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# UA62/3 July Newsletter

WKU Small Business Development Center

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## **WKU SBDC Crushes Goals and Leads Statewide Network**

The Western Kentucky University Small Business Development Center (SBDC) received the Kentucky Small Business Development Center's (KSBDC) Traveling Trophy for exceeding their U.S. Small Business Administration (SBA) goals for the first and second quarters of the 2007 – 2008 Program Year. The award was presented to Rick Horn, WKU SBDC Director, during the KSBDC statewide meeting held at Dale Hollow State Park Resort earlier this month.

The trophy is presented bi-annually to the SBDC that exceeds their SBA goals which include:



number of clients served, number of businesses started, total loan dollars secured and equity invested. The WKU SBDC exceeded all of their goals by 105 percent or more and assisted clients in securing nearly \$2 million in financing. This is the second consecutive time the WKU SBDC received this award.

“Rick Horn and his staff are to be congratulated for their exceptional service to small businesses in Bowling Green and the surrounding communities,” said KSBDC State Director Becky Naugle. “The WKU SBDC continues to strengthen the economy and this award recognizes that.”

The WKU SBDC is part of a network of 15 service centers located throughout the Commonwealth that help start-up and existing businesses succeed by offering no-cost confidential business consultations, affordable business workshops, research to make informed business decisions and other valuable resources. The WKU SBDC has an office located on WKU's campus and another location at the Housing Authority of Bowling Green.

## Upcoming Marketing Training

### **Marketing for the Small Business: July 14, 2008; Garvin House; 6pm**

The goal of the session is that attendees will leave with an understanding and action plan to begin marketing their business. This session will take attendees through the basics of marketing a small business. Specifically, some of the teaching points of the event will be:

- Discussion of the big picture of marketing
- Defining your market
- The importance of Customer Service
- How to develop a marketing plan
- Press opportunities and Public Relations
- Advertising
- Pros and cons of different types of media
- Online / Web marketing
- Developing a marketing budget
- Low-cost marketing techniques
- Tracking / Evaluation of your marketing

### **About the Presenter**

Chris Houchens ([www.ChrisHouchens.com](http://www.ChrisHouchens.com)) is a marketing speaker, writer, blogger, and owner of Shotgun Concepts, a marketing firm he founded in 1997 to provide guidance on marketing strategy to today's forward thinking companies. Houchens has spent years working in both media and marketing, in the broadcasting, online, print, and healthcare fields.

Chris' blog, the Shotgun Marketing Blog, is ranked on Advertising Age magazine's list of the world's top marketing blogs and is read daily by hundreds of subscribers. Chris has been hired as a business speaker at conferences such as the Medical Group Management Association, the American Advertising Federation, and the World Tea Expo and to private companies like Schwinn Bicycle and the University of Tennessee. Chris was the reviewer and wrote the foreword for the 2006 book, "A Marketer's Guide to HIPAA" and was a co-author of 2007's "Achieving Customer Mindshare through Advertising".



Locally, Chris is a past President of the Bowling Green Professional Marketing Association where as a member he has garnered many awards including being honored as that organization's 2007 Marketer of the Year. Chris works as the Online Director of the Daily News where he manages the online content for [bgdailynews.com](http://bgdailynews.com) as well as

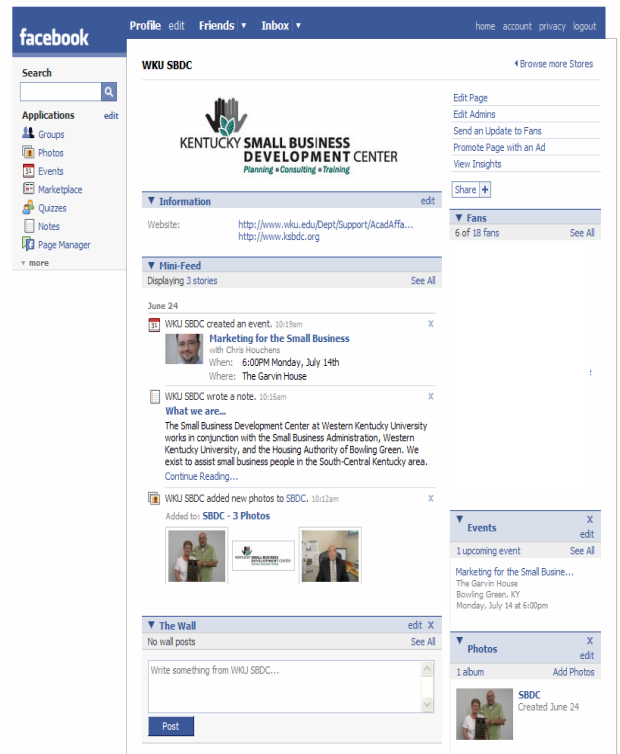
operations for the monthly entertainment tabloid, The Amplifier. Chris is an Adjunct Instructor in Western Kentucky University's School of Journalism and Broadcasting.

This seminar will be held at the Garvin House, 221 Ft. Webb (31W to Riverview; Beech Bend Rd) turn left at the Bowling Green Country Club, then turn left at the Garvin House sign, follow the lane up to the big house. This will be held from 6-8:00pm, you may register at [Marketing for the Small Business](#) . There is no charge for this seminar.

## New Facebook Account

The WKU SBDC is proud to announce that we are now on Facebook! Facebook is a social networking tool that can be used to connect people all across the globe. On our page you can find pictures, news, and information about our upcoming workshops.

To access this webpage you need to be a member of Facebook. Start out by going to the [Facebook Homepage](#) . Click on the green button on the right hand side of the page that says "Sign Up". It will walk you through creating an account. After you have set up your profile you can search (in the upper left hand corner) for "WKU SBDC". Now that you have found our page click on "Become a Fan". This will put a link into your profile so that you can access our information quickly. The page will look something like the image to the right.



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 [Chris Bixler, 247 Double Springs Rd, (271)467-7154]