

# Janell Owens Reeves

*Southern Arkansas University*

Janell Owens Reeves is director of the Arkansas Small Business and Technology Development Center at Southern Arkansas University, a role she has held since 2017. She manages center operations, consults with current and prospective business owners, leads events, and engages in community outreach.

In 2020, the SAU center was recognized for its excellence and innovation by the Small Business Administration.

“Janell is amazing and awesome at what she does. She is very helpful in breaking down concepts and resources to my understanding and helping me thoroughly think through my business,” wrote a client.

Reeves is a double graduate of SAU, with bachelor’s and master’s degrees in business administration. Well-known across campus, Janell is an involved member of the university community. In addition to her full-time position with ASBTDC, she serves as a member of the Business Advisory Council for SAU’s David F. Rankin College of Business and as an adjunct professor in the Rankin College.



Previously, she spent 10 years as accounting and human resources manager for a leading specialty chemical company. She is a former small business owner and has worked in community banking.

Janell shares her three decades of business acumen willingly with the public, speaking at town halls and to civic organizations around the center’s nine-county service area in Southwest Arkansas. She received the ASBTDC’s 2018 “Pound the Pavement” award for outstanding effort in outreach and marketing.

She is part of the Self-Employment Panel of the Veterans Readiness and Employment program offered through the Veterans Administration’s Little Rock regional office. Reeves is also a member of the Southwest Planning and Development District’s Comprehensive Economic Development Strategy Campaign Committee, where she successfully advocated to make “Support Small Business” one of the goals in the region’s five-year strategy.

A talented pianist, Janell is the keyboardist for her church’s praise team. She also helps lead the SAU Missionary Baptist Student Fellowship.



**Arkansas Small Business and Technology Development Center**

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