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Women's Business Center, Inc.

The Buzz About Biz...

November 2008

Welcome Friends!

**Ask A Coach: Your Small
Business Advisor**
Client Spotlight: Simply Silver
Upcoming Events
On the road with Bizmobile
Community Events & News

Great Family Fun at the Marketplace!



The Women's Business Center, Inc. celebrated its fifteenth year of service to small businesses along the Gulf Coast with a "Family Reunion and Marketplace" on Saturday, October 18, 2008 in Cathedral Square in downtown Mobile.

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



Thank You

Welcome Friends!

Despite some concerns over the economic climate for the upcoming holiday season, entrepreneurs can survive the season's slump by taking a little time and creating a holiday marketing plan.

It is a great time to be in the spirit of the season and spread good will as well as finding innovative ways to keep their business in the forefront of their clients mind for the upcoming year.

[Click here](#) for a few offline marketing ideas to help you survive the holiday season.

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,

HELP! I am trying to figure out some marketing ideas for my retail business for the upcoming holiday. I am afraid that my business will be at a stand still until after the holidays and I just can't afford that to happen. What do you suggest?

Thanks, J. Brown - Clarke County

Hi J.,

Thanks so much for contacting me for your business question. I can understand your concern in finding marketing ideas to get your small business through the holiday slump.

I am assuming that you don't have a marketing plan? If not, please call our office and schedule a time to come in to speak with one of our business consultants. We can help you!

As for marketing ideas, please read the article for offline ideas to market your business. This article can be found in the 'welcome' section of the e-newsletter.

To your business success,

For general business questions, please print and fax this [form](#) to 251-660-8854

City of Mobile

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 . . .

Without an open-minded mind, you can never be a great success.

::: Martha Stewart:::

**Buyer-Driven Selling:
Building Trust and
Belief
by
Michelle Ritter**



Buyer-Driven selling is a customer-focused approach to selling. You talk to a client or a potential client. You uncover a need. You fill that need. They buy your product. You service the client. They're happy. You get paid. To continue, [click here](#).

To register for 'Consultative Selling: Helping Your Clients Buy, Success' workshop, [click here](#).

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

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:

Simply Silver

Simply Silver was started in February 2003 mainly as a hobby.

In late 2006 founder Mashun Johnson came to the Women's Business Center for advice on making this a real business. Simply Silver is a jewelry company that distributes handmade and manufactured jewelry for fundraiser for several charities here in Mobile.



She has always wanted to own her own business. One day the name Simply Silver was divinely given to her. She loves jewelry and baubles, and says the business opportunity was perfect and right on time, what could be better. One of the hardest obstacles she has had to get over was the loss of her best friend, her mom. Mashun shared that her mom always encouraged her to be her own person and to work hard at everything. The first time a piece of her handmade jewelry was placed in a store was a very exciting time.

For more information, please contact Mashun at 251-666-3807 or email at mashunjohnson@hotmail.com.

November Calendar



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

Success Circle - Mobile

Schedule: Tuesday, November 4
A monthly roundtable discussion and mentoring group for business women. Meets every 1st Tuesday at 5901 Airport Blvd., Suite 208, Mobile.
Facilitator: Diana Sturm, PhD., Legacy Financial Planning, LLC.

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

Success Circle - Citronelle

Schedule: November 6
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. Lunch will be provided.
Facilitator: Sherman Blosser, Women's Business Center

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

Business Planning Series For Entrepreneurs-Marketing & Media - Mobile

Schedule: November 11 & 18
Starting a business requires more than a great business idea! This is a "must attend" series if you are thinking of starting your own business or have a business and need a business plan.



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

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ThyssenKrupp Business to Business Matchmaker has been postponed. Please check our calendar for future date.

