

From: Sylvia Browder <womensbusinesscenter@ceebic.org>

Subject: News from Women's Business Center, Inc.

Reply: womensbusinesscenter@ceebic.org

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Women's Business Center, Inc.

The Buzz About Biz...

August 2007

Welcome Friends!
On the road with Bizmobile

**6th Annual Art As
Business
Sponsored by Mobile
Arts Council, a huge
success!**



Partner's Corner

Our partners are the life blood of the Women's Business Center, Inc. Without their commitment of resources, dollars, and in kind services, we would not exist.

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EMERALD SOCIETY
member TODAY!**

Welcome Friends!

Can you believe that August is already among us. For many of us, it's almost back to school for the kids. How exciting, for parents and kids!

Did you know:

- August is the eighth month of the year in the Gregorian Calendar and one of seven Gregorian months with the length of 31 days.
- This month was originally named Sextilis in Latin, because it was the sixth month in the ancient Roman calendar, which started in March about 750 BC under Romulus.
- It became the eighth month either when January and February were added to the beginning of the year by King Numa Pompilius about 700 BC.
- August originally had 29 days in the Roman Republican calendar, but two days were added to it by Julius Caesar beginning 45 BC giving it its modern total of 31 days.
- August's flower is the gladiolus or poppy, and its birthstone is the peridot, sardonyx, or sapphire.



Looking back at July:

Congratulations to our graduates for completing the six week series, 'Build A Business' workshops. This course takes our clients thru the business planning process and prepares them to write their business plan.

Congratulations to our very own, Sheman Blosser, who is the very proud grandmother of little Emmie, born July 13. We would also like to give our deepest sympathy for the loss of her sister. Please keep Sherman and her family in your prayers.

In this issue, look for useful tools that can be used in your everyday business life and the calendar of upcoming workshops and seminars.

This newsletter is for everyone, those just starting a new business, more experienced business owners and everyone in between.

Help us meet your business needs by sending your ideas, suggestions, questions or topics you would like to see included in our monthly newsletter to info@womenbiz.biz.

To your business success,

Sylvia Browder
Project Director

**Networking Events: Your Goldmine for Increasing Referral
Business**



Current members, enjoy our new member-to-member discounts. For application, [click here](#).

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As any entrepreneur knows, referrals are the lifeblood of small business. Events hosted by professional associations, college alumni groups and your local chamber of commerce are the perfect opportunity to expand your network of professional contacts. Networking leads to a direct increase in the number of referrals you receive for new customers, earning you new business. Yet as a business coach, I've learned that small business owners rarely take the time to attend networking functions.

There are three key reasons that networking for referrals makes good business sense—especially for entrepreneurs:

To continue this article, [click here](#).

A Wedding Can Be Serious Business

Using Your Best Resource to Increase Profits for Your Business

While you don't have to be married to start a business, the fact is that it makes things a whole lot easier. You usually have a second income as a safety net, your biggest fan is "in-house" and you have a lot of shared resources. In fact, one of your greatest business resources may just be your wedding list. Finally, a pay-off for hand addressing those 200 invitations!

One of the reasons that a wedding list can be so valuable is because it is filled with the names of those people who most want you to succeed—your friends and family (including your in-laws, who really DO want you to succeed). And since the average wedding has about 200 attendees, that's a great jump-start for any business, new or old. With that in mind, I've developed a few ideas about how you can use your wedding list to increase your company's bottom line:

To continue this article, [click here](#).

Upcoming Events



August Calendar

For a full description of each workshop, fees, time and dates, please [click here](#), to download our August Calendar.

Loan Clinic - Mobile

Schedule: Tuesday, August 14

Is SBA or Community Express program loan the answer for you? Find out, get an application. SBA Loans range from \$5,000 to 25,000 with no collateral required. Community Express program unsecured loans are up to \$50,000.

Success Circle - Fairhope & Mobile

Schedule: Wednesday, August 15 (Fairhope)

Tuesday, August 28 (Mobile)

A monthly roundtable discussion and mentoring group for business women. Meets every 4th Tuesday at Somerby of West Mobile & every 3rd Wednesday at Homestead Village in Fairhope.

