

MDA E-News January 26, 2009

Economic Survival Tactics, MEDC Conference, MDA's Lake Development Symposium

MDA's Existing Industry and Business Division Offers Workshops for Small Businesses; Teaches Tactics for Surviving the Current Economy and More

MDA's Existing Industry and Business (EIB) Division, the University of Mississippi Small Business Development Center, the U.S. Small Business Administration Office and the Innovation Center in Biloxi have teamed up to present "Thriving in Difficult Economic Times," a workshop designed to teach small businesses certain tactics to help survive in a softened economy and continue to expand and grow.

According to John Brandon, Associate Manager Senior of the EIB Division and workshop leader, the two-to-three-hour sessions teach participants how the economy affects business, how to look for clues in profit and loss statements and balance sheets and ten ways to market a business and be cost-effective. Additional workshops are available, including "The Buyology of Business," which reviews current economic trends, how people buy and what they buy, and how to gain repeat customers.

To schedule a workshop in your area or to find out which workshops are available, please contact the EIB Division at (601) 359-3593 or e-mail eibus@mississippi.org.

MDA International Representatives to Make Annual Visit for MEDC Conference, Network with Local Developers and Allies

MDA International Trade representatives will be making an annual visit to Mississippi the week of February 2 to attend the MEDC 2009 Winter Conference scheduled for February 4-6 at the Hilton Hotel in Jackson. Attending the conference will allow the representatives to network with local developers and allies and answer any questions regarding international trade in their respective countries. Joerg Lennardt and Michael Muench, MDA's representatives in Germany, will also meet with local economic developers and visit communities to learn more about investment advantages.

In addition to attending meetings and receptions at the conference, MDA's China representative, Paul Swenson, will travel to various regions of the state to meet with Mississippi companies currently doing business in China. On February 2 from 12 p.m. - 1p.m., Swenson will also conduct a "Doing Business in China" seminar at the Mississippi Enterprise for

Technology located at the Stennis Space Center in Hancock County. The seminar, geared toward the Stennis community, will focus on space commerce in China.

To view the MEDC 2009 Winter Conference agenda or to register online, please visit www.medic.ms.

MEDC Conference to Feature Roundtable Sessions with MDA Division Directors

On Wednesday, February 4, from 2 p.m. - 4 p.m., MDA's division directors will be hosting a roundtable event at the MEDC 2009 Winter Conference to provide information about the agency's programs and services. The sessions, which will be conducted in a "speed dating" format, will allow conference attendees ten minutes at each division's table before moving on to the next session; a whistle will sound signaling the end of each session.

MDA Deputy Director Whit Hughes will begin the roundtable event with a 10-minute overview of MDA, and Joey Deason, MDA Deputy Director and CFO, will conclude the event with five minutes of closing remarks. The first five minutes of each session will be delegated for division overviews, and the remaining five minutes will be set aside for questions and answers. Speakers for the roundtable event include:

- Griff Salmon and Liz Cleveland - Global Business and Trade
- Chandler Russ - Existing Industry and Business
- Joy Foy - Asset Development
- Motice Bruce - Energy
- Wanda Land - Workforce Development
- Jay McCarthy - Financial Resources
- Richard Speights - Minority and Small Business Development
- Steve Hardin - Community Services
- Craig Ray - Tourism
- Kathy Steen - Technology Tools to Better Work with MDA

The event, which will last approximately two hours, will be a fun, informative way to learn more about MDA. To view the conference agenda or to register online, please visit www.medic.ms.

Pre-Registration Deadline for MDA's *Lake Development Symposium* Drawing Near; Register Online Today

The pre-registration deadline is nearing for MDA's *Lake Development Symposium*, a meeting focusing on the benefits of lake-centered developments in Mississippi. The event, which is being held by MDA's Asset Development Division, will be Wednesday, February 4, at the Jackson Convention Complex in downtown Jackson.

The symposium will focus on using two of the state's most abundant natural resources - rainwater and rural land - and transforming them into

assets with long-term economic development benefits. The one-day event will join national, regional and state experts to share their experiences and offer insight into the development of lake-centered projects, and it will include a morning and afternoon session as well as a luncheon with a special guest speaker.

To learn more or to register online, please visit
www.mississippi.org/lakesym.