data that helps you operate more efficiently, thus increasing your profitability. Accurate and complete records enable you to identify all of your business assets, liabilities, income, and expenses. That information helps you pinpoint both the strong and weak areas of your business operations.
- Good records are essential for the preparation of current financial statements, such as the income statement (profit and loss statement) and cash flow projections. These statements, in turn, are critical for maintaining good relations with your banker.
- Correct records are critical at tax time. Poor records could cause you to underpay or overpay your taxes. In addition, good records are essential during an audit if you hope to answer questions accurately and to the satisfaction of the IRS.

The ARWBDC can provide intensive, onsite technical assistance at highly subsidized rates in the areas of financial systems development, budgeting, cash flow management, and much more. Give us a call today to schedule a free initial assessment to determine your business needs.

## Money Management: Christmas Without Crashing

Staying within your budget can be a gift to yourself this holiday season. The way to get the most from your Christmas dollars is to have a plan.

- Discuss your wish lists: Instead of asking "What do you want this holiday?" ask, "What would make your holidays extra special this year?" While most kids often ask for toys and other material gifts, most kids will ask for a chance to bake cookies, make a snowman, or help with decorations. Sure, that's a gift of your time but one that you can afford to give.

- Plan for gifts: Decide early how many gifts to buy for everyone and decide how much you want to spend on each person. Limit gifts to only one or two per person. Remember that non-material gifts can be invaluable such as free baby-sitting or free delivery of a nice dinner on a cold night.

- Shopping for gifts: Start your shopping earlier rather than at the last minute. Look for bargains and then try to spread gift purchases over several pay periods. Always keep sales slips in case gifts need to be exchanged or returned.

- Avoid charging your purchases: If you do charge, pay the bill on time to avoid finance charges.

- Pay Bills Early: When paying your December bills, some financial advisers suggest paying 20 percent more than the amount due for utilities and other monthly items. That way, you'll be a little ahead of the game in January, rather than feeling totally depleted after the holidays.

For assistance with money management, contact Good Faith Fund's Asset Builders program. If you live in Pine Bluff or the surrounding area, call Ramona McKinney or Tara Irby at 870-535-6233 or 888-323-6233. If you're in the Helena area, call Mindy Maupin at 870-816-1104.

## New & Exciting Workshops To Help Small Businesses

ARWBDC is now offering several new and exciting workshops to help you with the different management issues that you face as a small business owner. These include:

**Pricing for Profit:** Teaches you how to determine the price of your product or service.

**The Balance Sheet:** Explains assets and liabilities and how to categorize them correctly.

**The Income and Loss Statement:** Explains the components of the income statement and how to create one.

**Cash Flow Statements:** Explains why many small businesses face cash flow issues and how to improve cash flow.

**Record Keeping For Small Businesses:** Provides tools and tips for correctly managing your business records.

**Organizing Yourself For Success:** Focuses on building self-confidence, getting organized, tools for planning, and time management.

**Lender's Roundtable - The Borrowers Perspective:** Highlights successful borrowers who speak on the requirements and challenges of obtaining a small business loan. Provides tips on how to prepare yourself to meet the lender.

Is there a topic or workshop that you would like to see developed? Would you and your friends or business partners like us to facilitate a workshop for you? Call us to discuss your interests!

## Training & Workshops

### The Business Side of Childcare—Camden

**Highlights:** Starting or expanding a profitable childcare or daycare center.

**Cost:** \$30

**Time:** 6p to 9 p.m. every Thursday night

**Location:** Ouachita Valley Business & Tech Center, 625 Adams Avenue

Date	Class
October 7	Licensing
October 14	Nutrition
October 21	Marketing
October 28	Financials, part 1
November 4	Financials, part 2
November 11	Loans, grants and IDAs
November 18	Graduation

### The Business Side of Childcare—West Memphis

**Highlights:** Starting or expanding a profitable childcare or daycare center.

**Cost:** \$20

**Time:** 6p to 9 p.m. Thursday nights

**Location:** Mid-South Community College - South Campus Magruder Hall, Room: MH108

Date	Class
October 21	Licensing & nutrition
October 28	Financials, grants & loans

### Basic Money Management—Pine Bluff

Presented by Consumer Credit Counseling, a program of Family Service Agency.

**Highlights:** Budgeting, debt management, credit management, predatory lending, identity theft

**Cost:** Free, a free workbook will be provided!

**Date and Time:** October 25, 6p to 8p

**Location:** Good Faith Fund, 2304 W. 29th St.

### Where's the Money? Understanding Financial Statements—Helena

**Highlights:** The workshop provides step-by-step instructions on how to read the numbers from financial reports.

**Cost:** Free

**Dates:** November 30, December 7

**Time:** 6p to 7:30p at PC Chamber of Commerce, 111 Hickory Hills Drive

### Record Keeping For Small Business—Pine Bluff

**Highlights:** This workshop will focus on how small businesses can accomplish sound financial management practices. A CPA will facilitate the discussion.

