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UA62/3 February Newsletter

WKU Small Business Development Center

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SMALL BUSINESS DEVELOPMENT CENTER

February 2007 Newsletter

<http://www.wku.edu/Dept/Support/AcadAffairs/IED/SBDC/>

WKU SBDC Facts for January

The WKU SBDC has been extremely busy thus far in 2007, this is what has been happening in January.

- ✓ 78 Clients were counseled
- ✓ 186 hours were spent in counseling
- ✓ \$1,376,000 was approved for loans in our area
- ✓ 93 new jobs were created

Workshops for February

All trainings to be conducted at the Learning Center, 247 Double Springs Road unless otherwise indicated.

Monday, Feb 19—Marketing Your Small Business- Developing a Marketing Plan, Ideas for Marketing. 6-8pm—Pre-Registration Required NO CHARGE

Monday, Feb 26—Pre-Business Orientation- If you would like information about starting a business the necessary topics will be presented: Business Plan, Cash Flow, Legal Forms, etc. 6:00-8:00pm, Pre-registration is required, **NO CHARGE**

Monday, March 5—Beyond the Basics of eBay—This session will go beyond the basics, it will include setting up an eBay Store. Brenda Turner, eBay Education Specialist will conduct the workshop. 9am-12. Pre-Registration is required. **\$60 Charge**

How important are small businesses to the U.S. economy?

Small firms

- Represent 99.7 percent of all employer firms.
- Employ half of all private sector employees.
- Pay more than 45 percent of total U.S. private payroll.
- Have generated 60 to 80 percent of net new jobs annually over the last decade.
- Create more than 50 percent of nonfarm private gross domestic product (GDP).
- Supplied more than 23 percent of the total value of federal prime contracts in FY 2005.
- Produce 13 to 14 times more patents per employee than large patenting firms. These patents are twice as likely as large firm patents to be among the one percent most cited.
- Are employers of 41 percent of high tech workers (such as scientists, engineers, and computer workers).
- Are 53 percent home-based and 3 percent franchises.
- Made up 97 percent of all identified exporters and produced 28.6 percent of the known export value in FY 2004.

WKU SBDC Director Receives Award



Rick Horn the Director of the WKU Small Business Development Center was the recipient of the Best Marketing Materials Award Rick was nominated for his *Grassroots Marketing Efforts*. This award was presented at the Kentucky Small Business Development Centers state meeting in December.

Funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact [Chris Bixler, 247 Double Springs Rd., Bowling Green, KY (270)843-6071. 