



# CENTER FOR ECONOMIC DEVELOPMENT

# NewsWire

August 18, 2009

HELPING ENTREPRENEURS AND BUSINESSES GROW AND SUCCEED

A joint program of the Labovitz School of Business and Economics, Natural Resources Research Institute, and Swenson College of Science and Engineering.

## BUSINESS BREAKFAST SERIES



### ENERGY CONSERVATION

A Sound Investment for Any Economy

Wednesday, August 19, 2009  
7:30 am – 9:00 am \$10.00  
UMD Center for Economic Development

11 E. Superior St., Suite 210  
Duluth, MN 55802

Presented by: Tim Gallagher,  
Minnesota Power

### ROADSIDE ADVERTISING IN A DIGITAL WORLD

Wednesday, September 9, 2009  
7:30 am – 9:00 am \$10.00  
UMD Center for Economic Development

11 E. Superior St., Suite 210  
Duluth, MN 55802

Presented by: John Bennett,  
U of M Extension

Does your business have a sign on the digital superhighway? Can people find your business when they search on online maps or use a Global Positioning system (GPS) unit? Make sure your business is a roadside destination in the digital world.

To register for the Business Breakfast Series workshops:  
218-726-7298 or

[www.umdced.com/workshops](http://www.umdced.com/workshops)

## SBA RELEASES ARC LOAN APPROVALS Per State

U.S. Small Business Administration



Your Small Business Resource

Coleman SBA Lender Daily

<http://www.colemanpublishing.com/081209SBADaily.cfm>

### 1) SBA Releases ARC Loan Approvals Per State

SBA has released the total number of ARC loans approved per state. Minnesota posted the most with 181 as of August 12.

Minnesota (181)  
Wisconsin (154)  
Utah (66)  
Iowa (57)  
Ohio (55)

### 2) INVESTIGATION: SBA loan program 'designed to fail' - Part I & Part II

Neal Gordon, who is the principal for the Business Borrowers Alliance, is currently assisting 25 customers with their ARC loan paperwork. He said the ARC loan program is "just a clunker without the cash at this point" because lenders are just not participating. Gordon said this is because the volume of paperwork involved in these \$35,000 loans is almost as much as for SBA-backed loans for up to \$2 million.

### 3) TMC Closes \$10.5 Million Deal for Service West, Inc.

"Service West is a perfect example of how recent changes to the SBA 504 loan program make this type of financing an even better fit for larger projects," said Barbara Morrison, President of TMC Development. "With a high loan-to-value ratio, significant fee reductions as part of the President's effort to stimulate the economy with the ARRA, and SBA's new energy policy, it is truly an ideal time for businesses to take advantage of available 504 financing."

### 4) Esther H. Vassar Named SBA's National Ombudsman

"With her experience managing a state regulatory agency, Esther Vassar brings to the National Ombudsman's office first-hand knowledge of what it takes to build partnerships between government and business," said Administrator Mills. "The office of the National Ombudsman is a good match for Esther's talents, and I have no doubt she will contribute greatly to improved cooperation between small business and federal regulatory agencies."

## EVERYONE IS AT RISK – Combating the Increasing Threat of Online Fraud & Identity Theft IRS National Phone Forum

August 19, 2009

Cost: FREE

Convenience of your home or  
office

Access Code 760853 9 am  
648527 Noon  
353052 3 pm

Questions? E-mail:

[nationalphoneforum@irs.gov](mailto:nationalphoneforum@irs.gov)

Register at [www.attevent.com](http://www.attevent.com)

Toll free: 1-800-683-4564

Toll: 1-913-312-2904

## Data Security and Privacy Summit AVOID A DATA BREACH

*Sponsored by the Better  
Business Bureau and the  
Federal Trade Commission*

Monday, September 14, 2009

12:00 pm – 4:30 pm

Registration, Lunch,

Networking begin at 12:00

Metropolitan Ballroom and  
Clubroom, Golden Valley

Cost:

Regular \$99.00

Early Bird \$70.00

(Registrations in by August 24, 2009)

