

# Down To Business

A publication of the Southern Good Faith Fund Business Development Center

## Client Spotlight: The Place Where The Party Starts

**Cindy Smith**  
**Party Hardy**  
**3907 Camden Rd., Suite 1**  
**Pine Bluff, Arkansas**  
**870.879.6677**

Anyone who has ever planned a party knows the time and effort that goes into buying the perfect party supplies. That gave Cindy Smith an idea. "I know people who would drive to Little Rock or go online rather frequently to buy party supplies," says Smith. "Then it occurred to me—why not open a party supply store here in town so people wouldn't have to spend extra money on gas and shipping charges."

Cindy also saw starting a business as a way to earn more income for her family. So Cindy and her sister took the First Step™ FastTrac® Business Training classes to learn more about how to start a business.

After researching her business idea, she learned parents spend hundreds of dollars on favors and activities for their children's birthday parties and

knew there was a market for the business.

After a lot of research and deliberation, Cindy and her husband Jason visited the Business Development Center to help launch the business. A business plan was created and the paperwork process began. The BDC staff gave Cindy a list of things to get done before the business could open.

Cindy faced a few challenges starting the business. Her greatest challenge was bringing the building up to code, because city ordinances and inspection codes had been updated since the previous business owners occupied the

space. Once that was done, Cindy started the list given to her by BDC: complete forms for the assumed business name, acquire a State and Federal Tax-ID number, open a business checking account, and get an occupational license from the City.

Party Hardy, "the place where the party starts," officially opened for business December 5, 2005. Party Hardy offers Wilton Cake decorating classes and supplies, Mylar and latex balloons, helium, baby and bridal

shower décor, piñatas, over-the-hill decorations, and popular themed-birthday supplies like Hello Kitty, Batman, Spiderman, Little Pony, and Dora.

Cindy advises aspiring entrepreneurs to attend the First Step™ FastTrac® Business Training classes, save money for a few years, maintain positive credit, and incorporate the business because it allows more tax deductions.

For more business information contact Cindy Smith at 870.879.6677 or visit the store at 3907 Camden Rd., Ste. 1, Pine Bluff, Arkansas 71603.



Cindy Smith, owner of Party Hardy, stocks everything you need to host a party.

## Need a Business Loan?

The Business Development Center, through the U.S Small Business Administration's Community Express Loan Program, offers small business loans of \$5,000, \$10,000, \$15,000, \$20,000 and \$25,000. There are no equity or collateral requirements but there is a \$475 application fee and applicants must meet credit requirements.

"These loans are great for entrepreneurs who are home-based or in the start-up stage," says Miriam Karanja, BDC Director. "Not only are the qualifications much easier to meet, it is a great way to establish your business credit and potentially apply for a larger loan through a local bank." To see whether you meet the application criteria call our office and make an appointment.

## Training & Workshops—Open to Women and Men!

### First Step™ FastTrac® How to Start a Successful Small Business\*

First Step™ FastTrac® is a hands-on business development program to help entrepreneurs start, manage, and grow a successful small business. FastTrac® uses your business concept as a case study—allowing you to evaluate and perfect your idea in a safe and supportive environment. By the time you finish the program, you'll know whether your idea has “legs” and if starting or growing your small business is the right decision before you spend too much time or money.

#### Pine Bluff

**Dates:** Sept. 7 – Oct. 16, 2006 (11 sessions)

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

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

**Cost:** \$50 by Sept. 1, \$60 after. \$25 for IDA participants

Week	Class
Sep. 7	Orientation
Sep. 11	Defining your Idea
Sep. 14	Money Management
Sep. 18	Defining your Products or Services
Sep. 21	Understanding your Industry
Sep. 25	Understanding your Market
Sep. 28	The Cost of Doing Business
Oct. 2	How Much Profit Will You Make?
Oct. 5	The Cash Flow Report
Oct. 12	Financing the Business
Oct. 16	Graduation

#### Marianna

**Dates:** Sept. 5 – October 10, 2006 (11 sessions)

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

**Location:** Lee County Community Development Corporation, 28 S. Poplar

**Cost:** \$30 by Aug. 25, \$40 after.

Week	Class
Sep. 5	Orientation, Feasibility Study
Sep. 7	Industry, Demographics
Sep. 12	Target Market, Competition
Sep. 14	Marketing Strategies
Sep. 19	Pricing, Startup cost, Expenses
Sep. 21	Financials Part I
Sep. 26	Financials Part II
Sep. 28	Cash Flow Management
Oct. 3	Business Taxes, Legal Issues, Insurance
Oct. 5	Credit, Grants, Business Loans
Oct. 10	Evaluation, Graduation

### Computer Training—Helena-West Helena

This series of workshops will teach you the basics of operating a computer, how to use the Internet and how to work with Microsoft Word, Excel, and PowerPoint.

**Dates:** July 11, 18, 25, and August 1, 2006 (Tuesdays)

**Time:** 6 p.m. to 8 p.m.

**Location:** Phillips Community College, Technology and Industrial Building, room 120

**Cost:** \$20

### Child Care Licensing Pre-Application Workshop

In this 2-hour workshop, DHHS' Licensing Specialists talk about the requirements that must be met in order for individuals to obtain a license to operate a child care business.

