

SPECIAL
POINTS OF
INTEREST:

- New Leadership for the Entrepreneurship in Business Technology Office
- Development of an Advisory Board and Faculty Advisors
- Upcoming presentation in Belzoni
- Check out the EBT website

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Entrepreneurial News

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New Leader, New Direction for the EBT Office

Dr. Cooper Johnson, Chair of Entrepreneurship in Business Technology, joined the Entrepreneurship in Business Technology (EBT) office on July 1, 2009. The Entrepreneurship in Business Technology office is housed in the College of Business on the second floor of Broom Hall. In his leadership role with the Entrepreneurship in Business Technology office, Dr. Johnson has established a new direction that will provide more information to current and future small business owners. Dr. Johnson's goals include assisting entrepreneurs, small business owners/managers, educators, students, and people seeking to start their own business in gathering informa-

tion and advice to reach their goals. As part of the office's ongoing efforts to reach these goals, the En-



Dr. Cooper Johnson, Chair of Entrepreneurship in Business Technology

trepreneurship in Business Technology office has available resources designed to assist local businesspeople in making informed strategic

decisions for creating greater business opportunities. In addition to a physical presence on campus, the office will make available the collected information through a variety of outlets including press releases, newsletter publications, seminars, workshops, and speaking engagements.

Since Dr. Johnson's arrival, the Entrepreneurship in Business Technology office has formed many partnerships with local organizations. These partnerships are designed to aid entrepreneurs and small business owners by providing access to needed information. Additionally, the office now offers business counseling services, which numerous ⇨ **Leader, See Page 3**

Entrepreneurs Share Experiences and Lessons

Entrepreneurs and small businesses represent a significant portion of new business ventures in the Delta. In an effort to bring awareness and information about this considerable group of economic contributors, the Entrepreneurship in Business Technology office

developed "Conversations with Entrepreneurs," a lecture series focusing on the stories of successful entrepreneurs from a firsthand perspective. The events' guest speakers share their knowledge and experiences in starting their own businesses. From the good to

the bad of the entrepreneurial process to the lessons and advice for future business owners, these presenters provide a unique look into the challenges and rewards of small business ownership.

Delta State's College ⇨ **Entrepreneurs, See Page 4**



Broom Hall on the DSU main campus

The faculty advisors provide information on many issues faced by small business owners.

Establishment of EBT Advisory Board

As part of the EBT office's ongoing goal to provide entrepreneurs and small business owners with the most current information about issues affecting their operations, the EBT chair is establishing an advisory board consisting of representatives from business, industry, education, government, non-profit, and foundation sectors. The board will advise the office of important issues regarding entrepreneurs

and small business owners, enhancing the services provided. Advice from the board will be used to help entrepreneurs and small business owners make informed strategic decisions about business operations and create greater business opportunities. Input from the advisory board will be used to make available information that will help business owners in areas of operations such as technology, human re-

sources, employee training, marketing, finance, and management. Additionally, feedback regarding skills and educational needs for small businesses will be used to develop training programs to assist business owners in these areas.

Information about the advisory board will be placed on the Entrepreneurship in Business Technology website following the establishment of the board.

Faculty Provide Expert Guidance to Entrepreneurs

In a continuing effort to provide entrepreneurs and small business owners with access to experts in various areas of business operations, the EBT office has developed relationships with key faculty members from the College of Business at DSU to counsel business owners with their specific needs in the relevant professional fields. The faculty

advisors are available to offer advice and assistance to entrepreneurs and to individuals with questions regarding small business operations.

Faculty advisors include Mr. Jim Brown, Ms. Lynn Byrd, Ms. Renee Foster, Dr. Rebecca Hochradel, Dr. Jamye Long, Dr. K.P. Sridharan, and Mr. Clint Wood. These individuals have a wealth of informa-

tion stemming from their educational backgrounds and work experiences. The faculty advisors provide information on many issues faced by small business owners including those related to finance, accounting, marketing, management, legal, and insurance. Visit the EBT office's website for more information regarding the EBT faculty advisors.