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

Women's Business Center, Inc., to Co-sponsor 3rd Annual Women In Business Christmas Expo "EMPOWERING THE NEXT GENERATION"

Each class meets on Wednesday 6 - 8:30 pm

11/11 - Marketing & Media

11/18 - Raising Capital - A Reality Check

Facilitator: Tom Siegwald, Business Innovation Center

To register online, [click here](#)

Quarterly Quorum: "Economic Outlook for Mobile County" - Mobile

Schedule: November 19

What's new in Mobile County? Make plans now to attend this networking and informational luncheon to find out more about the exciting developments in Mobile County. This quarterly luncheon series is targeted to professionals and their small business clients, leaders of the community and representatives from business and industry. Registration deadline 11/14

Speaker: Peter Albrecht, Mobile County Economic and Community Development Coordinator

Featured Client: Robin Gregorius, Country Gables Assisted Living

Sponsored in part by: Carrabbas Italian Grill

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

Success Circle - Baldwin

Schedule: Wednesday, November 19

A monthly roundtable discussion and mentoring group for business women.

Facilitator: Suzanne Luker, TimePlus Payroll

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

Success Circle - Mobile

Schedule: Wednesday, November 26

A monthly roundtable discussion and mentoring group for business women. Mark your calendars now for upcoming meeting on 11/26.

Facilitator: Naomi Maurer, My Victorian Bed & Breakfast and My Victorian Lace & Timeless Wear.

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

3rd Annual Women In Business "Christmas Expo" - "EMPOWERING THE NEXT GENERATION" - Mobile

Schedule: Novemer 29

This annual event is a great opportunity for networking and celebrating the Joys of Womanhood. The expo's focus on Lifestyle, Beauty, Health & Wellness has attracted a broad range of businesses including retail, direct sales, and home based businesses and services. This year's expo will showcase over 100 women-owned businesses.

For information on the event or becoming a sponsor go to www.gulfcoastwomeninbusiness.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:





This annual event has proven to be a great time of networking and celebrating the Joys of Womanhood.

Our focus on Lifestyle, Beauty, Health & Wellness has attracted a broad range of types of Businesses.

This year's expo will showcase over 100 women-owned businesses. For more information, [click here](#).

Bizmobile in Conecuh County

Date: November 5, 2008

Time: 10am - 2pm

Location: Evergreen (1st Wednesday)

Download Flyer: [Evergreen](#)

Bizmobile in Clarke County

Date: November 6, 2008 Grove Hill

Date: November 12, 2008 Thomasville (Rescheduled from November 27 due to Thanksgiving holiday)

Time: 10am - 2pm

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

Download Flyer: [Grove Hill](#) & [Thomasville](#)

Bizmobile in Escambia County

Date: November 4, 2008 Atmore

Date: November 13, 2008 Brewton

Time: 10am - 2pm

Location:

Escambia County Industrial Development Authority (3rd Wednesday)

and Brewton Area Chamber (2nd Thursday) **Download Flyer:** [Atmore](#) &

[Brewton](#)

Bizmobile in Monroe County

Date: November 25, 2008

Time: 10am - 2pm

Location:

Monroeville Area Chamber of Commerce (4th Wednesday) **Download Flyer:**

[Monroeville](#)

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

ThyssenKrupp's Business to Business Event

On Thursday, Nov. 13, the Mobile Area Chamber will host a ThyssenKrupp Business to Business event at the Mobile Civic Center. ThyssenKrupp Steel USA LLC and ThyssenKrupp Stainless USA LLC will present a project overview of the purchasing needs for the ThyssenKrupp plants in north Mobile County. There will be two general project overview presentations, each followed by breakout sessions. For planning purposes, pre-registration is required. For more information, visit www.mobilechamber.com or call 431-8607.

Networking @ Noon

Networking@Noon will be held Wednesday, Nov. 12 from noon to 1:30 p.m. at Sonny's Real Pit BBQ. N@N is a bi-monthly event offering members 45 seconds to introduce themselves and their business. Following a brief presentation, introductions and lunch, attendees are invited to continue to network. For more information, contact Emily Demouey at 251-431-8638.

Zonta Club of Mobile

PAMPERED SHOPPER, a fundraiser to benefit local women's organizations, to be held on November 15, 2008 at 9 A.M. - 4 P.M. at Central Presbyterian Church (corner of Dauphin & Ann). To download flyer, [click here](#). For more information, call Charlene Rains at 251-458-0729.

B & B Productions

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



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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