#### Pine Bluff

**Dates:** July 27, Aug. 24, Sep. 28, 2006 (Thursdays)

**Time:** 10 a.m. to 12 noon

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

**Cost:** Free and a light lunch will be served

#### Forrest City

**Dates:** July 19, Aug. & Sep. (dates TBA) (Wednesdays)

**Time:** 10 a.m. to 12 noon

**Location:** Department of Human Services, Hwy 70

**Cost:** Free and a light lunch will be served

### How to Write a Winning Business Plan—Pine Bluff

This workshop walks participants through the step-by-step process of writing a winning business plan needed to manage a successful small business.

**Dates:** Monday, July 17, 2006

**Time:** 12 noon to 1 p.m. and 6 p.m. to 8 p.m.

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

**Cost:** Free

### Knowing and Understanding Your Credit—Pine Bluff

This workshop will help you understand the importance of getting and maintaining good credit. You'll learn how to read your credit report, dispute errors, and steps to prevent identify theft.

**Dates:** Tuesday, August 8, 2006

**Time:** 6 p.m. to 8 p.m.

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

**Cost:** Free

\* The Ewing Marion Kauffman Foundation is a national partner of FastTrac® and a supporter of Southern Good Faith Fund.

## Training & Workshops

### Need a Small Business Loan? Prepare to Meet the Lender—West Memphis

*In partnership with the West Memphis Chamber of Commerce*  
This workshop is for anyone who has asked...

- How do I develop a business plan and financial projections and why do I need them for a small business loan?
- Why can't I get a small business loan?
- Why does a lender need collateral and equity and what if I don't have them?
- What's an acceptable credit score?
- What are the general requirements for getting a small business loan?

**Dates:** Thursday, Aug. 10

**Time:** 12 noon to 1 p.m.

**Location:** West Memphis Chamber of Commerce, 108 W. Broadway

**Cost:** Free and a light lunch is provided

### How to Manage Cash Flow—Pine Bluff

This workshop will help you understand cash flow, what causes cash flow problems, and how to prevent problems.

**Dates:** Thursday, August 22, 2006

**Time:** 6 p.m. to 8 p.m.

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

**Cost:** Free

### Business Basics—Pine Bluff

Learn how you can supplement and possibly replace your income from your current job by starting a business. You will learn what it takes to setup a business and understand the key elements.

**Dates:** Monday, Oct. 30, 2006

**Time:** 6 p.m. to 8 p.m.

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

**Cost:** Free

### Understanding Business Taxes—Pine Bluff, Forrest City

In this workshop you'll learn the importance of filing business taxes properly and how to file them. If you have a newly established business or a business that wants to learn more about tax filing, this workshop is for you.

#### Pine Bluff

**Dates:** Tuesday, Dec. 5, 2006

**Time:** 6 p.m. to 8 p.m.

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

**Cost:** Free

#### Forrest City

**Dates:** Tuesday, Dec. 7, 2006

**Time:** 6 p.m. to 8 p.m.

**Location:** East Arkansas Enterprise Community, 1000 Airport Rd.

**Cost:** Free

### To Register:

Pine Bluff: Angela Austin at 870.535.6233 ext.13  
or toll free at 888.323.6233

Fax: 870.535.7883

Helena: Pat Scott at 870.816.1120 or Vida  
Fielder at 870.816.1126

Fax: 870.816.1194

Forrest City: 870.630.2005 or 870.816.1120

Fax: 870.630.2035

West Memphis: 870.735.1134 or 870.816.1120

**Or use the form below for extra convenience and mail or fax it to one of our offices. Our addresses are listed on page 4.**



## Register me for business training!

Training or Workshop Name \_\_\_\_\_

Location \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_

Name \_\_\_\_\_ e-mail \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

## Save The Date For Our Appreciation Banquet

Southern Good Faith Fund is hosting an Appreciation Banquet for all the clients we served in 2005 to celebrate their entrepreneurial spirit.

Save the following dates

Wednesday, November 1 in Pine Bluff

Thursday, November 30 in Helena-West Helena.

More details will follow.

## Special Thanks To Our Funders

The Business Development Center thanks all the funders that make our work possible:

- Department of Health and Human Services  
Division of Childcare and Early Childhood Education
- U.S. Small Business Administration's Office of Women's Business Ownership
- U.S. Small Business Administration's Program for Investment in Microenterprise
- The Walton Family Foundation
- The W.K. Kellogg Foundation
- Southern Bancorp

## Offices

### Pine Bluff

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

### Helena-West Helena

First Bank of the Delta  
502 Cherry Street  
Helena-West Helena, AR 72342  
870.816.1120

### Forrest City

East AR Enterprise Community  
By Appointment: 870.630.2005

### West Memphis

West Memphis Chamber of Commerce  
By Appointment: 870.735.1134

e-mail: [contactus@southerngoodfaithfund.org](mailto:contactus@southerngoodfaithfund.org)


[www.southerngoodfaithfund.org](http://www.southerngoodfaithfund.org)



Building communities. Changing lives.

BDC is partially funded by the U.S. Small Business Administration's Office of Women's Business Ownership (OWBO) under Cooperative Agreement Number (SBAHQ-04-W-0032). 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.wbconline.gov](http://www.wbconline.gov). BDC is a public-private partnership of the U.S. Small Business Administration and Southern Good Faith Fund, a non-profit affiliate of Southern Bancorp. SBA's cooperation does not constitute or imply its endorsement of any opinions, products, and/or services. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Miriam Karanja, 2304 W. 29th Ave., Pine Bluff, AR 71603 or call 870.535.6233. All SBA programs are extended to the public on a nondiscriminatory basis.

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