Presentation at Conference Successful

Dr. Cooper Johnson, Chair of Entrepreneurship in Business Technology, presented a customer service workshop at The 1st Annual Business Conference for Women & Minorities at Delta State University on September 9, 2009. The topics presented at the workshop included under-

standing the importance of customer service and satisfaction, understanding and creating customer satisfaction, complaint handling skills, and advice for practicing and demonstrating good customer service. The workshop addressed the customer service skills necessary for the success-

ful attraction and retention of customers of small businesses. Special attention was given to the skills women and minority business owners can utilize in growing their small business. Attendees included mostly women and minority small business owners ⇨ **Presentation, See Page 3**

EBT to Present Conflict-Change Workshop in Belzoni

Dr. Cooper Johnson will present the "How to Resolve Conflict and Overcome Changes in Your Small Business" workshop on Wednesday, October 28, 2009, at the Guaranty Bank Conference Center in Belzoni, MS from 1:30pm to



3:00pm. This workshop is designed to assist small business owners and managers with meeting the challenges of conflict and change commonly faced by small businesses. During these difficult economic times, small business owners and managers need to arm themselves with the knowledge and skills necessary to manage the obstacles that are often pre-

sented. Through proper preparation, small businesses can better deal with the issues as they develop and not allow them to become overwhelming. By becoming aware and gaining the understanding of what to do, business owners and managers can assist their employees in dealing with on the job conflict and change. The workshop is free and open to the public. Participants should register by email or phone by contacting Cindy Steele at csteele@deltastate.edu or 662.846.4236.

"How to Resolve Conflict and Overcome Changes in Your Small Business"

Workshop

Oct. 28, 2009

1:30pm-3:00pm

Guaranty Bank

Belzoni, MS

Leader

local businesspeople have taken advantage of in seeking expert guidance. Furthermore, the new direction for the Entrepreneurship in Business Technology office includes conducting research that addresses entrepreneurial and small business issues. Through this research, entrepreneurs and small business owners working with the Entrepreneurship in Business Technology office will have access to the most cur-

rent results, practices, and information valuable to the success of small business ownership.

The Entrepreneurship in Business Technology office is actively involved with numerous projects and activities. A website has been developed to keep the community and other interested parties informed of upcoming events, available

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resources, and information relating to small business ownership. Please visit the Entrepreneurship in Business Technology office website to obtain the most current information. Individuals may also contact Dr. Johnson to schedule a time to meet and discuss ways the Entrepreneurship in Business Technology office can assist you and your business.

Presentation

and those who have plans to open their own business.

Throughout the presentation participants interacted with Dr. Johnson, and their numerous questions and comments enhanced the information presented for all attendees. Participants were granted an opportunity to network with others who are interested in owning or currently own a small business.

Participant feedback to the presentation was very positive. Following the presentation, several attendees requested additional information regarding small business operations.

Dr. Johnson is available to speak on a variety of topics related to entrepreneurship and small business operations, such as goal setting, communication, motivation, workforce

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management, computer skills, and budgeting. Presentations can be customized to fit your particular industry or organization. Contact Dr. Johnson to discuss your organization's particular needs.



**Entrepreneurship in Business
Technology**

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

Did you know

- **Mississippi has 216,700 small businesses which employ more than half of our non-farm workforce.** (*Mississippi Business Journal, June 2009*)
- **Nationwide, small businesses create 60 to 80 percent of new jobs.** (*Mississippi Business Journal, June 2009*)
- **About one in 10 adult Americans are currently taking active steps to create a business.** (*Neils Bosma and Rebecca Harding, Global Entrepreneurship Monitor, 2006, Babson College, 2006.*)
- **Small business provides about 55 percent of all jobs in the private sector.** (*NFIB Research Foundation calculations from data produced by the U.S. Bureau of Labor Statistics, the U.S. Bureau of the Census, and the U.S. Small Business Administration.*)



Entrepreneurs

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of Business has extensive experience educating and assisting Delta business owners with their companies. Whether starting a new business venture or expanding an existing business, this lecture series allows participants the opportunity to obtain expert information, network with experienced and successful business owners, and get the answers they need to move forward.

On September 17, 2009, the Entrepreneurship in Business Technology office hosted the first "Conversations with Entrepreneurs," showcasing the Delta's entrepreneurial spirit and enthusiasm. Mr. Clint Wood, Professor of Business Law and legal consultant, was the series' first speaker. Mr. Wood shared

his experiences and knowledge gained from years of working in a family business and as a legal consultant. Additionally, Mr. Wood offered words of wisdom for attendees planning to open their own business.

The first event was a great



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

success with approximately 125 people in attendance. Many positive comments have been received about Mr. Wood's presentation and numerous attendees commented on the importance of these types of presentations for those interested in entrepreneurship.

The next presentation is scheduled for November 12th, from 12:15 – 1:30 p.m. in the Baioni Conference Center of Broom Hall (Room 132) on the main DSU campus. The lecture is free and open to the public. Those interested in pursuing a business venture, own their own business, or are eager to learn more about entrepreneurship are invited and encouraged to attend.