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

Second Quarter  
April - June 2009  

Program Summary  

During the second quarter of 2009, the GSW Center for Business and Economic Development has been promoting the programs and services provided by the Center. Director Cheokas continues to work with the youth in our area. One activity that is highlighted below was a visit to Sarah Cobb elementary school to observe their “market day”. Consulting was offer to 10 small business clients this quarter.  

Activities in which Director Cheokas participated during the quarter were:  

- Entrepreneur Friendly Workshop Day – April 2, Macon, GA – Director Cheokas attended the EF workshop represent the Americus-Sumter EF committee. The annual workshops serve as a networking opportunity to meet other state EF Chairman and to share activities being held in other areas of the State.  
- Sumter Pep Squad – June 11 & 12, Members of the EF committee (Director Cheokas, Wally Summers, Angela Westra, Angie Hood, and Lynn Wheeler) visited 12 area small businesses as part of a buy local campaign. At each stop a 5 minute interview was recorded to later make 60 second radio spots. A representative with the Americus Times Recorder accompanied the troupe. Event was featured on the front page for two consecutive days; above the fold/in-color. The radio spots where a huge success; owners commented they have received great feedback. The EFIF grant paid for the radio spots; funding is still available for 12-quarter page ads to run in the newspaper. Another Win-Win for small business owners and the community.  
- Sarah Cobb Market Days – April 30, Market Day is an initiative created by the teachers at Sarah Cobb to expose their students to “real world” experiences. They elect a governing body (mayor, council, etc.) and they also operate their own small businesses (selling beading necklaces, cheerleading school, game room activities, etc.). They use SC money as exchange currency. Each student has a bank account with the ability to write checks and balance their accounts. The students look forward to Market Days, not just for the learning experience but for the fun.  
- School of Business Administration retreat – April 23, The SOBA held an end of year faculty retreat to recap accomplishments and activities. The School has received accreditation from AACSB. AOL will continue to be a priority in all areas. Strategic plans where discuss which include specific processes for continuous improvement for the School. Director Cheokas received the “Outstanding Service Award”. Truly an honor to receive recognition from colleagues.
• Americus-Sumter Chamber of Commerce – June 11, Director Cheokas serves on the Economic Development committee for the year 2009-2010. She attended the quarterly meeting.

Program Measures Impact Statements

Second quarter client profile:
  o Start-ups – 50%
  o Existing businesses – 50%
  o Total employment (existing companies) – 132
  o Consulting Hours - 89
  o Capital investment of $ 0
  o In-kind investment of $ 3,000 (EFIF)
  o Grant funding $ 3,000 (EFIF)
  o Total investment $ 6,000

Points of Interest

Director Cheokas meet with Mr. Bobby Rowe, a consultant with the Agriculture Innovation Center located in Tifton, GA. They discussed services offered by both offices and how best to capitalize on these resources to encourage/support entrepreneurship and small business owners. A file has been created and will be used as a resource tool.

Mr. Bobby Rowe - Entrepreneur Outreach specialist (EOS) with Georgia’s EOS program

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 Late Spring 2009 include:
  • Business Boot Camp – Process Improvement 101
    o April 27 & 28, 2009
  • How to Start a Business – May 5, 2009

GGC
6/30/2009