

ENTREPRENEUR SPOTLIGHT

Project Outcomes:

(June 2, 2003 to December 31, 2007)

- ◆ Total Clients Assisted: **409**
- ◆ Businesses Started: **30**
- ◆ Businesses Expanded: **12**
- ◆ Jobs Created: **115**
- ◆ Businesses Retained: **7**
- ◆ Jobs Retained: **32**
- ◆ Tune-Ups of Existing Businesses: **47**

For more information about Enterprise Facilitation, contact:

Facilitator
Janet Griesel
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Board Chair
Jim McAnerney
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New Way to Buy & Sell Available in Jackson County

Penny Parker of Holton, KS recently launched the Jackson County Trader, a website offering local residents the opportunity to sell those unwanted items or find that item they've been searching for. Penny is aided in this effort by her husband, Tom, who is responsible for sales.

Those advertising on the site are able to include a photo of their item. "This is a big advantage," said Penny. "It helps generate interest among buyers as they're able to see what it is they would be getting." If a photo is desired, Tom will come out to take it and allow the advertiser to approve it prior to posting.

Another advantage to advertisers is that their ad runs for seven full days. Advertisers also have the option of having interested persons call the Trader rather than giving out their phone

**JACKSON COUNTY
TRADER**

CLASSIFIED ADS SERVING JACKSON COUNTY RESIDENTS

www.jacksoncountytrader.com

number. Penny provides this service at no additional charge. Tom said, "This has been a popular feature as many people don't want their information out on the internet."

Ads with a photo and up to 20 words are \$4.50. Ads without a photo and up to 15 words are \$3.50.

Businesses are able to sponsor the site for \$20 a month. And, the Parkers are allowing local non-profits to

promote their services at no cost as space permits.

In considering the venture, the Parkers contacted Facilitator Janet Griesel. "Janet helped us to stay focused and on track," Penny said. "She was always available and returned our calls with the answers to our questions. We found the service invaluable from start to finish."

For more information on the Jackson County Trader visit www.jacksoncountytrader.com or call 785-364-7819.

Northeast Kansas Enterprise Facilitation Initiative

Northeast Kansas Enterprise Facilitation is a five-county effort to help people transform their dreams and talents into viable business ventures. Facilitator, Janet Griesel, provides free, confidential business management

coaching to aspiring and existing entrepreneurs in Atchison, Brown, Doniphan, Jackson, and Nemaha counties. She is assisted by an approximately 60 member community resource board. Resource board members are

dedicated volunteers who help Janet locate resources for individual clients. Board members volunteer their networks, knowledge, business experience, skills, and time to assist area entrepreneurs.

Upcoming Events:

February 7, 2008

6:00 pm - Board Meeting at the Fisher Community Center, 201 East Iowa St., Hiawatha, KS