

From: Sylvia Browder <womensbusinesscenter@ceebic.org>

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

Reply: womensbusinesscenter@ceebic.org

You're receiving this email because of your relationship with Women's Business Center, Inc.. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.

Women's Business Center, Inc.

The Buzz About Biz...

October 2007

Welcome Friends!
The Entrepreneur's Challenges Series
WBC to Launch First Step FastTrac®
My Business Is Open... Now What?
Community Events & News



Media Workshop Hits a Homerun

According to Mia, a dance studio owner, the **"Free Publicity: How to Grab Headlines and Airtime to Promote your Business"** media workshop was awesome.

The other nine participants agreed. All were energized and ready to promote their businesses after the September 15th workshop by media expert and image consultant Drexel Gilbert.

Participants learned the secrets of getting 'free' publicity, capturing the attention of reporters and producers, and giving an interview that keeps them coming back for more.

We will be offering Drexel's workshop again next spring so you too can benefit from her helpful, insightful tips!

Welcome Friends!

Can you believe that October is already upon us.

Did you know:

October is the tenth month of the year in the Gregorian Calendar and one of seven Gregorian months with a length of 31 days. In the northern hemisphere, October is commonly associated with the season of fall. October 2 is the 275th day of the year (276th in leap years) in the Gregorian calendar. There are 90 days remaining.

Halloween, or Hallowe'en, is a holiday celebrated on the night of October 31st. Traditional activities include trick-or-treating, costume parties, viewing horror films, visiting "haunted houses", and participating in traditional autumn activities such as hayrides (which may have "haunted" themes). However you choose to spend Halloween, please make it a safe one!

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



Introducing 'The Entrepreneur's Challenges' Series



The Women's Business Center, Inc., proudly introduces new services to clients interested in one-on-one business coaching & consulting services.

The new series, 'Entrepreneur's **Challenges**,' features an initial coaching session which allows the business coach and client to become acquainted. This session enables our business coach (es) to gather and examine information about the client's business idea to determine where they are in the business planning process. For clients with existing businesses, this is a great way to target key issues affecting your business.

The five areas covered in the series are:

To visit her website, [click here](#).

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.

[Become a Partner](#)



[Visit Our Sponsor](#)

First Quarterly Quorum a Success!



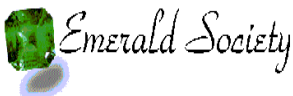
To read this article, [click here](#).

Picture from Left to Right: Kathryn Cariglino, Executive Director of Women's Business Center, Inc.; Yolanda Richardson, WBC Board member & owner of Digidraft; Bill Sission, VP of Economic Development of Mobile Area Chamber Commerce; Margie Wilcox, WBC client & President of Mobile Bay Transportation Co.

Meet the New 2008 Board of Directors

To read their bio's, please [click here](#) or to visit our website, [click here](#).

**Become an
EMERALD SOCIETY
member TODAY!**



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

- Entrepreneur Challenge #1 - The Business Idea
- Entrepreneur Challenge #2 - Marketing & Sales
- Entrepreneur Challenge #3 - Competition
- Entrepreneur Challenge #4 - Operation Management
- Entrepreneur Challenge #5 - Finance Management

For more information about this service and pricing, [click here](#).

WBC to Launch First Step FastTrac®



The Women's Business Center, Inc. has set October 4, 2007 from 5:30 pm to 8:30 pm to kick off its new training curriculum First Step FastTrac® for budding entrepreneurs and business owners needing a business plan. This exciting, hands-on 9 week workshop is for budding entrepreneurs.

First Step FastTrac® is a practical, hands-on business development program designed to help entrepreneurs start, manage and grow a successful small business. First Step FastTrac® uses your business concept as a case study allowing you to evaluate and perfect your idea in a safe and supportive environment. By the time you finish the program, you'll know whether your idea is "feasible," and if starting or growing your small business is the right decision before you spend too much time or money.

Participants work closely with other entrepreneurs, sharing ideas and experiences and laying the foundation for future business relationships. Participants completing all in and outside class work will finish the workshop with a feasibility plan. Those wanting to complete their business plan will meet individually with a business coach for two additional coaching sessions. For more information, [click here](#).

My Business Is Open... Now What?

There is little more exhilarating than going through the process of getting ready to open your own business. For most people, becoming a self-employed entrepreneur is the culmination of months, or maybe even years, of dreaming and planning.

Of course, once your business is up and running, your focus switches from getting ready to start to actually being in business. As a business owner, your mindset has to switch from what you want to do at some point in the future to what you are doing right now. New business owners typically experience a wide range of emotions, with fear being the most common of emotions during the early days of being in business.

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

Upcoming Events



October Calendar

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

First Step FastTrac® How to Start a Successful Small Business - Mobile

Quick Links...[Our Website](#)[Join Emerald Society](#)[Join Advisory Council](#)[More About Us](#)[Womenbiz Directory](#)[Join Our Mailing List!](#)**Schedule:** Thursday, October 4, 2007

First Step FastTrac® is a practical, hands-on business development program designed to help entrepreneurs start, manage and grow a successful small business.

Loan Clinic - Mobile**Schedule:** Tuesday, October 16

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, October 17 (Fairhope)

Tuesday, October 23 (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.**Save the Date**

The seventh annual Holiday Dinner and Silent Auction will be held Tuesday, December 11th from 6-9:30 PM at the Bienville Club. Save the date and plan to attend this fun opportunity to network, visit with friends and buy unique gifts for your holiday giving. Watch for more information on this exciting event.

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 Clarke County****Date:** TBA**Time:** 10am - 3pm**Location:****Bizmobile in Conecuh County****Date:** TBA**Time:** 10am - 3pm**Location:****Bizmobile in Escambia County****Date:** TBA**Time:** 10am - 3pm**Location:****Bizmobile in Monroe County****Date:** TBA**Time:** 10am - 3pm**Location:****Bizmobile in Washington County****Date:** TBA**Time:** 10am - 3pm**Location:**

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

Zonta Club of Mobile

Presents Pampered Shopping!

Please join us for a day of stress free, relaxed shopping. Stroll among the vendors and sip coffee, juice or Bucky's Punch and nibble on delicious snacks while you shop. All ticket purchasers will be eligible for lots of wonderful door prizes donated by the vendors. For more information, [click here](#) or contact Sylvia R. Roberts at 251-666-7773 or srobertsimc@comcast.net

Alabama Dog Magazine

Cindie Carter, publisher of *Alabama Dog* magazine, has joined forces with the Animal Rescue Foundation (ARF) and the Friends of the Mobile Animal Shelter to increase volunteerism within these organizations. To read this article, [click here](#).

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.

[Forward email](#)

✉ [SafeUnsubscribe](#)®

This email was sent to kcatwyp@aol.com, by womensbusinesscenter@ceebic.org
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe](#)™ | [Privacy Policy](#).

Email Marketing by



Women's Business Center, Inc. | 1301 Azalea Rd., Suite 201A | Mobile | AL | 36693