

SPECIAL
POINTS OF
INTEREST:

- Conversations with Entrepreneurs
- Student Business Leaders and Entrepreneurs
- Gaming Industry Relationships
- \$210,000 Grant Awarded
- Workshops for Small Businesses

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Entrepreneurial News

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Delta Entrepreneurs Share Experiences



Mr. Patrick Davis, State Farm Insurance Agent, and Dr. Cooper Johnson

Building a business from scratch is challenging. In order to have the

best chance for success, it is recommended that future entrepreneurs learn from the experiences of others. The Office of Entrepreneurship in Business Technology offers an on-going lecture series titled “Conversations with Entrepreneurs”, which allows students and members of the community to interact with successful business owners.

Recently, the EBT Office hosted Mr. Patrick Davis, State Farm Insurance Agent, and Mr. Donald Knapp, attorney.

Mr. Davis provided insight into the steps he took in advancing his career to the point where he opened his own office in Cleveland. His lecture consisted of a positive message of hard work, determination, and the importance of trust, communication, and support.

Mr. Knapp described his experiences in opening his own law practice in Arkansas. He emphasized the value of honesty, specifically as it relates to business relationships and → **See page 3 “Experiences”**

New Student Organization Offered

It is with great pride that the EBT Office and Advisory Board announce the introduction of the Student Business Leaders and Entrepreneurs (SBLE), a new organization sponsored by

the Office of Entrepreneurship in Business Technology. Designed to expose students to potential business careers, connect them with mentors and professionals, and guide them in build-

ing their own pathways to success, SBLE places special emphasis on entrepreneurs.

The ability of this organization to meet its goals and → **See page 4 “Organization”**



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*

Strengthening Relationships

Dr. Johnson was appointed by the College of Business dean as liaison to assist the Division of Management, Marketing, and Business Administration and the Office of Graduate and Continuing Studies in strengthening the Corporate Education Program, which offers business degrees and certificate programs to gam-

ing employees. Specifically,

Dr. Johnson's strong networking ties to the Isle of Capri Casino in Lula, MS, and Hollywood Casino in Robinsonville, MS, have permitted him to build trust and establish the Corporate Scholarship Program, allowing gaming employees to achieve their educational dreams

without the traditional restrictions of employee reimbursement programs.

Additionally, Dr. Johnson and Dr. Jamye Long have provided management training to the team at Harlow's Casino and Resort in Greenville, Mississippi.

Relationships are critical to all businesses, and when organizations work together everyone wins.

\$210,000 Grant Awarded

The EBT Office, as part of a grant writing team, was awarded \$210,000 from the Delta Health Alliance for a grant titled "Delta Business Institute of Health: Healthy Lifestyle Challenge Initiative".

According to the grant, in 2010-2011 DBIH will promote workplace wellness with its "Healthy Lifestyle Challenge Initiative" in the following Mississippi counties: Bolivar, Coahoma, Sunflower, Washing-

ton, Leflore, Humphreys, Tallahatchie, Tunica, and Quitman. The goals of DBIH's "Healthy Lifestyle Challenge Initiative" are to: increase the number of Mississippi Delta employers who provide → **See page 3 "Grant"**

EBT Office Continues Workshops

The EBT Office continues to offer a variety of workshops designed to assist entrepreneurs and small business owners in the Delta to reach their goals of success. These work-

shops have been hosted by EBT Office partners including The Delta Economic Development Center of Washington County, Grenada Chamber of Commerce, the Belzoni

Humphrey's Development Foundation, DSU Center for Economic and Community Development, DSU College of Business, IRS, and → **See page 3 "Workshops"**

Grant

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Workplace Wellness Programs; increase the number of employees in the Mississippi Delta who receive health promotion education at their worksite; increase the number of employees in the Mississippi Delta who adopt health promoting behaviors; and improve the health status of employees in the Mississippi Delta as demonstrated by improvements in health indicators.

This grant will allow delta employers to offer their employees healthy lifestyle choices through wellness programs, health screenings, and educational programs.

The Delta Health Alliance is gratefully acknowledged for support of this project through HRSA Grant Number U1FRH07411. The Delta Health Alliance is a non-profit organization based in Stoneville, MS that advo-

cates, develops, and implements collaborative programs to improve the health of citizens in the Delta through the support of partnerships that increase access and availability of health care, conduct and apply health research, or offer health education programs that foster healthy lifestyles for Deltans. For more information about the Delta Health Alliance visit www.deltahealthalliance.org.

*“Customer Service: The Key to Success”
Workshop
November 18,
2010
8:00 a.m.
Cleveland-Bolivar
County Chamber
of Commerce
Cleveland, MS*

Experiences

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personal relationships. He continued by stating that business owners must be willing to take on all tasks that are required of the business from sweeping floors to paying the bills.

Mr. Davis and Mr. Knapp are both graduates of Delta State University and hold their education in

high regard for their success.

Mr. Donald Knapp, attorney, speaking to DSU students.



Workshops

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Harlow’s Casino and Resort.

The workshops featured topics on customer service, conflict and change, marketing small businesses, recruiting and hiring employees, time management, eco-

nomic challenges facing small businesses, and communication.

Future workshops are scheduled with many of the established partners, including the Cleveland-Bolivar County Chamber of Commerce.

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. Johnson.

**Entrepreneurship in Business
Technology**

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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



Organization

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provide students with valuable tools in their future careers can be attributed to the participation of the students. This organization is lead by the students, who are the driving force for the organization's goals and quality.

One unique aspect of this new student organization is the creation of a climate in which all students on campus are welcome. For example, art majors, DMI students, and fashion merchandising students who are eager to share their talents

through starting their own business will find a welcoming environment designed to further their interests and educate them in entrepreneurial business networks.

The first meeting for SBLE was held October 7th. The participants discussed the future of the organization, including where the students' interests' lie and the goals for the future of the organization.

Faculty and students who would like additional information can contact Dr. Cooper Johnson.



Student Business Leaders and Entrepreneurs Meeting