BBB Accredited business and

Event Partner Rate \$59.00

For more information and  
secure registration:

[www.thefirstbbb.org](http://www.thefirstbbb.org)

or Karen Thompson:

651-695-2418

*SBA Releases ARC Loan Approvals (cont.)*

### 5) PANEL CONFIRMED: Coleman's "Hotel Financing 2009 Update" Audio Conference

Wednesday, September 2nd

2:00 pm - 3:15 pm Eastern

#### Confirmed Speakers:

**Peter Berk**

PM Hotel Finance Group

President

Peter Berk is President and founder of the PM Hotel Finance Group. He has played an integral role in establishing the firm's hospitality practice as a national leader in hotel financing with an emphasis on the limited and select service hotel markets. Mr. Berk's primary responsibilities include raising debt and equity capital for hotel owners. In that capacity, Mr. Berk has financed in excess of \$2 billion worth of hotel assets for both entrepreneurial and institutional clients representing over 20,000 hotel rooms.

#### **Anthony Falor**

Chief Operating Officer

Hodges Ward Elliot

Anthony Falor joined HWE in October 2003 as COO of the Focused Service Division after spending 13 years with the world's largest lodging franchise or, Cendant Corporation, most recently as President and CEO of their Budget/Extended Stay brands.

#### Register Online

Bob Coleman

Founder

Coleman Publishing

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Twitter: BobColeman

Speaking Engagements

<http://tinyurl.com/mpvdga>

Media Coverage

<http://tinyurl.com/nhmqy6>

Website

[www.colemanpublishing.com](http://www.colemanpublishing.com)

## Five Keys to Surviving a Recession

By Mike Ferrell

As the economy continues to slog along business owners are faced with the task of trying to do everything they can to make their business survive during these difficult times. Here are five keys for any business that can not only help the business survive but also thrive when the recession is over.

## People Protecting Manoomin: Manoomin Protecting People

### A Symposium Bridging Worldviews

August 25 – 27, 2009  
Shooting Star Convention  
Center  
777 Casino Road  
P.O. Box 418  
Mahnomen, MN  
1-800-453-7827

[www.regonline.com/manoomin](http://www.regonline.com/manoomin)

Pamela Standing  
218-847-9554 or  
Shooting Star Casino  
1-800-453-7827

### *Five Keys to Surviving a Recession (cont.)*

#### 1. **Maximize the value of a customer**

The best way to make sure that your business continues to grow is to analyze your current customers and make sure that you are doing everything possible to maximize the value of that customer. It is much easier to generate more sales and larger sales from existing customers than it is to go out and find new ones. So make sure that you're getting every possible business opportunity with existing customers.

#### 2. **Don't stop marketing**

Studies have shown that companies that continue to market during a recession not only have a better chance of surviving it but also will come out way ahead of their competitors when the recession ends. Keeping in front of your customers and prospects during a recession is critical so that they know you are still there. Also consider changing your message and make it more educational in nature, give your audience information to help them make decisions about your products or service.

#### 3. **Increase your level of service**

Great service doesn't cost anything so make sure that you are delivering the highest level of service to your customers. Ask your customers how you're doing and then improve upon it.

#### 4. **Uncover every area of your business and analyze it**

A recession is a great time to uncover every stone in your business and analyze it to make sure it works, whether it's marketing, your sales process, the design of your product or service or your operations and service. Make sure you analyze it.

#### 5. **Create an action plan and execute it**

Once you have analyzed your business then set some priorities you want to focus on and create a game plan to focus on those priorities. Stick to the plan and measure the effectiveness of it each month. And make sure your team knows the plan and are focused on it as well!

If you do these five things you will not only survive this recession you will thrive in it. And remember recessions are cyclical so it will end!

