



COLLEGE
OF BUSINESS

Client Success Story

Arkansas Small Business Development Center University of Arkansas at Little Rock



Arkansas Small Business Development Center Lead Center

University of Arkansas at Little Rock
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Since 1992, Hooten's Publishing Inc. has published Hooten's Arkansas Football with the goal of bringing Arkansas a long overdue high school football magazine. The result is 456-plus award-winning pages, featuring every high school in the state of Arkansas. The book-a-zine currently has a readership of more than 115,000. In September 2004, the

owners of Hooten Publishing turned to Phil Harris, ASBDC consultant in the Little Rock office, for assistance in addressing some operational issues and for further help in growing their already successful family business. Harris began working with Andrea, Chris, Chad, and Ashley Hooten to conduct an analysis of the firm's infrastructure as well as develop a strategy to take advantage of future growth opportunities.

Harris realized that the clients could benefit tremendously from a UALR student consulting opportunity. He recommended that they participate in an Executive MBA student project that involved the development of a strategic marketing plan. The client received free assistance during the fall semester of 2004 from Dr. Conway Rucks' EMBA Marketing Strategy class. The clients returned to Harris for further counseling in January of 2006. After numerous meetings and discussions between Harris and the owners, Dr. Warren Stone was asked to help facilitate a strategic planning process with the owners. Harris and Stone facilitated the planning process as the clients assessed their current situation and developed new strategies. The ASBDC also provided historical financial analysis of the firm and assisted in the development of projections for the coming year. As a result of the assistance received from the ASBDC and the UALR College of Business, Hooten's Arkansas Football magazine reached new heights in sales in 2006. The 14th annual publication had a 22 percent increase over 2005, pushing its readership to 125,000. Advertising revenues and viewers of Hooten's Arkansas Football TV show, which airs at 6:30 p.m. Saturdays on Arkansas NBC Affiliates, enjoyed a substantial increase. The company successfully launched a bigger and better web site – www.hootens.com. The firm added one new employee and currently employs five full-time.



Hooten Publishing, Inc.
Andrea and Chris,
Chad and Ashley Hooten