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UA62/3 November Newsletter

WKU Small Business Development Center

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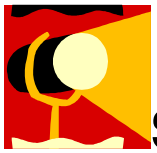
November Newsletter

Western Kentucky SBDC

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



Spotlighting SBDC Client

John's Custom Meats

In 2003 John was laid off from a factory management job (business was scaling back and preparing for a possible shutdown). He was concerned about finding another job. I told him he already had one, we just needed to expand. We had been operating the custom livestock processing/slaughter on a part time basis up to this point. John had read about the Ag Funding that was available to help offset the Tobacco Buyout and the impact it would have on the farming communities. I began the paperwork and here we are. Well it wasn't exactly that easy. It took 3 long years of paperwork and planning. And we are still working on things.

It just made sense. John had a vast knowledge of livestock slaughter and processing. Our place is on the border of Barren, inside of Warren County. Theses two counties are the largest beef producing areas east of the Mississippi River. We have the producers, we just need the plant big enough to handle the volume. With the forgivable loan from the KADF and approx $650,000 on our part, it was built.

With our new plant, we want to create a "Brand" for Kentucky Beef and Pork. We have the farmers to produce the cattle. The cattle are sold and shipped out west to be started in one place, shipped to another to be finished, shipped to another to be slaughter, shipped to another to finish processing into retail ready, and then shipped back to local grocery stores where consumers purchase and take home. Our motto, Buy Local..."It's a thousand Miles Fresher!" rings true. With our complete "In House" facility, the livestock never leave out door until the customer takes it home. It doesn't get any more fresh than that! John's Custom Meats is a member of the Kentucky Proud statewide program.

Why Take Advantage of Networking with other Businesses

NETWORKING TACTICS, as related to business, are really marketing-focused activities where you meet, mingle and talk with other people about ways you can help each other grow your business; expand your brand; get your name out there; find more prospects, leads, clients, customers, affiliates and vendors; all in the name of making more money, growing your business and helping each other do all the above from here to eternity!

November Seminars

November 5--Pre-Business Orientation--For those that are interested in starting their own business. Topics to be discussed, Business Plan, Cash Flow Projection, Licensing Procedures, etc. The Learning Center at the Housing Authority of Bowling Green, 247 Double Springs Road, 6-8:00pm. No Charge

November 12--Introduction To QuickBooks for the Small Business--Basic introduction to QuickBooks. The Learning Center at the Housing Authority of Bowling Green, 247 Double Springs Road, 6-8:00pm. No Charge

November 14--Dealing With Common HR Headaches--Presenters will include a representative from EEOC, attorneys from Harned, Bachert & Denton and a human resource professional. You may register online at http://aceweb.wku.edu/wconnect/ShowGroups.awp or there is a mail in registration for at http://www.wku.edu/ContinuingEd/HR/HRHeadacheregform.pdf, this training will be held at The Club at Olde Stone, Directions

U.S. Small Business Administration SBA Your Small Business Resource
KENTUCKY SMALL BUSINESS DEVELOPMENT CENTER Planning • Consulting • Training
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, (271)843-6071