

# Women Minority Report

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Issue No. 5 | March 2022

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The WMBDC is supported by the WK Kellogg Foundation



The Women Minority Business Development Center has a new program called the WMBDC Business Incubator Program for select clients which will allow them work space to sell their products and services.

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## WMBDC Incubator Program

The new WMBDC Business Incubator Program is designed to offer support to clients taking advantage of the Entrepreneur and Small Business program and seeking to further develop their products or services. Participants in the incubator spaces will have access to office space and technical assistance. Due to the scope of the area served, the program will provide incubators in the entrepreneur's service area.



Space is limited. Applicant must interview before being selected. To apply for this service, go to [www.deltastate.edu/wmbdc](http://www.deltastate.edu/wmbdc). Please complete all forms under the title 'Incubator Forms' and email to [lcartlidge@deltastate.edu](mailto:lcartlidge@deltastate.edu).



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# Featured articles

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## Financial Preparation, Planning, & Mock Interviews 2022 (Session II)

On March 10th, Mr. Jerry Farris, VP-Relationship Banker with Guaranty Bank, spoke with our clients about how to "get in the game" when establishing relationships with a banker to prepare to secure funding for business growth. Clients were probed with questions targeting their plans, what has been done so far, and what the plans are for the future.



**Ms. Linda Miller and Mr. Jeffrey Farris following the Financial Preparation, Planning, & Mock Interview session, March 10, 2022.**

The goal in this line of questioning is to ensure our clients know what they want for their business and how to align themselves with the best services and agencies that will set them on the right path for success. The clients also had the opportunity to ask questions, as well as pitch their plan to the facilitator.

Our goal is for our clients to walk away with confidence and knowledge as they position their small business forward by building relationships with bankers or other financial institutions.

If you are interested in scheduling your appointment for our next session (April 21st), please call the WMBDC today!



## Certification Celebrations!

Congratulations to our WMBDC clients who have recently received federal, state, and/or local business certifications! Ms. Lanivea Fowler of Grant Allied Healthcare & Training Institute, LLC, recently received her Minority & Small Business Certification with Mississippi Development Authority. Qualifying as a minority or woman-owned business can help attract new business and opportunities with school and government entities, leading to diversified income. If you, a WMBDC client, has secured any new certifications since joining our program, please contact us and let us know! We are rooting for you!

## Loan Programs



The WMBDC is excited to share information about financial loan programs from 3 of our Resource Partners: Hope Credit Union, Guaranty Bank, and Southern Bancorp.

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# Featured articles

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## **Hope Credit Union Power of HOPE Program:**

*Loan Amount:* Up to \$10,000

*Term:* Up to 60 mo (may vary based on loan size)

*Payment:* 90 days until 1st pmt-no interest for 6mo.

*Interest Rate:* 3%



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## **Guaranty Bank & Trust SEED Loan:**

*Loan Amount:* \$2,500 to \$50,000

*Term:* 12-48 months

*Payment:* Interest only for 1st 12mo.

*Interest Rate:* varied



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## **Southern Bancorp Community Partners Loans:**

*Loan Amount:* variable up to \$100,000

*Terms:* varied

*Payment:* varied

*Interest Rate:* varied



Our Resource Partners are excited to speak with you to help you get the perfect loan for your business. For more information and to get connected with them, please contact your WMBDC Business Developer today!

## **Testimonials**

WMBDC has truly been God sent. I joined the program in Nov. of 2021 and I am so happy I did. Mr. Finley, my advisor Ms. Kenish Coleman, and the entire staff have been so ready and willing to help in any way. This program has connected me with so many resources that are necessary in business such as CPAs, bankers, lending institutions, etc. I am excited and looking forward to what's to come!

*Tiffany Rushing, QaDash Wellness*

Since the start of the Women Minority Business Development Center, I have been a member and a part of the organization. I have learned so much through the online classes that have been provided, and I have seen such a difference in the structure of my business. Before the program, I was not connecting with customers via social media, and now I can, which makes communicating and transactions easier to manage. It is important to me to have organizations focused on helping minorities grow their business. This organization has made an impact on my mindset with my business, and I appreciate the help I have received along the way.

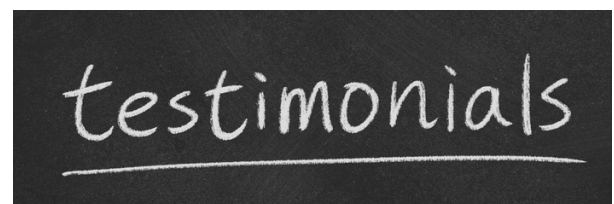
*Annette Poe, Tanks & Tees Company,*

As a new small business owner, I was struggling with gaining the knowledge needed to excel as a woman in business. Women Minority Business Development Center provides a plethora of business information to help me develop my business to the next level with integrity and success. This program was just what I needed to get to business. I wasn't able to do it on my own. The team of people that work with me provides the best supportive assistance I could possibly need. The support of this opportunity keeps me encouraged, informed, and moving forward to great success as a business owner.

*Shawanda Payne, Payne-Free Cleaning Services*

I am honored to have the opportunity to participate in the Women Minority Business Development Center program. Access to capital, credit counseling, workshops, ongoing trainings, and other services they provide to aspiring, emerging, and established business owners helps us excel on our current level and prepares us for what is to come as we scale our business. ShaTERRICA has been instrumental in helping me craft my business plan, and Mr. Finley helped immensely in finetuning the plan and editing my flyers. The level of engagement, support, services, and resources provided by WMBDC have helped me grow as an entrepreneur, and I am grateful for the opportunity to work with this esteemed team. I encourage all existing business owners and even those with business ideas to enroll in this program!

*Sha'Ketta Davis, Davis Global Enterprises*





# Collaborations and Upcoming Events

## Contractors License Readiness Workshop

On March 22nd, Dr. Latonia Lewis, with the Minority and Small Business Development Department of Mississippi Development Authority, facilitated their Contractors License Readiness Workshop (Hybrid) here at Delta State University. Attendees learned specifics about the Mississippi Certificate of Responsibility (License) application process, business/management law, commercial, residential and NASCLA exams and engaged in answering practice questions. Anthony Griffin, of Griffin Construction and Roofing was the presenter, displaying his knowledge and expertise of the exam, giving advice and insightful tips on how to answer the questions.



## Model Contractor Development Program

The MDA Model Contractor Development Program will also be held at the office of the Women Minority Business Development Center! This nine-week program is a HYBRID (in-person & virtual) event for small, minority and women business owners, as well as those aspiring to be entrepreneurs. This educational program is free. However, REGISTRATION IS REQUIRED. Contact the WMBDC office for more information about this program. This program will be held on Tuesday evenings, beginning April 5th and concluding on May 31st. To graduate from this nine-week program, you must attend at least eight classes. Attendance is mandatory for the April 5 session.

## Procurement Wednesdays

Each Wednesday, the MS Procurement Technical Assistance Program Advisor with MDA comes to our WMBDC office to offer one-on-one procurement advice to our clients. This is a great opportunity for our clients to get connected with government procurement contracts. Don't miss this great opportunity! Schedule your appointment today!

## Minority & Small Business Certification Process Workshop



The WMBDC will collaborate with MDA to train clients how to walk through the Minority and Small Business Certification process. If you have had any questions about this process or need assistance in going through the process, this is the training for you! April 6th-Virtual Event

## Marketing & Social Media for Small Businesses



Learn how to market your business conveniently on social media and what are the best social media outlets. This is an in-person event- April 13th