Procurement Checklist - Applying for 8A & Small Disadvantage Business

Certification - Mobile

Schedule: Saturday, August 18

The Federal Local government wants to do business with minority, disadvantaged and women business owners! Learn how WBC can help you thru the grueling application process to become an 8A or SDB certified business. For more information, including FAQ's and forms, please [click here](#).

Marketing for the Small & Homebased Business Owner -Mobile

Schedule: Tuesday, August 28

When a decent print ad can cost you up to thousands, Internet ads start at hundreds a month and direct mail costs a dollar a pop, what's a cash-strapped entrepreneur to do?

By attending this workshop, you will learn no cost and low cost marketing ideas for getting the word out about your business.

To view our calendar on our website, please [click here](#). To register or obtain more information on any of our events, call the Women's Business Center at 251-660-2725 or

email info@womenbiz.biz. Please pre-register as events are subject to cancellation for lack of registration.

On the road with the Bizmobile

Do you want to start a business or are a small business owner in need of technical assistance? The Bizmobile will be in your city:



Bizmobile in Grove Hill

Date: August 2, 2007

Time: 10am - 3pm

Location: Economic Development Office and Clarke County Courthouse

Bizmobile in Chatom

Date: August 9, 2007

Time: 10am - 3pm

Location: Town Hall Courtroom

Bizmobile in Atmore

Date: August 15, 2007

Time: 10am - 3pm

Location: Escambia County Industrial Development Authority

For more Information on these events or services of the WBC, call 251-660-2725 or toll-free 800-378- 7461 or email LaToya Brooks at info@womenbiz.biz.

Community Events & News

Christian Professional Network Luncheon

Kathryn Cariglino of the Women's Business Center, is guest speaker and will present, "Marketing on a Shoestring". Featured Business is Century 21 Hope Downey Team.

Date: Tuesday, August 7th,

Place: Somerby of West Mobile

Time: 12 pm - 1pm

Cost: \$15, please RSVP!

For more information & directions, contact Claudia Givens at 251-633-7792 or www.christianpronetwork.org/FeaturedSpeaker.html

Doing Business With The U.S. Federal Government: "Insiders Secrets"

Alabama Minority Business Enterprise Center (MBEC) & VISA have joined forces to provide essential training to place MBE's on the federal procurement "fast-track."

Date: Thursday, August 16th,

Place: Mobile Area Chamber Commerce

Time: 8 am registration 9 am session begins

Cost: \$15, includes material & refreshments

For more information & directions, call 251-433-2250 or email ewiseman@mbecalabama.org

McKemie Place Homeless Shelter

McKemie Place is an overnight shelter for homeless women. The ladies must take all their belongings with them when they leave every morning, usually in bags. We would like to provide small luggage with rollers to give to these ladies. If you have any luggage you would like to donate please take it to the BBB at 37614E Cottage Hill Road. Thanks so much for your help. For more information, please contact Sylvia R. Roberts at 251-666-7773 or srobertsimc@comcast.net

NIST Computer Security Division, Small Business Administration & Federal Bureau of Investigation

What do your invoices have in common with your email?

If you do both on your computer, you may want to think more about computer security. Payroll, proprietary information, client or employee data - information is essential to a business's success. A computer failure or other system breach could cost a business anything from its reputation to its competitive advantage.

Date: Monday, September 17

Place: University South Alabama Student Center Ballroom

Time: 8:30 am - 2:30 pm

Cost: Free, space is limited!

For more information, contact Susan Baxter at 205-290-7101x228 or

susan.baxter@sba.gov. You may also visit <http://csrc.nist.gov/securebiz/>

The Women's Business Center, Inc., would like to thank you for your support of our mission. If you know anyone that can benefit from our newsletter, please forward to them.

To your business success,

WBC Staff



The Women's Business Center is 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 LaToya Brooks at 252-660-2725, 1301 Azalea Rd, #201A, Mobile, AL 36693. info@womenbiz.biz.

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