

# NewsWire

September 15, 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.

### GOOD READING

#### Quick Tip – On Being a Broken Record

By Curt Clinkinbeard, Executive Director, The FAMEE Foundation

Ever feel like you are repeating yourself too much in your marketing communications? Given the amount of repetition needed to win in marketing, it is really easy to feel this way and to get very bored with our marketing. This is a mistake. [This week's blog explains this concept and some of the things you can do to avoid this common trap. Click here to learn more.](#)

#### Angel Investors Become a Little Less So

By James Flanigan

Entrepreneurship is as vibrant as ever in the American economy, but the capital that finances new companies is still in retreat. Venture capital is running at its lowest levels in more than a decade, and angel investors, who invest in far smaller companies than venture capital funds do, are holding back, too. For more information:

[www.asbdc-us.org/News/2009\\_08\\_28\\_Angels.pdf](http://www.asbdc-us.org/News/2009_08_28_Angels.pdf).

### BUSINESS BREAKFAST SERIES



#### TRUST STIMULATION PLAN: Why More Trust = More Business!

9/30/09

7:30 AM – 9:00 AM

\$10.00

Presented by: Lisa Jemtrud, Better Business Bureau of Minnesota and North Dakota  
Attendees can expect to understand:

- Trust Trends
- Factors Affecting Trust
- Company Actions to Improve Trust
- Public Policy Actions to Improve Trust
- Negative Trust Factors

To register: [www.umdced.com/workshops](http://www.umdced.com/workshops) or 218-726-7298.

### THE WEEK AHEAD

#### Computer Workshops

|  |                               |         |
|--|-------------------------------|---------|
| <a href="#"><u>Access I - Basics of Database Management</u></a>              | 09/22/2009<br>(1:00pm-4:00pm) | \$60.00 |
| <a href="#"><u>Excel II - Beyond the Basics of Spreadsheets</u></a>          | 09/23/09<br>(9:00am-12:00pm)  | \$60.00 |
| <a href="#"><u>InDesign II - Beyond the Basics of Desktop Publishing</u></a> | 09/23/2009<br>(1:00pm-4:00pm) | \$60.00 |
| <a href="#"><u>Illustrator I - Basics of Graphic Design</u></a>              | 09/24/2009<br>(1:00pm-4:00pm) | \$60.00 |

#### Business Workshops

|  |                               |         |
|--|-------------------------------|---------|
| <a href="#"><u>Writing a Business Plan</u></a> | 09/23/2009<br>(2:00pm-4:00pm) | \$25.00 |
|--|-------------------------------|---------|

All scheduled business and computer workshops can be seen on our website at: [www.umdced.com/workshops](http://www.umdced.com/workshops). To register: click on the interactive links in workshop listing or call: 218-726-7298

## GOOD READING *(cont.)*

### What Do You Mean, I Don't Own That Ad? I Paid For It.

#### *How to keep your intellectual property rights in advertising campaigns*

*By Danielle Slimnicanovski*

Most companies understand the importance of advertising and marketing to maintain momentum in their brand. It may come as a surprise, but if you engage an ad agency to provide you with advertising or marketing ideas, you may not own the intellectual property rights in the ideas that are presented to you - even though you paid for them. For more information:

[www.ipfrontline.com/depts/article.asp?id=23408&deptid=3](http://www.ipfrontline.com/depts/article.asp?id=23408&deptid=3)

### What About When the Trademark That Distinguishes a Product Isn't Something You See, but Rather Something You Hear

*By John G. Browning*

As someone who has helped individuals and companies with obtaining and protecting trademarks (everything from slogans to artful renderings of a restaurant chain's logos), I have a healthy appreciation for the legal importance of protecting the things that consumers see and associate with someone's business. If you see those familiar Golden Arches, you know it stands for McDonalds, just as when you view the picture of the Pillsbury Doughboy on the label, you realize it's not the same as "Brand X" biscuits. But what about when the trademark that distinguishes a product or service isn't something you can see at all, but rather something you hear? For more information:

[www.ipfrontline.com/depts/article.asp?id=23399&deptid=4](http://www.ipfrontline.com/depts/article.asp?id=23399&deptid=4)

## What's the Best Way to Make a Decision?

Here are the four most common approaches to making decisions:

**"Reframing"** is the best approach, but in a recent study it was found to be used only 12% of the time. The starting point for reframing is that anything is possible. If sales don't meet expectations, maybe the manager should change expectations. Reframing lets the manager "set new norms" for the company.

**"Target"** decision making means setting new goals in the process. This tactic keeps the manager's options open to a "whole range of means to achieve your end." This is the method used in 29% of decisions.

**"The Problem"** method races to find the causes-such as low morale or motivation-of-distress symptoms such as poor sales. The drawback with this approach is that although the "causes" may only be other symptoms, they often are considered to the exclusion of other possibilities.

**"The Idea"** method, which ironically could be termed the "bright Idea" approach, takes a similar shortcut to improving performance. In this case, the manager may say, "Sales are poor; I know, so let's do more discounting!" Yet there may be little evidence that discounting is the issue.

The **"problem"** and **"idea"** approaches to decisions are more constraining but are used in nearly 60% of decisions. We favor the "reframing" method because "the broader the search for solutions, the better the results."

This article appeared in Mike Henning's Family Firm Advisor newsletter.

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

<http://www.mikehenning.com/articles/index.cfm>



**REMINDER: YOU CAN NOW PRE-ORDER YOUR 2010 IRS TAX CALENDAR FOR SMALL BUSINESS AND SELF EMPLOYED, PUBLICATION 1518.** The calendar is also available in a Spanish version.

SB/SE distributes the calendar as a resource for taxpayers who own small businesses or are self-employed. It's complete with useful information on general business taxes, recordkeeping requirements, electronic filing and payment options, retirement plans, business publications and forms, common tax filing and deposit dates, federal legal holidays, and IRS and SSA customer service contacts. To order: 1-800-829-3676 or

<http://www.irs.gov/businesses/small/page/0,,id=82780,00.html>

Would you like to expose your home based business to over 10,000 people in one day? You can at:

## **My Own Biz**

A Home-Based Business Show @ the Miller Hill Mall

**Saturday, September 19<sup>th</sup>, 2009**

**Miller Hill Mall**

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

or call: 218-727-1177

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 shall provide equal access to and opportunity in its programs, facilities, and employment without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression.

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