For more information: [www.thepinecrestgroup.com](http://www.thepinecrestgroup.com)

To register for upcoming Business and Computer workshops:  
[www.umdced.com/workshops](http://www.umdced.com/workshops) or 218-726-7298

## **BUSINESS Workshops**

**Writing a Business Plan**

08/26/2009  
(2:00pm-4:00pm)

\$25.00

## COMPUTER Workshops

<b><u>Access I - Basics of Database Management</u></b>	08/21/2009 (9:00am-12:00pm)	\$60.00
<b><u>Access II - Beyond the Basics of Database Management</u></b>	08/21/2009 (1:00pm-4:00pm)	\$60.00
<b><u>Access III - Database Relationships and Queries</u></b>	09/02/2009 (9:00am-12:00pm)	\$60.00
<b><u>Access IV - Visual Basics in Access</u></b>	09/02/2009 (1:00pm-4:00pm)	\$60.00
<b><u>Computers 102 - Desktop Productivity</u></b>	09/01/2009 (1:00PM-4:00PM)	\$60.00
<b><u>Dreamweaver - Web Page Design I</u></b>	08/27/2009 (9:00am-12:00pm)	\$60.00
<b><u>Dreamweaver - Web Page Design II</u></b>	09/03/2009 (9:00am-12:00pm)	\$60.00
<b><u>Dreamweaver - Web Page Design III</u></b>	09/10/2009 (9:00am-12:00pm)	\$60.00
<b><u>Dreamweaver - Web Page Design IV</u></b>	09/17/2009 (1:00pm-4:00pm)	\$60.00
<b><u>Excel I - Basics of Spreadsheets</u></b>	09/16/2009 (1:00pm-4:00pm)	\$60.00
<b><u>Excel II - Beyond the Basics of Spreadsheets</u></b>	09/23/09 (9:00am-12:00pm)	\$60.00
<b><u>Excel III - Macros and Functions</u></b>	09/01/2009 (9:00am-12:00pm)	\$60.00
<b><u>Illustrator I - Basics of Graphic Design</u></b>	08/26/2009 (9:00am-12:00pm)	\$60.00
<b><u>InDesign I - Basics of Desktop Publishing</u></b>	09/09/2009 (1:00pm-4:00pm)	\$60.00
<b><u>InDesign II - Beyond the Basics of Desktop Publishing</u></b>	09/23/2009 (1:00pm-4:00pm)	\$60.00
<b><u>Photoshop I - Basics of Digital Images</u></b>	09/09/2009 (9:00am-12:00pm)	\$60.00
<b><u>Photoshop II - Beyond the Basics of Digital Images</u></b>	09/16/2009 (9:00am-12:00pm)	\$60.00

<u><a href="#">PowerPoint I - Basics of Creating Presentations</a></u>	09/03/2009 (1:00pm-4:00pm)	\$60.00
<u><a href="#">PowerPoint II - Beyond the Basics of Creating Presentations</a></u>	09/10/2009 (1:00pm-4:00pm)	\$60.00
<u><a href="#">Word I - Basics of Word Processing</a></u>	08/25/2009 (9:00am-12:00pm)	\$60.00
<u><a href="#">Word II - Beyond the Basics of Word Processing</a></u>	08/25/2009 (1:00pm-4:00pm)	\$60.00

## QUICKBOOKS

<u><a href="#">QuickBooks</a></u>	09/15/2009 (9:00am-4:00pm)	\$99.00
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The University of Minnesota Duluth Center for Economic Development offers numerous workshops to help entrepreneurs and employees operate more efficiently. **All workshops are held at the Duluth Technology Village, 11 E. Superior Street, Suite 210, unless otherwise noted.** To register call: 218-726-7298, 888-387-4594 or register online: [www.umdced.com/workshops](http://www.umdced.com/workshops).

**The mission of the University of Minnesota Duluth Center for Economic Development is to assist entrepreneurs and businesses to grow and succeed.**

*Funded in part through a cooperative agreement with the U.S. Small Business Administration, Minnesota Department of Employment and Economic Development and sponsoring centers. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. For arrangements, contact: UMD Center for Economic Development, 11 E. Superior Street, Suite 210, 218-726-7298*

**1986 – 2009** Celebrating 23 years of excellence and also recognizing UMD's 25 year partnership with the Minnesota Small Business Development Centers

*The University of Minnesota is an equal opportunity educator and employer.*  
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