

## Stepping Out!



A Newsletter for  
Women Making Strides  
as Entrepreneurs



## FastTrac Graduate Fulfills Her Goals

**Question:** Why did you join the FastTrac Program?

**Cindy:** I joined because I have some objectives that I would like to achieve. The first is that I do not want to work for somebody else for the rest of my life. The second is that I would really like to establish financial security for my family. I would like my son to have better opportunities than I have had.

**Question:** How was the experience?

**Cindy:** I really learned a lot about starting and growing a business. I put together a business plan and have learned the importance of having one. Whether or not you need a loan, you need a sense of direction when starting a business. You need to have a good estimate of how much it will cost to start the business, how much you need to stay in business and what your returns will look like.

**Question:** What was your original idea when you joined the class?

**Cindy:** I wanted to start a coin-operated laundry. But after doing my feasibility study, I realized the required investment was too high and the return on investment was not as high as I wanted. In comparison, I could have invested in real estate and made a greater return.

**Question:** How did you finally channel the knowledge and experience that you gained in the FastTrac Class?

**Cindy:** A year ago, my husband started a small business. He has been extremely successful and had already reached the stage where he needed to expand the business. I stepped in with the knowledge gained from FastTrac First Step and wrote a business plan to take the business to the next level. The U.S. Small Business Administration pre-qualified our loan and then closed the loan with Pine



Bluff National Bank in Pine Bluff, Arkansas.

**Question:** How have you used the money and how is business so far?

**Cindy:** We are above our year-to-date sales target and that is really great; we have already bought some new equipment and hired one employee.

**Question:** What would you say to somebody who wants to start a small business but is unsure about how to go about it and what are your last words?

**Cindy:** The first thing is to make a plan; a plan is like a road map for your business. Instead of doing it by yourself, join the FastTrac First Step Class and you will receive specific guidance to determine whether your idea is feasible.

We have a plan for our personal finances; we are focused on reducing our debt, opening IRA accounts to begin saving for our retirement and starting a college fund for our son.

*For information on the Pre-qualification loan program or First Step FastTrac, please see page 3.*

# Arkansas Women's Conference

Arkansas Women's Business Development Center in partnership with the Committee on Women's Concerns proudly invites you to the 16th Annual Arkansas Women's Conference. The conference is from 7:30 a.m. until 4 p.m. on April 23 at the North Little Rock Riverfront Hilton.

Local motivational speaker, Jane Krutz will start things off with a talk on "How Women Are Like Teabags...." (You Don't Know How Strong They Are Until You Put Them In Hot Water). She will share 10 points to success in any type endeavor.

Arkansas "Hat Lady" Willie Oates, the Keynote Luncheon Speaker, will present a motivational talk followed by music compliments of Evangeline Parker.

The conference has three breakout sessions to attend one of many great workshops, including:

- Life Balance-Margaret Fizer, R.N.
- Sharpening Your Telephone Skills- Judy Houser
- Protect Yourself: Identity Theft & Consumer Credit- Joyce Lanoue & Linda Tucker
- Getting Involved in Politics - Secretary of State Sharon Priest, Ellen Reif, Sharon Hatcher & Arnessa Staten
- Smart Women Finish Rich-Terry Castleberry
- Consumer Credit, Budget & Savings - Linda Tucker
- How to Start a Business - Arkansas Women's Business Development Center
- Financial Planning & Insurance - Anne Powell Black
- Workplace Conflict Resolution - Sandy Kahler

## Scholarships Available for the First 50 Women Who Respond

You must be a graduate of ARWBDC's FastTrac First Step Program, The Business Side of Childcare or the Women's Mentoring Program to receive a scholarship. All you pay is a holding fee of \$20. ARWBDC pays for you're your registration, transportation to and from Little Rock and lunch!



## Transportation

We will make transportation available to you if you live within or around Pine Bluff, Forrest City and Helena. We need at least 15 people from each region. Residents in the Little Rock area need to arrange their own transportation to the conference.

## How to Apply

By now you should have received an application package. In addition, we have attached an insert with the same application details. Please complete it and send it back via fax or mail to ARWBDC at the address provided. You will be notified by mail when the scholarships are awarded. The scholarship application deadline is April 16, 2003.

If you do not qualify for a scholarship, please call Valerie Davis at 501-791-2717 or visit [www.arkwomen-sconf.homestead.com](http://www.arkwomen-sconf.homestead.com) for a conference registration form.

# Free Resources

in our Business Information Center

## Starting a Small Business?

Free Start-up Guides are available for over 75 types of small businesses.

