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Women's Business Center, Inc.

The Buzz About Biz...

February 2, 2009

Welcome Friends!
**Ask A Coach: Your Small
 Business Advisor**
**Client Spotlight: Yellowhammer
 Homes, Inc.**
Upcoming Events
On the road with the Bizmobile
Community Events & News

Register Today!
**Certification &
 Procurement Workshop**



Please join us:
 Wednesday, February 18, 2009,

Session I: Certification 10am - 12pm
 Covers 8(a) Business Development Certification; Small Disadvantaged Business Certification; The HUBZone Certification; and Women-Owned Business Certification.

Session II: Procurement 1 - 3pm
 Covers understanding procurement bids and request for proposals; strategies for accessing government and private sector prime contracts; understanding Central Contractor Registration (CCR) and other databases to do business with the government.

Full day registration includes lunch (12-1pm) with presentation on navigating the internet for procurement opportunities.

University of South Alabama
 Student Center Room 214
 307 University Blvd
 Mobile, AL

To register, call 251-660-2725 or

Welcome Friends!

Are you marketing your business using social media? If you are not, why not? Are you asking, 'what is this social media buzz all about?' Well, let me tell you.

A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others.

Social networking has created new ways to communicate, share information and used regularly by millions of people. This creative way of marketing has reached phenomenal heights. President Obama did an outstanding job of reaching millions of people during his campaign.

A few of the more popular social networking sites used for businesses are: [Digg](#), [Twitter](#), [Facebook](#) and [LinkedIn](#). To learn more, read '[5 Ways Social Marketing Can Grow Your Business](#).'

So, what are you waiting for?

If you are interested in an upcoming teleseminar on using social networking, please email me at sbrowder@womenbiz.biz with a subject line, '*interested in social networking for my business.*'

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

Why Certify Your Business??



Getting certified as a women owned, minority or small disadvantaged business can significantly help your business gain access to corporate and/or government contracts. It helps by "leveling" the playing field to successfully compete and win.

There are numerous government agencies at the local, state or federal level which certify companies like yours. Whether you are just starting a business or in a growth stage, you can benefit from these "set aside" contracts designated to help small disadvantaged businesses by receiving a business

online, [click here](#).

Alabama Microenterprise Network Elects Officers & Directors



The Alabama Microenterprise Network (AMEN) elected new officers and directors at its board meeting held in Montgomery on January 27, 2009. Gaynelle Adams Jackson, Advanced Planning Services, LLC of Birmingham was elected Chair.

[Read more...](#)



Thank You

[Mobile Area Water & Sewer System](#)

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](#)

**SPOTLIGHT:
Women's Business
Center, Inc. Board of
Directors for 2008-09**

certification.

- Are you a small business and want to understand the Federal 8(a), SDB or HUB Zone certification process?
- Interested in current procurement opportunities and qualifying factors for becoming a disadvantaged business enterprise (DBE) or minority business enterprise (MBE)?
- Want to know the advantages of being a certified woman-owned business and how to "use" the certification once obtained?
- Ever wondered how to respond to a Request for Proposal by the City of Mobile or how to secure procurement opportunities with Mobile County?

If you answered **YES** to any of these questions, you **DO NOT** want to miss our upcoming 'Certification & Procurement' workshop.

To register today, [click here](#).

Ask A Coach: Your Small Business Advisor



Dear Coach,

My business is fairly new and I am looking for innovative ways to market my business on a very low budget. I've heard about social networking but not sure if it is worth my time and effort to use this form of marketing. What do you think?

Sincerely,

Help Me Grow! - Washington County

Hello Help Me Grow,

Thanks so much for contacting me for your business question. Fortunately, I get questions like yours all the time. It is great that you have some interest in learning more. Please make sure you read my welcome section which talks about social networking. I am also looking at creating an upcoming 'teleseminar' about this phenomenal way of marketing your business.

Using social networking sites to grow your business is really a no brainer. The sites are free, so by not using them it is like leaving money on the table. For example, if you are blogger and have a new entry, then you can add the feed to your social network sites which links back to your blog.

I can talk all day about social networking. The bottom line is it is worth your time and effort to consider this way of marketing your business.

For an appointment with one of our business counselors, please click on the form below. .

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:

Yellowhammer Homes, Inc.



Residential home construction became an interest of Susan E. Hutcheson after being involved in the construction of several homes. Though the fear of taking the leap prevented Susan from opening her business for several years.



Pictured: Nancy Helton,
Vice President
Business Development
[United Bank](#)
Board Secretary

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](#).



Quotes to Remember . . .

Success seems to be connected with action.

Successful people keep moving. They make mistakes, but they don't quit.

::: Conrad Hilton :::

**Become a
Women's Business
Center Alliance
member TODAY!**



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

**Join Us ...
'Taste of Alliance'**

WBCA members are invited to join other Alliance members in a friendly and relaxing atmosphere.

House wine will be served at a discounted rate of \$4 per glass. Bring plenty of business cards to share!

**Taste! Wine Bar
2524 Old Shell**

After finally making the decision to open Yellowhammer Homes in October 2004, her only hurdle has been in attaining general liability insurance. It didn't strike Susan that she was actually a general contractor, until her first subcontractor was reviewing her plans and an employee took a phone message replying that he couldn't talk right now, he was speaking with the general contractor.

