

- EBT Office Builds Community Relations
- Lecture Series a Success
- EBT Office Offers Workshops
- Advice from the Expert
- Getting the Word Out
- Research to be Presented

INSIDE  
THIS ISSUE:

- Advice from the Expert 2
- Getting the Word Out 2
- Research to be Presented 2
- EBT Office Offers Workshops 3
- Contact EBT 4
- EBT Website Address 4
- Did You Know? 4

# Entrepreneurial News

VOLUME 1, ISSUE 2

APRIL 2010

## EBT Office Builds Community Relations



The Office of Entrepreneurship in Business Technology has partnered with many Delta area businesses and individuals in an effort to build community relationships. A total of 26 partnerships have been established. It

is through these partnerships that the EBT Office has provided workshops, training sessions, counseling, and events. Partnerships have been formed with other university entities, community colleges, large state industries, small businesses, governments, local media, health-care organizations, community outreach organizations, and local financial institutions. Furthermore, the EBT Office continues to build relationships with companies and individuals seeking to improve the Delta area citizens, businesses, and lifestyles.

One key component of the EBT Office's community outreach plan has been the establishment of a firm relationship with the Greenville

community. Through the Chair's efforts at the Greenville Higher Education Center and the development of a strong working relationship with The Delta Economic Development Center, the Greenville area has witnessed the foundation of a solid relationship emerge. Part of this foundation has included the offering of a "Small Business Leadership Series" in which small business owners and managers of Washington County meet to learn about improving their businesses through workshops titled "Customer Service", "Marketing Your Business", "How to Hire the Best Employees", "Communication: Listening and Hearing are → See page 3 "Relations"

## Lecture Series a Success

The "Conversations with Entrepreneurs" lecture series was a great success for the Office of Entrepreneurship in Business Technology! The speakers for each of the lectures provided Delta State University students, faculty, staff, and community members with an outstanding edu-

cation in what it takes to be successful in starting and running their own businesses. The feedback received from those in attendance has been very complimentary and encouraging. One student shared that he learned through his attendance that his passion for being an entrepreneur was not

enough to make him successful. He needs to complete his education and work with another company in his field of interest in order to increase his chances for success. A colleague expressed satisfaction in the quality of the speakers, the professionalism of → See page 4 "Lecture"



**Dr. Cooper Johnson**  
Chair, Entrepreneurship  
in Business Technology

*Contact the Office of  
Entrepreneurship in  
Business Technology for  
employee training!*

*662-846-4192 or*

*bcjohnsn@deltastate.edu*

## Advice from the Expert: Networking

Building relationships is a key component to all businesses. Without partners in the industry an organization is going to experience extreme difficulty in being successful. While challenges are not avoidable, they certainly become more manageable with excellent relationships. It is necessary that every individual seeking to start their own company, grow a personal business, or work for another company establish contacts

with others. These contacts can assist both the individual and the company in reaching their goals. It is through these networks that new employment is found, new customers are identified, and problems are addressed.

One can approach networking in several ways. For example, maintaining contact with friends, family, business associates, and former co-workers can lead to great opportunities in the

future. Additionally, attending professional events, such as conferences or trade shows, can provide entrepreneurs with excellent business resources that improve future situations.

Many top executives advise that contacts can be found in any situation, such as at airports, restaurants, sporting events, and religious gatherings to name a few. Small businesses can build solid relationships by being friendly to others.

## Getting the Word Out

The business community surrounding Delta State University finally has a specialized partner for advice, training, information, and resources in starting their own businesses! Throughout this year the community has been informed of the Office of Entrepreneurship in Business Technology's events, accomplishments, and an-

nouncements through radio commercials and press releases designed to build excitement around the revised EBT Office. All the positive exposure this year related to the services and assistance provided by the EBT Office has presented it as an elite community and campus outreach entity. The EBT Office provides support in a variety of ways all

designed to assist local businesses in reaching their goals. Help get the word out by sharing this newsletter with your family, friends, neighbors, and co-workers! Please contact the Chair of Entrepreneurship in Business Technology for more information. Remember the EBT Office offers customized assistance for each business owner or manager.

## Research to be Presented

Dr. Janye Long of Delta State, Dr. Cooper Johnson of Delta State and Dr. Sam Faught of the University of Tennessee at Martin had their paper titled "A Unique Approach to Improving Economic Conditions in States Experiencing Financial Hardships" accepted for

presentation at the Joint Conferences of the 2010 Academic Business World and International Conference on Learning and Administration in Higher Education.

