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Women's Business Center, Inc.

The Buzz About Biz...

December 2008

Welcome Friends!

Ask A Coach: Your Small Business Advisor
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Upcoming Events
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Community Events & News

Quarterly Quorum presents Economic Outlook for Mobile County



On Wednesday, November 19, 2008, the Women's Business Center held its Quarterly Quorum at Carrabba's Italian Grill in Mobile.

Peter Albrecht, Mobile County Economic & Community Development Coordinator gave an overview of how the local economy will fare in the coming year and the impact new industry and national economic forces have on Mobile County and the surrounding areas.

To read more, [click here](#).

Carrabba's Italian Grill

Thank You

Welcome Friends!

Happy Holidays! Can you believe that December is already upon us.

The holiday time can be a slow time for most small businesses. So, what are you doing to promote your business during the holidays? You can offer personal services to meet your clients' needs in a more efficient, effective way. This will show that you care and they will feel special.

So, your job in promoting your business during the holiday is to remind your clients of who you are and what you do; which is the essence of marketing! By doing this, when they need your product or service, they know how to find you.

Here are a few tips to help you during the season:

Create a Tip Sheet: Everyone is looking for help during the holidays. Think of ways you and your business can help ease the stress of the season.

Give away promotional items: You can get magnets with a calendar for 2009 which people will use all year long, or just get regular magnets with your contact information and slogan or unique selling point on there.

Write an article: Create a monthly newsletter, start your blog, use social networking sites or anything else you use to communicate. Send a free article to your local newspapers, magazines or even radio stations.

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 sbrowder@womenbiz.biz.

To your business success,

Sylvia Browder
Project Director



Ask A Coach: Your Small Business Advisor



Dear Coach,

I'm starting a Virtual Assistant business, specifically writing, proofreading, and editing brochures, newsletters and reports. I gained alot of experience from working with several large firms. Most of my clients will come from heavy marketing through the Internet. Do I need a business plan?

Thanks, L. Conrad-Bradly - Escambia County

Hi L.,

Carrabba's Italian Grill

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.

Become a Partner



Quotes to Remember . . .

There's nothing better than the good old fashioned personal touch- answer your phone within 3 rings; give your name and be 'present' to the caller; avoid sounding rushed or too busy. Every customer wants to feel special; really being listened to fosters this sense.

::: Robert Gerrish :::

Women's Business Center, Inc. chooses leadership for 2008-09



Pictured: Deborah Hodges, CPA, Partner, Prichard, Dewberry and Hodges PC will serve as board president

The Women's Business Center, Inc. announced today the selection of new officers and directors for its 2008-09 fiscal year.

To read article, [click here](#).

Become a Women's Business Center

Thanks so much for contacting me for your business question. Planning is one of the most important things that you can do when starting a business. A good business plan is definitely needed in any type of business that you are considering starting.

Virtual Assistants, also known as VA's, have been around for more than 13 years and in this day and age, utilize the technology era. They are highly qualified, experienced business owners who basically do the same work as a typical Secretary, Personal Assistant and Office Administrator combined.

Please visit The International Virtual Assistants Association (IVAA), a non-profit organization dedicated to the professional education and development of members of the Virtual Assistance profession, and to educating the public on the role and function of the Virtual Assistant. You will find helpful information as you prepare your business plan.

To your business success,

Sylvia Browder

For general business questions, please print and fax this [form](#) to 251-660-8854 and email your question to sbrowder@womenbiz.biz.

Disclaimer: The information in this column is not guaranteed to be the appropriate solution for each individual.

Client Spotlight:

Southern Edge Dance Center, LLC

Since the age of six, Mia Spicuzza has been passionate about dance. Her youthful style and extroverted personality were the perfect combination for a thriving business.



Southern Edge Dance Center, L.L.C. opened July 1, 2007 with a basic room in which to operate. Four months later, Mia had to find another location with almost triple the size of the original studio. Southern Edge offers a variety of dance classes to everyone age three and over.

Mia attributes her success in starting her business to her interest in fashion, love for the art of dance, as well as her capabilities to multi-task. While planning her endeavor into the world of dance studio ownership, she attended several workshops and trainings offered by the Women's Business Center. She found the availability of staff to answer her questions especially helpful.