With that revelation and the assistance of the Women's Business Center through the process of cost and budgeting, and a leap of faith, Susan has had great success with her residential home construction company. Yellowhammer Homes, Inc. can be reached at (251) 656-1025.

For more information:
2609 Granada Avenue
Mobile, AL 36693
251-656-1025

Website: [Yellowhammer Homes, Inc.](#)
Email: sehutche@comcast.net



February Calendar

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

For more information about ALL workshops /or to register call 251-660-2725 today.

Business Planning for Entrepreneurs: Legal Considerations - Mobile

Schedule: Tuesday, February 3, 2009

What is the difference between sole proprietorships and limited liability corporations? This workshop covers options for setting up your business as a legal entity.

Facilitator: Tom Siegwald, Director, Center for Entrepreneurial Excellence/Business Innovation Center

Quarterly Quorum: "Economic Impact of Tourism " - Mobile

Schedule: Wednesday, February 4, 2009

How does tourism affect your business? What upcoming events will help your business grow? These two questions, and others, will be answered. Make plans now to attend this networking and informational luncheon to find out how you can benefit from tourism. This quarterly luncheon series is targeted to professionals and their small business clients, leaders of the community and representatives from business and industry.

Sponsors: Lynn's Nails & Tan (north of Grelot on Schillinger next to Sherwin Williams) and Carrabbas Italian Grill

Business Planning for Entrepreneurs: Accounting as a Management Tool - Mobile

Schedule: Tuesday, February 10, 2009

Preparing a cash flow analysis is essential to financing your business for optimal success. Learn how to use accounting to your advantage!

Facilitator: Tom Siegwald, Director, Center for Entrepreneurial Excellence/Business Innovation Center

Business Planning for Entrepreneurs: Marketing & Media - Mobile

Schedule: Tuesday, February 17, 2009

Mobile, AL
Every third Thursday
5:00 - 6:30

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Women's Business Center Fifteenth
 Anniversary Gala Celebration



Call 251-660-2725 for sponsorship
 opportunities

Date:

Thursday, April 23, 2009

Place:

Renaissance Riverview Plaza Hotel

Topic:

The Four Secrets of Women Who Get
 What They Want

Speaker:

Kate White, Cosmopolitan Magazine
 Editor-in-Chief & New York Times
 Best-selling Author

Cost:

\$75 per person \$700 table for ten

To register, [click here](#).

Does your business need a boost? This workshop covers marketing strategies and media tips to grow your business. Gain valuable information you can put to immediate use!

Facilitator: Tom Siegwald, Director, Center for Entrepreneurial
 Excellence/Business Innovation Center

Essentials of Marketing & Growing Your Business - Monroeville

Schedule: Wednesday, February 25, 2009

How to market your small businesses for success and help small businesses grow stronger, especially in light of the new economic opportunities in our area. Workshop topics include Marketing on a Shoestring, Access to Capital and How to Sell on E-Bay.

Facilitators: Brent McMahon, SBA; Glenn Haab, WAEM/WIRED; Lakesha Womack, Women's Business Center, Inc.

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: February 4, 2009

Time: 10am - 2pm

Location: Evergreen (1st Wednesday)

Bizmobile in Clarke County

Date: February 5, 2009 Grove Hill

Date: February 26, 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: February 18, 2009 Atmore

Date: February 12, 2009 Brewton

Time: 10am - 2pm

Location:

Escambia County Industrial Development Authority (3rd Wednesday) and Brewton Area Chamber (2nd Thursday)

Bizmobile in Monroe County

Date: February 25, 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.

Join Us at... Success Circles



Success Circles are monthly
 roundtable discussions and
 mentoring groups for business
 women.

Success Circle - West Mobile**Schedule:** Tuesday, February 3, 2009

Join Dr. Sturm for a lively discussion on how to effectively use the Internet for marketing your business.

Facilitator: Diana Sturm, Ph.D., Legacy Financial Planning, LLC
-----**Success Circle - Daphne****Schedule:** Thursday, February 5, 2009

Join us for an informational meeting on a new Success Circle forming in the Citronelle area.

Facilitator: Sherman Blosser, Women's Business Center
-----**Success Circle - Citronelle****Schedule:** Tuesday, February 17, 2009

Join us for an informational meeting on a new Success Circle forming in the Citronelle area.

Facilitator: Sherman Blosser, Women's Business Center
-----**Success Circle - Fairhope****Schedule:** Wednesday, February 18, 2009

Join us for a discussion about 'marketing plan.' How are you going to present your business to your target market?

Facilitator: Suzanne Luker, TimePlus Payroll
-----**Success Circle - Saraland****Schedule:** Thursday, February 19, 2009

Join us for a discussion on 'Why Write a Business Plan.' Covers the components of a business plan.

Facilitator: Sherman Blosser, Women's Business Center

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

Mobile Chamber

Business @ Breakfast will be held Wednesday, Feb. 11 at Somerby Retirement Community, 901 Somerby Dr., 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. Reservations are required by contacting Missy Hartley at 431-8638.


Mobile Chamber

Entrepreneur's Forum for business owners and managers held on Wednesday, Feb. 11 in the Chamber's McGowin Room from 11:30 a.m. to 1:30 p.m. A panel of experts from the Mobile Chamber, the U.S. Small Business Administration (SBA) and the U.S. Export-Import Bank (EXIM) will discuss using available SBA and EXIM tools and products to help small businesses grow their export business. Reservations are required by contacting Brenda Rembert at 431-8607.

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

 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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