



Louisiana Small Business Development Center at University of Louisiana at Monroe 700 University Ave, Monroe, LA 71209

Serving Caldwell, East Carroll, Franklin, Jackson, Madison, Morehouse, Ouachita, Richland,
Tensas, Union, and West Carroll Parishes

Great Day, Inc. Tallulah, LA



Top center: Paul Meeks, owner of Great Day, Inc.

Economic Impact

- 42 jobs created with Great Day, Inc.
- 350 jobs created with API, Inc.
- Multi-million dollar annual sales
- 30 distributors of his ATV accessories

Meeks is a serial entrepreneur who represents the best in entrepreneurship. His investment in his community has led to the creation of hundreds of jobs in the economically-depressed Delta. Meeks started two multi-million dollar companies, API, Inc. and Great Day, Inc. in Tallulah. On February 21, 2008, the Louisiana Small Business Development Center honored Meeks with the LSBDC Small Business Star Award for his record of business accomplishments.

Meeks first came to the **LSBDC at the University of Monroe** back in the 80s for help starting his first company, API. LSBDC consultants assisted him with financial projections and marketing assistance. API began with 11 employees and a limited line of innovative climbing deer stands. The company grew through constant innovations and eventually employed a work force of 350 people, making it the largest employer in rural Northeast Louisiana.

Paul sold API and was hired back on as a consultant. But entrepreneurship was in Paul's blood, and he decided to open his second company, Great Day, Inc. in July 2003. Once again, Paul returned to the **LSBDC at ULM** for assistance in starting his second company. Great Day, Inc. manufactures ATV accessories and lawn and garden equipment, and employs 42 employees. In just three years, its sales reached into the millions. Great Day sells its product lines through 30 distributors, including several national distributors.

LSBDC at ULM Services Given to Client

- Assisted with financial projections
- Assisted with developing a business plan
- Provided Marketing assistance