



JB's Health Mart

Promoting Good Health...Naturally!



also offer an outstanding resource department of books, pamphlets and brochures. Customers have full access to the store library and can use the reference material and knowledge of the staff to increase their knowledge of healthier ways of living.

According to owner Jane Thomas, "Our number one emphasis is outstanding customer service and personalized attention." Counselor Russell Wyrick adds, "While working with Mr. and Mrs. Thomas it became clear to me that JB's Health Mart was more than just a business opportunity to them; they truly care about making a positive impact on the health and well-being of this community. I believe that customers can pick up on that sort of thing. When a business owner is sincere it generates strong customer loyalty." The store offers free delivery within the West Plains city limits and provides shipping worldwide. In addition to being a full-service health food store, JB's offers professional foot and hand reflexology performed by Jane, who is a Certified Ingham Reflexologist. She is also working to become a Master Herbalist, Certified Aromatherapist and completing an Associate of Applied Science Degree in Complimentary and Alternative Medicine from the American College of Health Science in Portland, Oregon (this institution is fully accredited through the U.S. Department of Education).

In 2010, watch for expansion of JB's, which will include more bulk foods aimed to save the customers money. For more information on JB's Health Mart, visit their web site at www.jbshealthmart.com or call them toll-free at 866-614-5165.

Upcoming Training Events:

Effective Advertising & Promotions

April 8, 2010

8:30 a.m. - 12:30 p.m.

Building the Ultimate Business Plan

April 14 & 15, 2010

6:00 p.m. - 9:00 p.m.

Export Letters of Credit

April 15, 2010

9:00 a.m. - 4:00 p.m.

QuickBooks for Your Business

April 21, 2010

8:30 a.m. - 5:00 p.m.

Business Performance: Measure, Manage & Succeed

April 27, 2010

8:30 a.m. - 12:30 p.m.

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Two Missouri State SBTDC counselors honored at Missouri Business Development Program in Jefferson City, MO



Isabel Eisenhauer



Russell Wyrick

The MSU SBTDC is proud to announce the recent award recognition of two center counselors. Isabel Eisenhauer, a consultant in the Springfield office and Russell Wyrick, the SBTDC coordinator for the West Plains satellite office, were recognized for their individual contributions at the Missouri Small Business & Technology Development Centers' annual meeting in Jefferson City, Missouri in January 2010 at the Capitol Plaza Hotel & Convention Center.

Eisenhauer joined the Springfield center in October 2007 and Wyrick took over the satellite office in West Plains in July 2007. The award recognition presented to these consultants was based on their individual contribution to the statewide goals of producing jobs, helping small businesses increase their sales (which adds tax revenues to the state/community), attract investments, and for their efforts to assist people with starting new businesses. Satisfaction ratings from the consultants' business clients and training seminar attendees from SBTDC programs, along with program revenue raised was included in evaluating overall performance.

Each consultant received recognition at a luncheon attended by colleagues from across the state. The MSU SBTDC is fortunate to have dedicated professionals like Isabel and Russell working hard to serve small businesses in southwest and south central Missouri. Congratulations to both winners!

ECONOMIC IMPACT MSU SBTDC

FY2010, from Oct. 1 thru Mar. 31, 2010:

- ◆ We've served 96 businesses!
- ◆ Over \$3.4 million in increased sales!
- ◆ Over \$6 million in approved loans and investments!
- ◆ Assisted in retaining 177 jobs and in creating 28 new jobs!
- ◆ Assisted in creating 8 new businesses!
- ◆ Offered 37 educational training seminars to 307 total training attendees!

JB's Health Mart, West Plains, Missouri, was the first small business venture for owners Dan and Jane Thomas. The Thomas' purchased the business in 2009, with the help of the SBTDC on the Missouri State University-West Plains campus. Counselor Russell Wyrick helped them evaluate the initial asking price and helped the Thomas' determine the growth potential of the store, a fair market value, and assisted in researching the market potential and competition. Eventually, they reached a purchase agreement and have been working hard in JB's ever since. The Thomas' said, "We consulted with Russell Wyrick before and after purchasing our business. His suggestions and advice have been invaluable to us, and by applying them, our business is growing and prospering."

JB's Health Mart carries a full line of herbs, vitamins, minerals and body building supplements in powder, pill, capsule and liquid forms. They also carry a full line of homeopathic remedies and offer advice to customers in holistic health practices. Their grocery department includes gluten free foods, sugar free items, dairy free alternatives, locally raised honey, produce, cheese, beef and elk. They also carry wild caught salmon, chemical free white shrimp and other seasonal seafood. Plus, they offer nitrite free hot dogs, bacon and lunch meats. Bulk spices, herbs, nuts, dried fruit and a wide variety of baking flours and supplies can also be found.

In addition to JB's food products, they offer monthly workshops on a variety of topics such as women's health, naturopathy, alternative healing, product making, weight loss, herbalism and more. The staff is happy to help customers with questions about meal planning, nutrition and healthy alternatives to their favorite recipes. The