



**Louisiana Small Business Development Center at
University of Louisiana at Lafayette**
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Serving Acadia, Evangeline, Iberia, Lafayette, St. Landry, St. Martin, St. Mary, and Vermillion

Aucoin and Associates

5000 Ambassador Caffery Parkway, Bldg 13, Lafayette, LA 70508



Donna Aucoin, Ph.D., Owner, Aucoin & Associates

Economic Impact

- 9 new full-time jobs created
- built 3,000 sq foot building
- doubled revenue in one year

Psychologist, Donna Aucoin, Ph.D., knew she was ready to expand her private practice, but she just wasn't sure how to go about it. Until 2003, she had spent most of her career working for the State of Louisiana and running her private practice part-time.

Dr. Aucoin sought help from the Louisiana Small Business Development Center (LSBDC) at UL-Lafayette. LSBDC consultant Heidi Melancon assisted Aucoin with developing business and marketing plans and helped her become certified under the Small & Emerging Business Development (SEBD) program offered by Louisiana Economic Development (LED). Through SEBD, Aucoin received: marketing assistance to create a website and letterhead; human resource assistance to develop an employee manual, job descriptions, and salary compensation packages; and financial assistance to pay for much needed software.

After working with LSBDC, Aucoin & Associates went from three full-time psychologists and two part-time support staff to eight full-time psychologists and therapists and four full-time support staff. Aucoin also built a larger office building to accommodate a training academy. Revenue more than doubled last year.

"I definitely credit part of my success to the assistance I received from LSBDC at UL-Lafayette. I don't think I would have grown so quickly had I not received the guidance and support from my LSBDC consultant. Heidi Melancon is the first person I turn to when I'm hitting an obstacle or just need direction. LSBDC provides such a wealth of resources, assistance, and support," praised Aucoin.

LSBDC at ULL Services Given to Client

- assisted with business plan
- developed marketing plan
- assisted with website development
- facilitated SEBD assistance
- Business Consulting



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