



www.lsbdc.org

## Louisiana Small Business Development Center at LSU in Shreveport Fall 2007 News & Workshops

### Cooper Cochran named Director at Louisiana SBDC at LSUS

James Cooper Cochran was appointed the director of the Louisiana Small Business Development Center at LSU in Shreveport in April 2007. He joined the LSUS SBDC in 2005 with 30 years of experience in financial, manufacturing and management operations.

"I look forward to working with existing small business owners and potential small business owners throughout our eight parish area," Cochran said. "Our goal is to facilitate the formation and growth of small businesses."

Cochran was born and raised in Rayville in Northeast Louisiana. He graduated from the University of Louisiana at Monroe and received his commission in the U.S. Army. After completing two years active military service, he remained in the Army Reserves for more than 28 years, retiring as a Lieutenant Colonel.

Cochran's business background includes experience managing multiple retail operations, serving as comptroller, industrial engineer and as plant manager of a local manufacturing firm.

Cochran also brings an extensive background in numerous civic organizations, including the Jaycees, Kiwanis and the ULM Alumni Association. He has served on several advisory boards, including the Richland Parish Extension Service and the Louisiana Gold Swim Team. He is a graduate of the U.S. Army Command and General Staff College where he served as an instructor for five years.

He was married for 32 years to the late Sheila Cochran, and they have two sons, Jimmy and John Cochran and one grandson, Connor Cochran.

As director his duties will include serving as a business consultant, instructor for workshops and representing the center at economic development functions.



#### Meet the rest of our staff.....

**Peggy Connor** has been with the LSUS SBDC for 15 years, serving as director for 11. She stepped down as director in April to devote full time to consulting. A native of Shreveport, she has a bachelor's degree from Spring Hill College and a master's from North Texas State.

**Jane Allison** has been with the LSUS SBDC as training coordinator since 1999. She previously worked as a newspaper reporter and freelance writer. She is a graduate of the University of Mississippi.

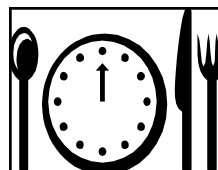
**Bob Boling** was a loan specialist for the Small Business Administration for 28 years before becoming a contract consultant for the SBDC in 2005. He is a graduate of Oklahoma State University.

**Janice Laird** is the newest member of the staff. She joined the SBDC as administrative assistant in June, having previously worked at LSU Health Sciences Center and the Northwest Louisiana Government Procurement Center.

#### Join Us for Small Business Lunch & Learn

These informative sessions are for SBDC clients and Small & Emerging Businesses and feature presentations on the topics small businesses are interested in. This fall, you'll learn about the latest QuickBooks topics, getting the most out of your website, and how to give your small business a checkup. Bring business cards — it's a great opportunity to network! RSVP Required. All lunches will be at LSUS.

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|----------|--|
| Sept. 26 | Introduction to QuickBooks                         |
| Oct. 31  | Making Your Website More Productive                |
| Nov. 28  | Grade Yourself: End-of-Year Small Business Checkup |



#### What's Inside:

- Upcoming Workshops
- Meet Some of Our Clients
- Madeline Henderson-Louisiana Minority Small Business Person of the Year
- Entrepreneurship Training



### LSU in Shreveport Small Business Development Center

A partnership program with the U.S. Small Business Administration, Louisiana Economic Development and LSUS



**Yasuko Makishi** purchased a **Craters & Freighters** franchise in Shreveport in March 2005 and doubled the sales in the first year. **Craters & Freighters** is a nationwide network of one-stop-shop packing, crating and shipping services with a special focus on handling the fragile and bulky. Makishi met with the **Louisiana Small Business Development Center at LSU in Shreveport** soon after she acquired the business and has returned to work on her business plan and evaluate new business opportunities. She focuses on defense contractors, exporters and large corporations. "Everyone (at the LSUS SBDC) no matter how busy, responds to phone calls and offers help. Moreover, they truly care that their clients receive equal amounts of attention and services."

The Small Business Development Center will not discriminate against anyone based on color, sex, race, religion, creed or ethnic background. Special arrangements for handicapped individuals will be made with reasonable prior notification. The LSUS SBDC is a service center of the Louisiana Small Business Development Center (LSBDC). The LSBDC operates in partnership with the U.S. Small Business Administration under Cooperative Agreement Number 6-603001-Z-0019-20 and the Louisiana Department of Economic Development. The support by the U.S. Small Business Administration through such funding does not constitute an express or implied endorsement of the cosponsor(s) or participant's opinions, products or services.