For more information:

Mia Spicuzza, Owner
Southern Edge Dance Center, LLC
251 South Greeno Road
Fairhope, Alabama
(251) 610-8902



December Calendar

For a full description of each workshop, fees, times and dates, please [click here](#) to download our December calendar.

Entrepreneurs Forum: Ten Tips for Turning Contacts Into Contracts - Mobile

Schedule: Wednesday, December 10

Alliance member TODAY!

Image Deleted

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

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Women's Business Center Fifteenth
Anniversary Gala Celebration,
April 23, 2009

Have you ever wondered what to do with all those business cards you collect from all of the networking activities you participate in? Have you wondered how to go from meeting someone new to doing business with them? You will learn answers to those questions and more in this practical, hands-on workshop.

To register, or for more information call 251-431-8607, or email brembert@mobilechamber.com.

Facilitators: Jeanne Croom, JRC Technology Group, LLC and Jackie Barnes, Bay Area Food Bank

Success Circle - Citronelle

Schedule: Tuesday, December 16, 2008

Join us for an informational meeting on a new Success Circle forming in the Citronelle area. Success Circles are monthly roundtable discussions and mentoring groups for business women. Supper will be provided.

Facilitator: Sherman Blosser, Women's Business Center

Consultative Selling: Helping Your Clients Buy - Mobile

Schedule: Friday, December 19, 2008

There was a time when the "hard close" was an acceptable sales method. Today's consumers and business owners rebel against that method. Every sales person, sales manager, and business owner should be familiar with a needs-based sales process that always puts the buyer first. This workshop teaches new and seasoned sellers how to uncover a client's needs through a consultative approach, guiding them through the buying process. Relationship building is the key-element in this class.

For more information or to register call 251-478-6848 or e-mail info@mtimail.com or online at <http://consultiveselling.eventbrite.com/>.

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 you a small business owner in need of technical assistance?



The Bizmobile will be in your city:

Bizmobile in Conecuh County

Date: January 7, 2009

Time: 10am - 2pm

Location: Evergreen (1st Wednesday)

Download Flyer: [Evergreen](#)

Bizmobile in Clarke County

Date: January 6, 2009 Grove Hill (Rescheduled from January 1, 2009 due to New Years Day Holiday)

Date: January 22, 2009 Thomasville

Time: 10am - 2pm

Location: Clarke County Museum Helm House and Grove Hill Area Chamber of Commerce (1st Thursday) & Thomasville (4th Thursday).

Bizmobile in Escambia County

Date: January 21, 2009 Atmore

Date: January 8, 2009 Brewton

Time: 10am - 2pm

Location:

Escambia County Industrial Development Authority (3rd Wednesday)

and Brewton Area Chamber (2nd Thursday)

Bizmobile in Monroe County

Date: January 28, 2009
Time: 10am - 2pm
Location: Monroeville Area Chamber of Commerce
 (4th Wednesday)

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

The Alabama MBEC Center will host the 2008 Minority Business Expo and Holiday Dinner on Saturday, Dec. 5 at Cafe Royal, 101 Dauphin St. from 2 to 5 p.m. The expo is free and open to the public. Dinner is \$25 per person. For more information, contact Pamela Gail Boykin at 433-2250


Business@Breakfast will be held Wednesday, Dec. 10 at Atlanta Bread, 3680 Dauphin St., from 7:30 to 8:30 a.m. B@B offers members the opportunity to wake up for breakfast and start networking with 45 seconds to introduce themselves and their business. The cost is \$8 and includes breakfast. Reservations are required by contacting Kim Perrone at 431-8649.

B & B Productions invites you to enjoy shopping at the "Christmas Gifts Emporium" Business Expo. This event will be held at the Mobile Convention Center on Saturday, December 13th 10:00 a.m. to 5:00 p.m. Over 200 vendors with products and services for everyone! For more information, contact Mashun Johnson at 251-689-1871 or 251-401-0404. She can also be emailed at mashunjohnson@hotmail.com.

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,

Women's Business Center Staff

 **SBA**
 Your Small Business Resource

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 251-660-2725, 1301 Azalea Rd, #201A, Mobile, AL 36693. info@womenbiz.biz.

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