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

Fourth Quarter
October - December 2010

Program Summary

During the fourth quarter of 2010, Director Cheokas continued outreach program with area Chambers of Commerce. She visited with the Perry, Cordele, and Vienna Chambers. She also spoke with Mr. Wayne Foster, Executive Director of the Dooly County Business Incubator. Director Cheokas continues to work one-on-one with small business owners in our service area. Consulting was offered to 13 small business clients this quarter.

Activities in which Director Cheokas participated during the quarter were:

- Robins Logistic Air Base, October 13th – This was the second visit to our campus during the academic year for Robins. Mrs. Cheokas serves as coordinator for the Robins LAB internship program. There were 10 students in attendance with 6 applying. With the help of Dr. Liz Wilson, two interview preparatory workshops were held to assist the students polish their technique. Co-op offers were made to 3 students.
- Historic Heartland Annual Retreat, October 14th – Director Cheokas was asked to facilitate the strategic planning session of the meeting. Historic Heartland is part of the State of Georgia, Department of Tourism – South Central Region. Counties included – Houston, Peach, Crawford, Bibb, Twiggs, Monroe, Jones, Baldwin, Putnam, Jasper, Butts, Newton, Morgan, Rockdale, Walton, Oconee, Clarke, and Wilkinson. This opportunity also provided an opportunity for Cheokas to promote the activities of GSW and the CBED at GSW.
- Phoebe Sumter Hospital, November 5th – Beam Raising event for new hospital. Community wide event with anticipated opening date of December 2011.
- Chamber of Commerce, Dec. 16th – Attended reception for Chamber President, Dr. Wallace Mays.

Program Measures Impact Statements

October - December 2010: A total 13 client were offered one-on-one consulting during the fourth quarter of 2010; 6 new client files were opened. Two businesses were opened – Daily Bread (Plains, GA) and C. S. Fulks Distributor, LLC (Americus, GA).

Fourth quarter client profile:
- Start-ups – 38%
- Existing businesses – 62%
Total employment (existing companies) – 33
Consulting Hours - 35
Capital investment of $156,335

**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:

**March 10th** (Thursday) – *Starting a Small Business/Writing a Business Plan* &

**April 12th** (Tuesday) – *Starting a Small Business/Writing a Business Plan*

Cost: $39.00
Check-in: 5:45 PM
Class time: 6 – 8 PM
Instructor: Gaynor Cheokas, Director

**GSW Center for Business and Economic Development**

*If you are considering starting a small business, then this workshop is a crucial first step. Topics for discussion include the traits of successful entrepreneurs, market research, legal structures for your business, estimating start-up costs and cash flow projection, financing alternatives, failure factors, and business planning. Starting a business without a plan is like going on a trip without a map. A business plan helps you start, build and manage your business. Learn why a business plan is critical to your success, especially if you need a loan or an investor for your business. This course will explain the sections of the business plan, what information is required for each section, and the general format for a business plan. Since lack of planning is one of the top reasons new businesses fail, attending this comprehensive workshop may be one of the most important decisions you make prior to opening your business. A detailed business start-up workbook, planning outline and other handouts will be provided.*

GGC
12/30/2010