**Cost:** Free

**Date and Time:** December 6, 6p - 8p

**Location:** Good Faith Fund, 2304 W. 29th St.

### Business Counseling Services

**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

**Location:** Pine Bluff, Helena, Forrest City, Camden, West Memphis

### To Register:

To register for training, workshops or business counseling call:

Pine Bluff: Miriam at 888.323.6233 or 870.535.6233 ext.38

Helena: Pat at 870.816.1120 or Vida at 870.816.1126

Forrest City: 870-630-2005

Camden: Miriam at 888.323.6233 or 870.535.6233 ext.38

West Memphis: 870.735.1134

## The Myth About Free Money & Grants For Business

We continuously get asked about grants and free government money available to start a business or pay bills. Unfortunately these claims are bogus. The millions of dollars in “free money” that is supposedly available from the government just don’t exist.

Yes, grant money is available from private foundations and government entities. No, it is not available to individuals to start a for-profit business.

Some companies sell “Free Money” books and seminars which is nothing

more than a list of grant prospects you can write to request funding. Many of the listed sources do not offer grants to individuals, and some provide them only to non-profit organizations.

The information they sell you is available for free in any library, on the Internet, or directly from the government.

The bottom line is that there is really no such thing as “free” money for for-profit businesses. Don’t get taken by these scam artists.

### ARWBDC Regional Offices

#### Pine Bluff

Good Faith Fund  
2304 West 29th Avenue  
Pine Bluff, AR 71603  
870.535.6233 or 888.323.6233

#### Helena

First National Bank of Phillips County  
502 Cherry Street  
870.816.1120

#### Forrest City

By Appointment. 870.630.2005

#### Camden

By Appointment. 888.323.6233

#### West Memphis

West Memphis Chamber of  
Commerce

By Appointment. 870.735.1134

e-mail: [arwbdc@goodfaithfund.org](mailto:arwbdc@goodfaithfund.org)  
visit us on the web at:  
[www.goodfaithfund.org](http://www.goodfaithfund.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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Pine Bluff, AR 71603

Good Faith Fund  
**GFF**

# Are you interested in starting or expanding a daycare or child care center?



## The Business Side of Childcare Training Program will show you how.

### Training Highlights

- October 7: Licensing
- October 14: Nutrition
- October 21: Marketing
- October 28: Financials, part 1
- November 4: Financials, part 2
- November 11: Loans, Grants and IDAs
- November 18: Graduation

### Details

#### Camden, Arkansas

- Date: October 7 - November 18 (7 classes)  
Location: Ouachita Valley Business & Technology Development Center  
625 Adams Avenue SE
- Time: 6 p.m. - 9 p.m.  
Fee: \$30 in advance; \$40 at registration

To register, send check or money order to ARWBDC with the form below.

## Register Now!

----- ✂ -----  
Yes, I would like to attend the Business Side of Childcare Training!

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone: \_\_\_\_\_

Check  or Money order

Please Mail to:  
Good Faith Fund  
2304 West 29th Avenue  
Pine Bluff, AR 71603  
Telephone: (870) 535-6233  
Toll Free: 888-323-6233  
Fax: (870) 535-7883



# Technical Assistance For Small Businesses

- Do you want to expand your existing small business?
- Would you like to improve your record keeping and financial management skills?
- Do you need a small business loan to expand your business?



The Arkansas Women's Business Development Center can provide technical assistance for your business at highly subsidized rates. Give us a call today to schedule a free initial assessment to determine your technical assistance needs.

## How we can help



- **Record keeping**  
Taking the time to keep good records is a sign of professionalism as well as a means to save you money.
- **Financial Management**  
Learning to manage your money is a vital skill. Know what you spend your money on. Having the tools you need to obtain a small business loan.
- **Marketing**  
Marketing is much more than advertising. A good marketing strategy continually promotes your products and services to customers.
- **Policies**  
For some businesses, like daycares, it's important to develop policies and procedures.

**Take advantage of this great opportunity! Complete the form below and mail or fax it to us.**

### **Pine Bluff:**

Miriam Karanja - Director  
2304 West 29th Street  
Pine Bluff, AR 71603  
870.535.6233, ext. 38

### **Helena:**

Pat Scott - Program Manager  
502 Cherry Street  
Helena, AR 72342  
870.816.1120

### **Forrest City:**

Phone: 870.630.2005

### **Camden:**

Phone: 888.323.6233

## **Yes, I'm interested in getting Technical Assistance!**

Please contact me about arranging for a consultant to discuss how my business can benefit from technical assistance.

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax \_\_\_\_\_