

MAYSVILLE REGIONAL ENTREPRENEUR CENTER
 201 E. THIRD STREET
 MAYSVILLE, KY 41056

MAYSVILLE REGIONAL ENTREPRENEUR CENTER

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INSIDE:

MOB Squad	2
Success Stories	3 & 4
Small Business Development Seminars	5

OUR VISION

In 2007, local leaders, recognizing the importance of entrepreneurs in our community, instituted the Maysville Regional Entrepreneur Center (E-Center) and set out to coach entrepreneur start-ups, assist businesses that needed to expand, help with business retention, and organize a strong community effort to assist in achieving these goals.

SAVE THESE DATES

How to Start a Business
 January 30th

Writing a Business Plan
 February 13th

Financing a Business
 March 13th

How to Market a Business
 April 10th

Daily Operations of a Business
 May 8th

OUR METHODS

- One-On-One Coaching

Clients at the center are assisted with one-on-one coaching in the areas of Business Plan development, Financial Plan Development, Marketing Plan, Financing and Daily Operations. The clients work with the consultant (coach) at their own pace, until a full business plan has been developed, with financials ready to take to a lender for financing.

- Educational Programs

The center focuses on a strong series of educational programs for those considering a business or for those already in business. The programs are at night and usually are for 2 hours covering

the topics of How to Start a Business, Writing a Business Plan, Financing a Business, How to Market a Business, and daily Operations of a Business. The Center also provides classes meeting business needs when requested, such as Using Social Media and in the future Business Boot Camps.

- Conferences

The E-Center also sponsors or is responsible for hosting a Business Conference each March. Business topics such as social media, crowd funding, creative financing, and international sales opportunities are but a few of the topics that have been covered by state, regional, and local speakers.

Be on the watch for Business Bootcamp!



BUSINESS COMMUNITY LEADERSHIP

The E-Center takes a strong role in the development of Entrepreneur leaders. A think tank was developed (thru USDA funding support) to decide where and how business should be supported and developed in a positive fashion. The only qualifications for being on this think tank were creativity, willingness to work, and above all, a positive attitude. Twelve concerned business leaders took part in the first meeting. An outside consultant was brought in to demonstrate how Fairfield, Iowa had become recognized as the Entrepreneurial Capitol of Iowa and meetings sprang the squad is a very positive, business owners, business tired business professionals concerned with the Trace Region (focusing on County). This group has the year. The MOB has ing, business recruitment, support opportunities, hours, and developing the Mob highlights a business the mob to buy their ser-specific day and time of the month. Activities the mob is considering are startup financing, business recruitment, mentoring, cleanup programs, and supporting positive efforts to improve the entrepreneurial spirit of the community.



An outside consultant was brought in to demonstrate how Fairfield, Iowa had become recognized as the Entrepreneurial country. From these “MOB Squad”. The mob forward thinking group of enthusiasts, educators, reals, lenders, and other indigrowth of the Buffalo Maysville and Mason grown tremendously over been involved in network-identifying business and developing a business after “Cash Mob”. The Cash that has been selected by vices or products during a

PITCH YOUR PLAN COMPETITION

The Maysville Regional Entrepreneur Center and Maysville Community & Technical College are committed to fostering an entrepreneurial spirit in our region. We share a vision of Maysville as an incubator for new businesses - small businesses that can grow our economy, provide jobs and opportunities, and encourage citizens to pursue and achieve academic goals.

The Maysville Regional Entrepreneur Center developed the Pitch Your Plan business plan competition to serve as a facilitator for business starts. The idea was to provide space rent-free for one year to a deserving retail business in downtown Maysville, to be located in the historic Cox building. The Cox building is serving as Maysville Community and Technical College’s and Maysville Regional Entrepreneur Center’s first incubator project.

To compete in Pitch Your Plan, prospective business owners were required to submit a business plan, with financials, to the center; from those submissions, three plans were selected. The three prospective entrepreneurs were then invited to present their pitches (15 minute presentations) to a selection committee.

The owner of Maysville Cake and Candy supply was selected as the winner, and she, will have an opportunity to run her business free of rent and utilities for one year.

Success Stories

Travis Roberts came from a family that had been in a community store business for years. In fact he had grown up in that atmosphere. He felt it an excellent environment to raise a family-plus give him more time at home. Travis's employer was a long distance from his home and this cut deeply into his family time. Travis started working with the Maysville Regional Entrepreneur Center in developing a business plan for the purchase of the Mt. Olivet Grocery located in Mt. Olivet, Robertson County. Travis and his family worked many hours on gathering the information for their business plan and thru hard work and perseverance were successful in buying the business. Travis is now running a successful business providing a needed resource in Mt. Olivet, providing jobs (4 full time and 4 part-time) for the community and most of all meeting his desire to raise his family in an entrepreneurial environment.



The Doyle family has been in the produce business for three generations. Darryl Doyle is the newest member of the family to take up this family business. Darryl has worked with the Maysville Regional Entrepreneur Center in developing a marketing plan and determining pricing for his produce for a number of years. Darryl sales produce in Fleming County, Mason County, and Morehead farmers market. His sells directly to numerous local stores. Darryl proves employment for 3 full time and up to 3 part-time. Darryl is a community leader in the produce business. Darryl serves as Chairman of the Fleming County Produce Association and member of the Mason County Farmers Market. Darryl's leadership in agriculture won him the Outstanding Farm Family award presented by the Fleming County Chamber of Commerce.