Visit our Business Information Center (BIC) and check-out these great start-up manuals:

- How to start a childcare center
- How to start bridal consulting business
- How to start an event planning business
- How to start a craft business and many more.

## Need to Write a Business Plan?

We have 8 computers available. Schedule time during the day or make an appointment to come in after 5 p.m.

We have business plan outlines, and business planning software available for your use.

## Need to Research a Business Idea? Unfamiliar With the Internet?

## Need to Learn to use a Computer?

We will have you surfing the Internet in minutes. Visit us and access the U.S Small Business Administration's Website [www.sba.gov](http://www.sba.gov) for tons of great information or visit the online Women's Business Center at [www.owbo.gov](http://www.owbo.gov) and find the resources you are looking for.

## Arkansas Women's Conference

7:30 am - 4:00 pm

April 23, 2002

North Little Rock

Riverfront Hilton

# Training & Workshops

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

Highlights: 5 classes on QuickBooks 2001

Cost: \$50

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

Date	Time	Class
4/11/02	6-9 pm	Introduction to QuickBooks
4/18/02	6-9 pm	Easy Step Interview
4/25/02	6-9 pm	Set-up customers, sales tax and invoicing
5/02/02	6-9 pm	Vendors, invoicing, & accounts payable
5/07/02	6-9 pm	Generating Financial Statements

## Woman-to-Woman Business Mentoring Program

*Forrest City / Helena 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: \$100

Location: East Arkansas Community College, Forrest City, AR

5/23/02	Week 1:	Orientation
5/30/02	Week 2:	Goal setting
6/06/02	Week 3:	Marketing
6/13/02	Week 4:	Taxes
6/20/02	Week 5:	Direct and indirect costs
6/27/02	Week 6:	Pricing
7/11/02	Week 7:	Profit and loss statements
7/18/02	Week 8:	The balance sheet
7/25/02	Week 9:	Financing business growth
8/01/02	Week 10:	Graduation

Register by calling Miriam Karanja or Katosha Magsby at 888.323.6233 or 870.535.6233.

## Small Business Roundtable

Highlights: How to write a business plan or how to start a small business.

Cost: Free

Location: Delta CDC, 335 W. Broadway, Forrest City

Date: Every Thursday

Time: 2 - 4 p.m.

Register by calling Eleanor Austin at Delta CDC at 870.633.9112.

## First Step FastTrac (Register Now! Space is limited)

Highlights: 11 weeks on how to start your business and how to make sure your business will be profitable.

Cost: \$50

Location: Good Faith Fund, Pine Bluff

Date	Time	Class
5/07/02	6-8:30 pm	Orientation
5/14/02	6-8:30 pm	Defining your idea
5/21/02	6-8:30 pm	Money management
5/28/02	6-8:30 pm	Defining your product/service
6/04/02	6-8:30 pm	Understanding your industry
6/11/02	6-8:30 pm	Understanding your market
6/18/02	6-8:30 pm	The cost of doing business
6/25/02	6-8:30 pm	What profit will you make?
7/02/02	6-8:30 pm	The cash flow report
7/09/02	6-8:30 pm	Accounting
7/16/02	6-8:30 pm	Graduation

Register by calling Miriam Karanja or Katosha Magsby at 888.323.6233 or 870.535.6233.

## The Truth About Loans and Grants

Highlights: A free seminar, open to the public, presented by Jim Coffey, SBA Loan and Public Information Officer.

Small business owners needing business loans and those interested in financing the start-up or purchase of a small business are encouraged to attend. Seating for the seminar is limited, so advance registration is recommended. A light lunch is provided.

Cost: Free, including lunch

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

Date: Every 1st Wednesday of the month

Time: 1130 a.m. - 12:30 p.m.

Register by calling Miriam Karanja or Katosha Magsby at 888.323.6233 or 870.535.6233.

## Business Counseling

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

Cost: Free

Location: Delta CDC, 335 W. Broadway, Forrest City

First National Bank of Phillips County, 502

Cherry St, Helena

Good Faith Fund, 2304 West 29th, Pine Bluff

Date: Wednesdays or Thursdays by appointment only.

To schedule an appointment call Miriam or Katosha at 888.323.6233 or 870.535.6233, or Eleanor at 870.633.9112.

# 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."



2304 West 29th Avenue  
Pine Bluff, AR 71603

BULK RATE  
U.S. Postage  
PAID  
PINE BLUFF, AR  
Permit #29