

4/13/21

ASU Mid-South Announces Jack Poff, Jr. As New Director of ASBTDC



Arkansas State University Mid-South is pleased to announce that Jack Poff, Jr. has been named as the first Regional Office Director of the new Arkansas Small Business and Technology Development Center (ASBTDC) on the ASU Mid-South campus.

ASBTDC is a statewide economic development program that assists entrepreneurs, both new and seasoned, with every aspect of business creation, management, and operation. The ASBTDC Lead Center is located at the University of Arkansas Little Rock, with regional offices on the campuses of ASU Jonesboro, ASU Mountain Home, ASU Mid-South, Arkansas Tech University, Henderson State

2000 West Broadway | West Memphis, Arkansas, 72301 | (870) 733-6722 | www.asumidsouth.edu

University, Southern Arkansas University, UA Fayetteville, and UA Monticello. UA Fort Smith and UA Pine Bluff are also adding ASBTDC offices in 2021.

Funded by institutions of higher education and the U.S. Small Business Administration, these offices provide numerous no-cost services, including individual and confidential consulting; help for entrepreneurs and small businesses seeking capital; education and training events on small business topics; and market research services.

The local office will serve residents of Crittenden, Cross, Woodruff, St. Francis, and Lee counties.

Poff, a Realtor since 2005, has first-hand small business experience and a history of community involvement. He is active in the West Memphis Chamber of Commerce and Main Street West Memphis and has served on festival and city economic development committees.

“I’m so excited to be a part of the ASBTDC and all that we have to offer small businesses here in our region. Having been a small business entrepreneur for most of my career, I bring a sense of realistic understanding to this role, and I’m so happy to be able to help others achieve success,” said Poff, Jr. “The ASBTDC has a proven track record of helping their clients achieve results, and I’m looking forward to bringing those results to the region we serve.”

Dr. Debra West, Chancellor of ASU Mid-South, recently announced the addition of Poff, Jr. to the ASU Mid-South team stating “We are anticipating great things from the addition of the ASBTDC to our campus. Our region is poised to continue to see economic growth and the support for small business that ASBTDC provides will only enhance that growth.”

Anyone looking for small business assistance can reach Jack Poff, Jr. at jlppoff@asumidsouth.edu or 870-733-6805.

About Arkansas Small Business and Technology Development Center

As the state’s premier business assistance provider, the Arkansas Small Business and Technology Development Center (ASBTDC) is dedicated to helping small businesses achieve success and to promoting economic development throughout the state. ASBTDC works with all types of for-profit businesses, from home-based to high-tech, providing one-on-one, no-cost guidance. Unique among Arkansas economic development organizations, ASBTDC serves businesses from any county in Arkansas, in any industry sector, at any stage of business development. For more information on ASBTDC, visit <http://asbtdc.org/>.

About Arkansas State University Mid-South

Arkansas State University Mid-South is a public two-year institution of higher education with an open-door admission policy, serving Crittenden County, Arkansas, and the surrounding areas with a comprehensive educational program. The College is committed to economic development in the Arkansas Delta through the provision of quality, affordable, and convenient learning opportunities and services consistent with identified student, community, and regional needs. To meet these needs, the College provides quality academic and support programs, personnel, technology, administrative services, and facilities necessary to respond in a timely and effective manner.

For more information about ASU Mid-South, visit <https://www.asumidsouth.edu>.

###