

3-2009

UA62/3 March Newsletter

WKU Small Business Development Center

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Client of the Month-Precious View

As told by Anna Morgan, owner

In August, 2008, Chad and Natasha Mitchell visited their family doctor and, just as they suspected, the doctor announced, "You're pregnant." In no time at all, they discovered the excitement of ultrasound imaging as they learned the sex of the baby girl at 15 weeks. As the baby



grew, they watched her movements and developments and even recorded her heartbeat! Chad and Natasha began making entries into the 'Baby Book' and included pictures, CD/ DVD recordings, and even a cuddly panda bear containing a recording of the baby's heartbeat.

They soon invited Natasha's mother, Tresa, to share the fun and in no time at all, Tresa began to see the ultrasound service as a viable business opportunity because there was nothing comparable in our part

of the state. As the idea began to take shape, I was drawn into the excitement and immediately bonded as I joined the parents and grandmother in the venture. After all, I was the great grandmother!

About seven months later Amaya Ann Mitchell and Precious View, LLC were born-in that order.

Ultrasounds are produced by listening to sound waves with a hand-held probe and a 2D visualization is a single pane interpretation of the reflected sound waves. With a 2D ultrasound we can view the outer extremities, the internal organs and the baby as a whole. These views are transmitted as black and white images, the same as seen in your doctor's office. We have the ability to capture all our images on DVD, CD, and printed photos for you so that you can share your ultrasound experience with family and friends.

A 3D/4D ultrasound only looks at the surface of the baby from different angles and everything becomes solid, showing the baby's face in details and color, starting as early as 15 weeks. While 3D/4D ultrasounds

are not medically necessary, studies have shown that this experience has had a profoundly positive impact on parents and significantly benefited those involved. A 3D/4D ultrasound uses the same power levels of a traditional 2D ultrasound and the FDA has set standards for its proper use.

Last but not least, it's important to acknowledge the support and assistance we continue to receive from Western Kentucky University Small Business Development Center and Adam and Chris personally. My family and I have long been associated with the KYBDC network thru Eastern Kentucky University SBDC in Somerset and Richmond.

As a result of our long and successful association, it was only natural to call Adam and Chris when we decided to locate Precious View in Bowling Green. Chris has provided invaluable information about the area. The classes are helping us learn about how to use QuickBooks and email to develop and maintain a customer base. The WKUSBDC student employee, Kristin Wallace, and Chris have taught us how to develop and maintain our own webpage! Need I say more? See you in class!

We invite everyone to visit our website www.preciousview4d.com, call 270-904-3085, email us at preciousview4d@yahoo.com or stop by 1824 US 31W Bypass, Bowling Green.

Senate Recovery Bill

Get the scoop on the Senate Recovery Bill and what it means you personally and your small business.

March Seminars

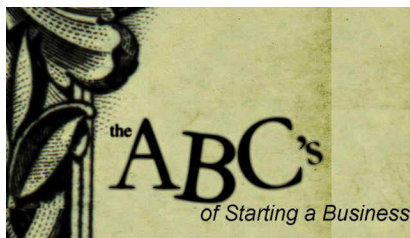


Web Page
Design

March
19, 2009

The Learning
Center
at the Housing
Authority
of Bowling Green
247 Double Springs
Road

6:00-
8:00pm



ABCs of
Starting a
Business

March
26, 2009

The Learning
Center at the
Housing Authority
of Bowling Green
247 Double Springs
Road

6:00-
8:00pm



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, (270)467-7154.