The paper emphasizes that through considering creative solutions that

showcase the states' existing amenities and require minimal to no additional resources in state funds, legislators can provide constituents with hope, confidence in the future, and appropriately funded state entities. Specifically, the → **See page 3 "Research"**

# EBT Office Offers Workshops

Throughout the 2009-2010 academic year, the Office of Entrepreneurship in Business Technology has offered several workshops designed to assist entrepreneurs and small business owners in the Delta reach their goals of success. These workshops were hosted by EBT Office partners including The Delta Economic Development Center of Washington County, Grenada Chamber of Commerce, the Belzoni Humphrey's Development Foundation and North Central Mississippi Minority and Women's Business

Conference. The workshops featured topics on customer service, conflict and change, marketing small businesses, and recruiting and hiring employees. Future workshops are scheduled well into the next academic year with many occurring over the summer. The EBT



Office serves Delta businesses in meeting their training needs. The office will work with any size business no matter how large or small to ensure the Delta's businesses are served. If you or your company are interested in offering your employees workshops to assist them in providing excellent customer care, management skills, or specialized training, contact Dr. Cooper Johnson, Chair of Entrepreneurship in Business Technology.

**“Recruiting and Attracting Ideal Employees”**

**Workshop**

April 28, 2010

3:00pm-4:00pm

Holmes CC,

Industrial Training

Center

Grenada, MS

## Relations

Different Concepts”, and “How to Resolve Conflict and Overcome Changes”. The first workshop was held Wednesday, April 21<sup>st</sup> and then next is scheduled for Wednesday, May 19<sup>th</sup>.

Many of the partnerships with the community have led to recognitions for the EBT Office as the face of Delta State University's College of Business. The exposure this acknowledgment

has provided has resulted in much positive publicity for the university, college, and EBT office. Important aspects of informing the community about the benefits to partnering with the EBT Office have been discussed on Ed Johnson's “Strictly Business” radio show. Three shows have focused on the opportunities the Delta communities have through working with the EBT Office. Future

shows are certain to provide business owners and managers with valuable information.

The EBT Office seeks to establish relationships with new organizations in the Delta. The strategic plan for the office is to create partnerships with businesses across the Delta and to provide quality information as a means for improving workforces.

■ From Page 1

## Research

paper explores the available opportunities for Mississippi as an example of one state that through implementing a creative solution can place itself in an improved financial position. The analysis and results provide an outlook of the implementation scenarios leading to increased state tax revenue and general economy contributions.

Given that Mississippi has experienced five budget cuts equaling approximately \$500 million this year and currently has a high unemployment rate, the information contained in this paper and presentation are of key interest to the state residents.

The presentation will be held in Nashville, Tennessee, and

will be attended by business professionals, educators, and other interested parties.

■ From Page 2

**Dr. Jamye Long**  
Assistant Professor of  
Management and  
EBT Faculty Advisor



**Entrepreneurship in Business  
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**Helping Entrepreneurs and Small  
Business Owners Reach Their Goals!**

## Did you know.....

### Reasons Small Businesses Fail

- Inability of management to reach decisions and act on them
- Bad relationships with suppliers/customers
- Illness of key personnel
- Bad budgeting and using too much credit
- Reluctance or inability to seek professional assistance
- Underpricing goods/services sold

Source: James A. McCain, Management Consultant



## Lecture

## ■ From Page 1

the lecture series, and the enlightening information that was presented. Additionally, a non-traditional student shared that her attendance at the event has provided her with the motivation and confidence to open her own business! Many more participants spoke of their enjoyment in attending the lecture series and the impact it had on their futures.

It was the pleasure of the EBT Office to offer this year's premier event for the College of Business. Much appreciation is offered to those who attended and expressed kind and encouraging words following each lecture in the series. The attendance was excep-



tional with a total of 135-175 people attending each lecture. The Chair of Entrepreneurship in Business Technology expresses his pride of the overwhelming success of the "Conversations with Entrepreneurs" lecture series throughout the 2009-2010 academic year. Thank you to all who helped make this series a success.

**Dr. Cooper Johnson (L) and Mr. Toby Easterly (R) at the third Conversations with Entrepreneurs**



**Dr. Cooper Johnson (L) and Mr. Clint Wood (R) at the first Conversations with Entrepreneurs**