Robert Knipp was working in the fabrication business when he decided to start his own business called Fleming County Metal Works. Robert provided full time employment for 3 and part-time for another 3. The business does everything from working on farm equipment, fabricating for industry and of all things building a Rhino cage for Disneyworld. His business has been successful and he is expanding. He came to the Entrepreneur center to work out a projection time line and financial outlook of what that expansion would look like. With this analysis Robert will have confidence in expanding his facilities.



Aaron Bevard came to the Maysville Regional Entrepreneur Center wanting to develop an athletic enter geared to the boxing and martial arts community. Aaron had identified a niche market and clientele for these popular activities. Aaron did his research, put together his financials with the centers assistance and received funding for his vision. Aaron now provides gym with a full assembly of heavy weight training equipment, boxing ring, heavy punching bags and light bags for the aspiring martial artist or someone just wanting to stay in shape.

Carol and Bernie Bruno, 25 years of experience for Carol and 20 years of experience for Bernie meant the Bruno's knew they had the experience needed to own and manage a local country grocery and meat processing facility. The Bruno's had gained there knowledge working for Publix in Florida. With the plan of employing one other part-time employee besides themselves they have taken the challenge of developing the Lenoxburg Country Store and Locker. The grocery portion of the store will have the general country store items plus Hunt Brothers pizza, deli and gas. The Meat processing portion of the business will process deer, beef and hogs. The customer can request how the animals will be processed and the cuts they prefer. I am sure the residents of Lenoxburg are glad to see their country grocery survive.

Success Stories

Mason Family Drug is an independent pharmacy solely owned and operated by local residents, Michael and Elizabeth Berry, with Michael serving as primary pharmacist. As a hometown business, Mason Family Drug provide all the

products and services one would expect from a large chain store along with the care and personal attention found only at a locally owned, independent pharmacy. The mission of Mason Family Drug is to be a thriving, pharmacy business centered on improving the health for residents of the Maysville and surrounding areas. Employing two part-time pharmacists, five full-time and three part-time technicians, our pharmacy strives to be the best in Maysville in regard to patient care

as measured by compassion, efficiency, accuracy, and patient education. Additionally, Mason Family Drug is competitive with medication prices as dictated by insurance co-pays and for those individuals without insurance. Patient convenience



is always emphasized by providing a low prescription wait time, easy prescription transfer, drive through window, and local medication delivery service. Mason Family drug also offers professional services such as patient counseling,

monitoring of drug therapy, compounding, intern training, and medication adherence along with unit dose packaging and physician consultation. In addition to prescription services, we offer a full selection of over-the-counter vitamins, medications, dollar items, and home health products. If you are in need of diabetic footwear, our certified therapeutic shoe fitters will service your needs with a full line of diabetic shoes, as well as socks and compression stockings. At Mason

Family Drug we are proud to serving our friends, family and neighbors of Maysville and the surrounding communities. **Better service, better care... from our family to yours!**

Maysville Cake and Candy Supply
2 East Third Street, Suite 3
Maysville, KY 41056
606-564-9050

Baking made easy, everything you need for your home baking, candy and cookie and cake decorating needs. They even offer classes.

They carry products such as:

Wilton: variety of baking pans, fondant supplies, decorating tips

ck Products: candy molds, decorating sugars, charms, cookie cutters, candy fillings and additives

Foxrun Brands: cake pans, cupcake liners, candy lines, specialty utensils

Fat Daddio's: professional line of cake pans, specialty utensils

Gooseberry Patch: cookbooks, calendars and appointment books (food themed)

Leanin' Tree: selection of greeting and Christmas cards

Cookie Cutter Company: specialty cookie cutters

They are open:
 Tuesday - Friday 10 am - 5 pm
 Saturday 10 am - 3 pm

**Now accepting Chamber
 Choice Gift Checks**



SMALL BUSINESS DEVELOPMENT SEMINARS

Here is a sample of some of the seminars offered by the E-Center this year:

- **How to Start a Business:**

This program explores the advantages and disadvantages of owning your own business. We will explore the entrepreneur life, types of small businesses, legal forms of ownership, and the need for a business plan.

1. Are you ready to own a business?
2. Researching your business
3. What the lenders need
4. Why is a business plan needed?

- **Writing a Business Plan:**

The business plan is the foundation for the organization and operation of your business. We look at all the topics that go into a business plan and learn how we can discover the information needed.

1. Why is a business plan needed?
2. What goes into a business plan?
3. Researching the business and industry trends

- **Financing a Business**

In today's world, a complete financial plan with three years of projections is a must. Whether you are investing your own money, utilizing lenders, or have other investors, you will learn what goes into the financial plan. The importance of identifying start up cost, variable cost, and working capital will be just a few of the topics covered.

1. Start with a business plan
2. Identifying start-up cost
3. The financial information you need

- **How to Market a Business**

Businesses need to advertise. Many will tell you they feel they do a terrible job in this most important area. In this session, we learn about target markets, valuing our assets, creating value for the customer and spending our money wisely.

1. What's your advantage?
2. Identifying the value to the customer
3. Identifying competitors
4. Understanding advertising and target markets

- **Daily Operations of a Business:**

Topics to be included in this session will include: writing job descriptions, managing employees, developing an operations plan, and SWOT (strengths/weaknesses, opportunities and threats) analysis for employees and management.

1. Job descriptions
2. Managing employees
3. Developing an operations plan
4. SWOT (strengths/weaknesses, opportunities and threats) analysis for employees and management

There is no charge for these sessions.
For more information, please call
Workforce Solutions: 606-759-7141, ext. 66120

Building Our Entrepreneurs One Business At A Time



Maysville Regional
Entrepreneur Center
201 E. Third Street
Maysville, KY 41056

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