



Central Alabama Women's Business Center

Serving Jefferson, Shelby, St. Clair, Blount, Walker, Talladega & Tuscaloosa Counties

The Newsletter

A Newsletter for Women Entrepreneurs in Alabama



January/February 2004

2004 Brings Changes to CAWBC

The **Central Alabama Women's Business Center** will be moving our office location to **2 North 20th Street**, or for many who have lived in Birmingham for years, it is the old Bank for Savings Building (the tall building with the electronic sign on top).

We will be in our new location **April 1, 2004** and are very excited about the new opportunities that the move will provide to us. We will be expanding and upgrading the computer lab and training room and will have a private conference room for meetings. This move will allow us to expand services to women business owners by offering meeting space and "downtown" office services to those with home based businesses.

The board and staff are excited about 2004 and look forward to working with you to strengthen women-owned businesses in our region.

Success is not a destination but a journey

Services:

- One-on-one counseling
- Business Plan
- Marketing Plan
- Financial Assistance
- Technology Use (Internet/ E commerce)
- Employee Management
- Mentoring Programs
- Networking opportunities
- Certification
- How to successfully grow/maintain your business
- Asset/ cash flow management
- Corporate/ government procurement processes

Central Alabama Women's Business Center

A project of the Schlarb Foundation for Women Entrepreneurs
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You Go Girl!

Little Peoples Pathway, Inc.
Elizabeth McNeal, Owner

Q: What do you love about being a woman business owner?

Being more in control of my future, and being able to assist other working mothers.

Q: What key words of encouragement can you pass on to future entrepreneurs?

Moving through obstacles is a part of the game, don't get discouraged. Putting God first is the first step.

Q: What has been a defining moment for you as a business owner? Finally completing requirements and receiving my daycare license and hanging the Little Peoples Pathway sign in the front yard.

Q. What large obstacles have you encountered as a woman business owner?

Being a woman and an African American does not guarantee you a loan. Prepare yourself financially, before starting a venture, as much as possible.

Q: What are the future plans for Little Peoples Pathway, Inc.?

Finding funding for additional rooms at the center. Possible after school care or assistance with special needs children. I prefer staying small to keep the personal touch present.

Q: How has the Central Alabama Women's Business Center been helpful to you?

Meeting Edith Ingram was a tremendous help. I was very comfortable asking business questions that might have sounded "silly". Her assistance with fine tuning my business plan helped with

future problems that had not occurred to me.

Little Peoples Pathway, Inc. child daycare center is the recently established dream of owner Elizabeth McNeal. Through perseverance and the help of family, friends and church, she was able to make Pathways a reality. Pathways has now been in operation for nearly a year and appears to be completing it on the upswing. Elizabeth's center is nearing capacity and they have recently made some changes to the facility. As with any new business, growth is the most important issue and quite possibly it will not be too long before she is able to achieve some of her future goals.

2004 Board Members

Trudy Phillips, Founder & President
Peggy Clarke
Michael Hamner, CPA
Susie Kelley, Concept Inc.

Anne Moses, Attorney
Lisa Thompson, Mail Sort Birmingham, Inc.
Mary Wier, Horizons Planning
Mary Alice Kenley, KPS Group

The Part-Time Entrepreneur

Raise your hand if any of the statements below represent your current situation with regards to business ownership.

- “I would like to start a business, but I am not sure of its potential success.”
- “I’m not sure if this is the right business for me.”
- “I would like to spend more time with my family.”
- “I would like to start a business, but I can’t give up my day job.”

If this sounds like you, then consider starting your business part-time. And by “part-time” I don’t mean a hobby. You will be trying to generate income and will be utilizing much of your free time to run the business. In many respects part-time businesses require much more effort than operating one full-time. Goal setting, time management and organization – although key with all sizes and stages of businesses – are especially important for those with a side venture. Benefits of the part-time business include lower risk threshold, cushion of full-time job, and flexibility to “test the waters”.

Do’s for your business	Don’ts for your business
Determine if business can work as a part-time venture and from the	Do not treat this as a hobby. Your goal is to make a profit.
Develop a plan, learn to manage time and organize, organize, or-	Do not neglect your day job.
Research zoning ordinances and sub-division covenants.	Do not treat the business as part of the household; learn to
Set boundaries between home and business.	Don’t overlook or downplay the sacrifices you will need to
Be professional.	Don’t get discouraged.
Create a supporting network with family, friends and advisors.	

Part-Time to Full-Time

There are no set rules as to when it is time to move your business. It will be dependent on a number of factors, one of which is your emotional readiness to take such a big step. Other factors include, but are not limited to, increase in sales and profits, expanded customer base and a solid cash flow to offset the loss of your paycheck. Of course, setting such goals ahead of time will almost guarantee that the transition will be a smooth one.

By Edith Ingram, Business Coach for CAWBC

Like to Play Golf? – Then Join Us April 20th



Central Alabama Women's Business Center (CAWBC) will host our first charity golf tournament on Tuesday, April 20th at Highland Golf Park. Get 3 of your friends together and form a team to compete for exciting prizes and giveaways. The shotgun start will begin at 8:00 a.m. followed by an awards luncheon and auction. Individual player fee is only \$125 or a team of 4 is \$500.

Interested in marketing to women business owners? Then sign up to sponsor a hole for only \$250. The hole you select will have a sign advertising your company; it is a win-win for small businesses – advertise your company and support the CAWBC at the same time. If you are interested, please contact Patricia at 250-6380 or patricia@cawbc.org.

Recommended Reads: Resources for the Part-Time Business Owner

Books:

- *Home Office and Small Business Answer Book*, Janet Attard
- *Business Know-How: An Operational Guide for Home-Based and Micro-Sized Business with Limited Budgets*, Janet Attard
- *Guerrilla Marketing For the Home-Based Business*, Jay Levinson & Seth Godwin
- *Home-Based Business for Dummies*, Paul Edwards
- *J.K. Lasser’s Taxes Made Easy for Your Home-Based Business*, Gary W. Carter
- *Momprenuers: A Mother’s Practical Step-By-Step Guide to Work @ Home Success*, Ellen H. Parpaiano & Patricia Cobe

Helpful Websites: www.entrepreneur.com: Entrepreneur Magazine; www.soho.org: Small/Home Office Organization; www.sba.gov: Small Business Administration