Program Summary

During the second quarter of 2010, the GSW Center for Business and Economic Development has been promoting the programs and services provided by the Center. The CBED is pleased to announce that a new small business and the expansion of an existing business occurred during this quarter. Robin Chandler Morgan Eyeworks opened their doors for business in April and Innovative Senior Solutions expanded to a permanent location in downtown Americus.

Director Cheokas continues to work one-on-one with small business owners in our service area. Consulting was offer to 20 small business clients this quarter.

Activities in which Director Cheokas participated during the quarter were:

- Southwest Georgia Economic Summit, Andrews College, Cuthbert, GA – April 1, 2010. Congressman Sanford Bishop’s office funded and supported a comprehensive review of the economic conditions existing in rural southwest Georgia. Congressman Bishop had enlisted the assistance of the Fanning Institute (UGA) to survey a nine county region to determine areas of opportunity and collaboration. Director Cheokas participated in the conversation centered on infrastructure improvements, especially broadband capabilities and availability. Having internet connective provides a global platform for rural small businesses.
- ICAPP funding for School of Nursing – Director Cheokas serves GSW as the ICAPP Liaison Office. She facilitated the application process for Dr. Sandra Daniel with the BOR. Funding was approved. Dr. Daniel’s grant request was as follows:

<table>
<thead>
<tr>
<th>Section 1 - Project Summary</th>
<th>FY 2011</th>
<th>FY 2012</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Total ICAPP Funds</td>
<td>$140,000</td>
<td>$140,000</td>
<td>$280,000</td>
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<td>Total Private Funds</td>
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<td>Total Institution Funds</td>
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<td>$48,410</td>
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<td>Total Project Funds</td>
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<td>$226,210</td>
<td>$457,420</td>
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The program will enable the School of Nursing to: (1) Hire two new full-time and one new part-time BSN prepared faculty to complete a full-time online MSN program with a specialty in nursing education while performing faculty duties as permitted by the Georgia Board of Nursing; (2) Increase simulated clinical experiences to 25-30% in all clinical nursing courses; (3) Provide additional clinical experiences at non-traditional rural sites across the curriculum; and (4) Develop a cohort of master’s prepared nurses to teach nursing at GSW upon completion of the ICAPP HPI program; and (f) increase enrollment capacity in clinical courses by 30 students during the project timeframe; and (g) increasing full-time faculty from the current number of nine FTEs to 12 FTEs at the end of the project. This project will begin no later than August 1, 2010. See attached narrative that provides an explanation of the need for the project.

- Student Retention Committee – Each USG institution has been charged by the BOR to create a committee whose focus is to developing a retention plan; which will hopefully lead to student success and graduation within four years. Director Cheokas was invited to serve on the committee by President Blanchard. The initial meeting was held April 12, 2010. Much of the discussion was on student advisement.

- Association County Commissioners of Georgia, April 23rd – Director Cheokas attended the annual meeting of the ACCG held in Savannah, GA. Ross King, formerly of Americus, was installed as the new Executive Director. Discussion Issues: State and county sales tax reconciliation, installment billing for property taxes, water infrastructure investment, and increased court fees to generate county revenue.

- Robin Chandler Morgan Eyeworks – Open House, May 20th. Eyeworks had a soft-opening in April with grand opening schedule for now. Open house was well attended. Appointments are above projected levels. Will follow up with client in 6 months (mid-October). Capital investment - $125,000.

- Phoebe Sumter Hospital, June 4th – Ribbon cutting for MRI from Siemens contest. Siemens corporate executive team was in attendance.

- Internet Networking Class, June 17th – Attended workshop class sponsored by the Albany SBDC and the Americus Chamber on how to optimize business opportunities using internet resources.

- Innovative Senior Solutions, June 22nd – ISS has been a client since 3/2008. With the assistance of the CBED, they completed a business plan two years ago and moved into the business incubator at SGTC. They have diligently built their business (home health care) since that time and have opened their permanent office in downtown Americus. Jessica Wright, RN and co-owner is working full time for the business. Eshonda Blue, RN and co-owner, plans to move to full time by August 2010. They are currently looking for a location in Cordele, GA. Capital investment - $50,000.

- Sumter Electric Membership Corporation, June 26th – Attended annual meeting and luncheon. In the past SEMC has been a financial donor to the CBED.
Program Measures Impact Statements

April – June 2010: A total 20 client were offered one-on-one consulting during the second quarter of 2010; 5 new client files were opened. One conversion for the quarter – Robin Chandler Morgan Eyeworks opened for business.

First quarter client profile:
- Start-ups – 65%
- Existing businesses – 35%
- Total employment (existing companies) – 28
- Consulting Hours - 89
- Capital investment of $ 175,000
- In-kind investment of $ 2,000 (EFIF - radio)
- Grant funding $ 2,000 (EFIF – radio)
- ICAPP - $140,000 (BOR)
- ICAPP In-kind/matching - $91,210
- Total investment $ 410,210

Point of Interest

The Center for Business and Economic Development at GSW provides support services to existing business in the area served by GSW. Assisting with the connection of our institution with the business community is a central mission. Director Cheokas discussed with GSW SOBA professors Dawn Valentine, Marketing and Liz Wilson, HR, about the possibility of offering a one day workshop for area small business owners. They have agreed. Plans are being made to offer the workshop in the fall of 2010. This workshop will give the attendees a chance to see how their businesses can problem solve, thrive, and prepare for better times.

Another GSW- CBED, WIN, WIN!

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 Summer/Fall include:
- Writing a Winner Business Plan: Step One
- Owning Your Own Business: Step Two

GGC
6/30/2010