# Fall Workshops

## September

**Sept. 26**  
11:30-1 pm

**Small Business Lunch & Learn-QuickBooks** **\$10**  
*Sepulvado Ventures will present this informational session on QuickBooks Products including QB Pro, Premier and Point of Sale.*

**Sept. 28**  
9 am

**Louisiana Department of Labor Training Expo** **FREE**  
*Learn about programs to help develop productive employees — even for very small businesses (in business 3+ years).*

**Sept. 28**  
9 am-noon

**Wage and Tax Reporting** **FREE**  
*Learn about the latest payroll tax updates from the Social Security Administration and the IRS.*

## October

**Oct. 4**  
6-9 pm

**Small Business Tax Workshop** **\$10**  
*This workshop covers the basic tax requirements of a small business owner, including record keeping and business use of home.*

**Oct. 11**  
6-8:30 pm

**Cash Flow Management** **\$20**  
*Learn about the major financial statements and how to use them to keep your business healthy.*

**Oct. 13**  
9-11 am

**Starting & Financing a Business** **FREE**  
*Basic startup information for individuals exploring business ideas*  
**Bossier Parish Community College-D227**

**Oct. 24**  
8:30-11:30 am

**Small Business Loans** **\$15**  
*A panel of lenders will discuss small business lending as well as SBA, USDA and other government programs*

**Oct. 30**  
9-noon

**Hiring & Firing** **\$35**  
*Covers the "dos and don'ts" of hiring/firing and other employment law issues*

**Oct. 30**  
6-8 pm

**Louisiana Contractors Institute begins** **\$100**  
*See description below*  
**Louisiana Technical College-Shreveport**

**Oct. 31**  
11:30-1:30

**Small Business Lunch & Learn-Websites** **\$10**  
*Discover ways to make your website more productive*

## November

**Nov. 1**  
6-8 pm

**Starting & Financing a Business-Springhill** **FREE**  
*Basic startup information for individuals exploring business ideas*  
**Springhill-North Webster Chamber of Commerce**

**Nov. 5**  
6-8 pm

**Marketing 101** **\$20**  
*Simple low-cost strategies to get your marketing off to a good start*

**Nov. 8**  
3-5 pm

**Starting & Financing a Business-Shreveport** **FREE**  
*Basic startup information for individuals exploring business ideas*

**Nov. 28**  
11:30-1:30

**Small Business Lunch & Learn** **\$10**  
*Learn how to give your business an end-of-year checkup*

## December

**Dec. 6**  
3-5 pm

**Starting & Financing a Business-Shreveport** **FREE**  
*Basic startup information for individuals exploring business ideas*

**Dec. 13**  
8 am-noon

**Taxes for Residential Contractors** **\$45**  
*Covers record keeping, business expenses, independent contractors*

Please check [www.lsbdc.org](http://www.lsbdc.org) for workshops to be added and workshops in other Louisiana SBDC locations. All workshops to be held at LSUS unless otherwise noted.

The next **Louisiana Contractors Accreditation Institute** in Shreveport will be Oct. 30-Dec. 13 from 6-8 p.m. Space is available on a first-come, first-served basis. Classes will cover estimating, bonding, access to capital, contractor exam review and other topics. Cost is \$100. Contact Abigail at Louisiana Economic Development at 225-342-5663 for more information.

## Madeline Henderson named Louisiana Minority Small Business Person of the Year

Madeline Henderson, owner of Henderson Construction Services, Inc. in Shreveport, has been named Minority Small Business Person of the Year by the Louisiana District office of the U.S. Small Business Administration.

Henderson has helped the company grow from two to 10 employees. Revenues grew by more than 75 percent from 2005 to 2006.

Henderson Construction Services is a general contractor providing services that include new construction, remodeling, painting, sidewalks, driveways, foundations and parking lots.

Henderson operates the business with her husband, Shelton.

Henderson is a client of the LSUS SBDC, which nominated her for the award. She is a graduate of Fastrac entrepreneurship training and will graduate in October from the SBA's 8(a) business development program.

"Women are still having to prove themselves in this historically, male-dominated field," Henderson said. "However, through professional education, training and hard work, we are now being recognized as key players in the construction industry."



Madeline Henderson

Henderson is active in many professional and civic organizations. She is currently a board member of the National Association of Women in Construction and Northwest Louisiana Food Bank.

