Georgia Southwestern State University
Center for Business and Economic Development
Advancement and Impact Report

First Quarter
January - March 2012

Program Summary

Director Cheokas continues to work one-on-one with small business owners in our service area. Consulting was offered to 14 small business/pre-venture clients this quarter.

Activities in which Director Cheokas participated during the quarter are:

- Community Guess Speakers – January 24, 2011. Mr. Marty McDonald, owner of McDonald State Farm insurance office in Americus, visited campus to speak to

Program Measures Impact Statements

January - March 2011: A total 14 clients were offered one-on-one consulting during the first quarter of 2011; all new client files were opened.
First quarter client profile:

- Start-ups – 86%
- Existing businesses – 14%
- Total employment (existing companies) – 11
- Consulting Hours - 81
- Capital investment of $ 7,051

Point of Interest

The GSW School of Nursing is exploring ways in which to optimize their investment with new simulation equipment and technology. Ms. Beth Webb, Clinical Lab Coordinator, requested assistance with writing a business plan that will outline possible financial revenues. During the meeting marketing strategies where also discussed. Director Cheokas will draft performas and assist as needed.

Advocacy

The GSW Center for Business continues to collaborate with the Small Business Development Center consultants; identifying available resources for small business clients in our area. Upcoming Continuing Education classes for Spring 2011 include:

- Writing a Winner Business Plan: Step One
- Owning Your Own Business: Step Two