**Are you a veteran? The LSUS SBDC is planning a breakfast in November for veterans who own their own businesses and you're invited! Learn about the SBA's new Patriot Express loan, doing business with the government, a franchise program for veterans and other topics to help your small business succeed. Call our office at 797-5144**

### Workshop Registration

Pre-registration is required for all workshops, even those where there is no cost. You may send payment (check or money order payable to LSUS SBDC). Do not mail cash. Or you may call our office at **318-797-5144** to register by phone.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_

ZIP: \_\_\_\_\_ Phone \_\_\_\_\_

Email: \_\_\_\_\_

Workshop(s) Attending \_\_\_\_\_

Amount Enclosed: \_\_\_\_\_

I am a veteran of the U.S. Military  yes  no

**Mail to: Janice Laird, LSUS SBDC, One University Place, Shreveport, LA**

## Oh So Designs Bossier City

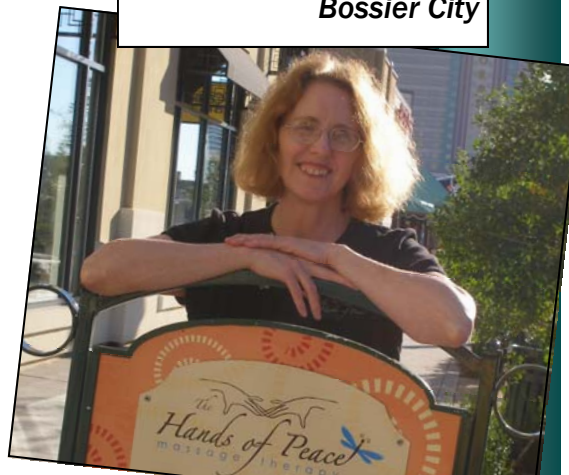


**Sandra Slaughter** has a textile fashion degree and extensive experience in the embroidery industry in both Europe and the United States, so success in her own business isn't a surprise. Sandra teamed up with her husband Jim and opened **Oh So Designs & Embroidery** in Bossier City in 2004

With an extensive selection of apparel for clients to choose from, Oh So offers in-house embroidery, digitizing, graphic design for logos, screen printing and promotional items.

The LSUS SBDC helped Oh So prepare a loan application. Oh So obtained the loan, and the SBDC later helped Oh So receive matching funds through LED's Small & Emerging Business Development program to develop a company website, [www.ohsodesigns.net](http://www.ohsodesigns.net)

## The Hands of Peace Bossier City



Registered nurse **Faith Pease** started "a little sideline massage therapy business" six years ago. Today, her business, **The Hands of Peace**, has become a pacesetter in the industry, employs six people and has an office in Louisiana Boardwalk. Pease is a graduate of the Business & Entrepreneurial Skills Training co-sponsored by the LSUS Small Business Development Center. "It's a mini MBA," Pease said of the 12-week program.. A fibromyalgia patient herself, Pease specializes in medical massage therapy and has a passion for those suffering from chronic pain.

## Entrepreneurship Training

The LSUS SBDC provides entrepreneurship training throughout the year. Here are some examples.

**Business & Entrepreneurial Skills Training (BEST)** is a 12-week program offered each fall. Classes cover a smorgasbord of business topics, including developing a business plan. Forty-five students are enrolled in the Fall 2007 BEST. Sponsors are LSUS SBDC, City of Shreveport, Greater Shreveport Chamber of Commerce, Bossier Chamber of Commerce and Southern University.



**Louisiana Contractors Accreditation Institute (LCAI)** is a collaboration between Louisiana Economic Development, Louisiana Community & Technical Colleges and Louisiana Small Business Development Center. Classes meet twice a week for six weeks and cover bonding, estimating, preparing for the general contractor's exam and other topics. Twenty business owners and prospective business owners attended classes in July-August. The next session runs Oct. 30-Dec. 13.

**Developing Your Child Care Business** is a nine-week program for



individuals wanting to open their own child care center. The LSUS SBDC offered this Fasttrac entrepreneurship training twice in the summer of 2007 — in conjunction with the Louisiana Pathways at Northwestern State University and with the LSU AgCenter in Claiborne Parish.

**Contact the LSUS SBDC at 797-5144 for future entrepreneurship classes.**

## About the LSUS SBDC

The LSUS Small Business Development Center provides business assistance for individuals who want to start a for-profit business or improve their business skills. Our service area includes Caddo, Bossier, Webster, Desoto, Bienville, Claiborne, Lincoln and Red River parishes.

Resources include free confidential one-on-one consulting, low-cost training and access to a resource library. **Our office is currently upgrading its library to include even more demographic databases, industry-specific information and material on entrepreneurship.**

The LSUS SBDC is part of the Louisiana Small Business Development Center Network, which is a nationally accredited program affiliated with the Association of Small Business Development Centers.

Funding partners include the U.S. Small Business Administration, Louisiana Economic Development and LSUS.

Visit the Louisiana Small Business Development Center website at **[www.lsbdc.org](http://www.lsbdc.org)**

The LSUS SBDC is a service center for Louisiana Economic Development's **Small & Emerging Business Development (SEBD)** program. You may apply online at: **[www.ledsmallbiz.com](http://www.ledsmallbiz.com)**

This program may provide financial assistance for such things as QuickBooks training, industry-specific training and marketing consulting.



LSU in Shreveport SBDC  
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[www.lsbdc.org](http://www.lsbdc.org)

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